

# Global Home Meal Replacement (HMR) Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Home Meal Replacement (HMR) market size was valued at US\$ 90720 million in 2023 and is forecast to a readjusted size of USD 188670 million by 2030 with a CAGR of 11.2% during review period.

Home meal replacement (HMR) is a kind of buying meals to solve the behavior of cooking meals at home and reduce the time and workload consumed in the process of family meal preparation. It replaces the traditional way of cooking from original ingredients and allows consumers to buy them back and eat them directly.

### Home Meal Replacement (HMR) Market Drivers

**Busy Lifestyles:** Modern consumers, particularly working professionals and families, have increasingly hectic schedules that leave little time for meal preparation. HMRS offer quick and convenient meal solutions that fit into their fast-paced lives.

**Changing Consumer Preferences:** There is a growing preference for convenience foods due to the shift towards eating at home. Many consumers are looking for easy-to-prepare meals that do not compromise on taste or quality.

**Health Consciousness:** As awareness about nutrition and health rises, consumers are seeking healthier meal options. HMRS can cater to this demand by offering nutritious alternatives to traditional fast food.

**Advances in Food Technology:** Improvements in food preservation and packaging technologies have enhanced the shelf life and quality of HMR products. Innovations like vacuum sealing, freezing, and smart packaging help maintain freshness and taste.

**Variety and Customization:** The HMR market has evolved to include a wide range of options, from ethnic cuisines to dietary-specific meals (like gluten-free, vegan, or keto-friendly). This variety appeals to diverse consumer preferences.

**E-commerce Growth:** The expansion of online grocery shopping and delivery services has made it easier for consumers to purchase HMRs from the comfort of their homes, especially since the COVID-19 pandemic has accelerated this trend.

**Influence of Social Media:** Social media platforms have boosted awareness and visibility of HMR products through influencer marketing and online cooking shows, making consumers more open to trying new meal options.

**Home Meal Replacement (HMR) Market Restraints**

**Price Sensitivity:** HMR products are often more expensive than traditional cooking ingredients. Price-sensitive consumers may opt for cheaper meal preparation options instead.

**Perception of Quality:** Some consumers perceive HMRs as less fresh or nutritious compared to home-cooked meals. Concerns over the taste and overall quality of pre-packaged meals can deter purchases.

**Health and Safety Concerns:** There is increasing scrutiny regarding the ingredients used in processed foods, including preservatives and artificial additives. Consumers are becoming more cautious about the health implications of consuming HMRs.

**Competition from Other Meal Solutions:** The HMR market faces competition not only from home-cooked meals but also from meal kits, take-out, and fast-casual dining options, which can provide similar convenience.

**Lifestyle and Dietary Trends:** Consumers with specific dietary needs or preferences (such as veganism or food intolerances) may find it challenging to find suitable HMR options, affecting their overall market satisfaction.

**Cultural Differences:** Acceptance of HMR products can vary significantly across different cultures and regions. In some areas, traditional cooking methods and ingredients are highly valued, limiting the growth of the HMR market.

**Environmental Concerns:** As sustainability becomes a more significant issue for consumers, concerns over the environmental impact of packaging and food waste associated with HMR products may influence purchasing decisions.

This report is a detailed and comprehensive analysis for global Home Meal Replacement (HMR) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2024, are provided.

## **Key Features:**

Global Home Meal Replacement (HMR) market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2019-2030

Global Home Meal Replacement (HMR) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2019-2030

Global Home Meal Replacement (HMR) market size and forecasts, by Type and by Sales channel, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (US\$/MT), 2019-2030

Global Home Meal Replacement (HMR) market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (US\$/MT), 2019-2024

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Home Meal Replacement (HMR)

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Home Meal Replacement (HMR) market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Herbalife, CJ Cheiljedang, Shinsegae Food, OURHOME, Nestle, Kellogg, Dongwon, Abbott, Glanbia, Huel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Home Meal Replacement (HMR) market is split by Type and by Sales channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Ready to Eat (RTE)
- Ready to Heat (RTH)
- Ready to Cook (RTC)

Market segment by Sales channel

- Online
- Offline

#### Major players covered

- Herbalife
- CJ Cheiljedang
- Shinsegae Food
- OURHOME
- Nestle
- Kellogg
- Dongwon
- Abbott
- Glanbia
- Huel
- Kagome
- Freshstone Brands
- Theodor Rietmann GmbH
- Arbutus Ridge Farms Ltd
- OptiBiotix
- Orgain
- Smeal
- BY-Health
- Master Kong
- Want Want
- Wonderlab

#### **Market segment by region, regional analysis covers**

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

#### **The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Home Meal Replacement (HMR) product scope, market

overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Home Meal Replacement (HMR), with price, sales quantity, revenue, and global market share of Home Meal Replacement (HMR) from 2019 to 2024.

Chapter 3, the Home Meal Replacement (HMR) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Home Meal Replacement (HMR) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and by Sales channel, with sales market share and growth rate by Type, by Sales channel, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2019 to 2024. and Home Meal Replacement (HMR) market forecast, by regions, by Type, and by Sales channel, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Home Meal Replacement (HMR).

Chapter 14 and 15, to describe Home Meal Replacement (HMR) sales channel, distributors, customers, research findings and conclusion.

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