

Meal Kit Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

The Global Meal Kit Market was valued at USD 18.1 billion in 2024 and is set to experience substantial growth, projected to expand at a CAGR of 12.4% from 2025 to 2034. This growth is driven by evolving consumer preferences for convenient, home-cooked meals that save time without compromising on quality or nutrition. Meal kits offer an attractive solution, delivering pre-portioned ingredients alongside easy-to-follow recipes.

As more consumers seek hassle-free alternatives to traditional grocery shopping and meal planning, the demand for these kits continues to surge. Meal kits cater to various dietary needs, making them an appealing choice for individuals seeking to eat healthier without the stress of cooking from scratch. This shift toward convenience reflects broader societal trends, with consumers placing greater importance on time-saving products that fit into their busy lifestyles. The rise of meal kit delivery services has reshaped the way people approach home cooking, offering an accessible and modern solution to daily meal preparation.

The non-vegetarian segment in the meal kit market was valued at USD 8.2 billion in 2024, with projections showing a growth rate of 12.3% CAGR from 2025 to 2034. Non-vegetarian meal kits have become especially popular due to their wide appeal, as meat and seafood are essential components of many diets. These meal kits are particularly favored by individuals seeking protein-rich options, making them an ideal choice for consumers focused on health and fitness or those following specific dietary preferences. With the demand for meat and seafood-based meal kits on the rise, companies are expanding their offerings to include a broader range of meal options, allowing customers to enjoy variety and convenience in their meals.

The ready-to-eat segment within the meal kit market reached USD 3 billion in 2024, with a growth rate of 6.1% CAGR through 2034. As consumers' lives grow increasingly fast-paced, the need for convenient, no-prep meals is more pronounced. Ready-to-eat meal kits, such as pre-packaged salads and microwavable meals, are becoming increasingly popular among individuals with busy schedules who prioritize convenience. These meals offer a simple, quick solution without compromising on nutrition, making them an attractive option for consumers who seek minimal effort and maximum efficiency in their daily routines.

In the U.S., the meal kit market generated USD 5.9 billion in 2024 and is expected to grow at an impressive 13.1% CAGR until 2034. Urbanization is a key factor behind this growth, with many urban professionals and families opting for meal kits as a time-saving alternative. In cities where long commutes and demanding work schedules make home-cooked meals less feasible, meal kits have become a practical solution. Furthermore, the widespread use of smartphones and the Internet has facilitated the ordering and delivery process, enhancing the accessibility of these services. As a result, meal kit consumption continues to rise, with more American households seeking out convenient, healthy meal solutions.

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