

U.S. Meal Kit Delivery Services Market Size, Share & Trends Analysis Report By Meal Type (Vegan, Vegetarian, Non-vegetarian), By Offering (Heat & Eat, Cook & Eat), By Service (Single, Multiple), By Platform (Online, Offline), And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/U07CCB70FA25EN.html>

Date: March 2026

Pages: 115

Price: US\$ 3,950.00 (Single User License)

ID: U07CCB70FA25EN

Abstracts

The U.S. meal kit delivery services market size was estimated at USD 15.29 billion in 2025 and is projected to reach USD 28.57 billion by 2033, growing at a CAGR of 7.3% from 2026 to 2033. The market growth is propelled by a confluence of lifestyle and technology trends that are expanding its consumer base.

Health conscious shoppers are gravitating toward ready to cook solutions that promise nutritionally balanced meals, portion control, and clean label ingredients. At the same time, the rise of flex working arrangements has increased demand for convenient, home cooked options that can be prepared in under 30 minutes.

According to the United States Environmental Protection Agency, 94% of the food thrown away ends up in landfills or combustion facilities. In 2025, the United States wastes approximately 60 million tons of food annually, making food the largest component of municipal solid waste in landfills and highlighting the continued scale of food loss across the supply chain.

According to Foodprint, the U.S. wastes roughly 40% of its food; that is, 125 to 160 billion pounds of food are wasted every year, much of which is perfectly edible and nutritious. Food is lost or wasted for a number of reasons, including overproduction, overbuying, poor planning, and confusion over labels and safety.

Food waste also has a staggering price tag, costing the country approximately USD 218

billion per year. Uneaten food puts unnecessary strain on the environment by wasting valuable resources such as water and farmland. At a time when 12% of the U.S. households are food insecure, reducing food waste by just 15% could provide enough sustenance to feed more than 25 million people annually.

Households are responsible for the largest portion of all food waste. ReFED estimates that U.S. households waste 76 billion pounds of food per year. Approximately 40% to 50% of food waste happens at the consumer level, costing them USD 1,800 per year. In terms of total mass, fresh fruits and vegetables account for the largest losses at the consumer level, followed by dairy, meat, and seafood.

Meal kit delivery services are an ideal solution, as meal planning significantly reduces food waste. Meal kits include ingredients in the exact quantities required to prepare a meal, since each portion is pre-measured. Some companies offer larger portions but still provide calorie counts and nutritional information for the portions.

U.S. Meal Kit Delivery Services Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. meal kit delivery services market report based on meal type, offering, service, and platform:

Meal Type Outlook (Revenue, USD Billion, 2021 - 2033)

Vegan

Vegetarian

Non-vegetarian

Offering Outlook (Revenue, USD Billion, 2021 - 2033)

Heat & Eat

Cook & Eat

Service Outlook (Revenue, USD Billion, 2021 - 2033)

Single

Multiple

Platform Outlook (Revenue, USD Billion, 2021 - 2033)

Online

Offline

This report can be delivered to the clients within 5 Business Days

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Meal Type Outlook
- 2.3. Offering Outlook
- 2.4. Service Outlook
- 2.5. Platform Outlook
- 2.6. Competitive Landscape Snapshot

CHAPTER 3. U.S. MEAL KIT DELIVERY SERVICES MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends & Outlook
 - 3.2.2. Retail/Sales Channel Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis

3.5. Market Entry Strategies

CHAPTER 4. U.S. MEAL KIT DELIVERY SERVICES MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Meal Type Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. MEAL KIT DELIVERY SERVICES MARKET: MEAL TYPE ESTIMATES & TREND ANALYSIS

- 5.1. U.S. Meal Kit Delivery Services Market, By Meal Type: Key Takeaways
- 5.2. Meal Type Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts by Meal Type, 2021 - 2033 (USD Billion)
 - 5.3.1. Vegan
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.2. Vegetarian
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3. Non-Vegetarian
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 6. U.S. MEAL KIT DELIVERY SERVICES MARKET: OFFERING ESTIMATES & TREND ANALYSIS

- 6.1. U.S. Meal Kit Delivery Services Market, By Offering: Key Takeaways
- 6.2. Offering Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts by Offering, 2021 - 2033 (USD Billion)
 - 6.3.1. Heat & Eat
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.2. Cook & Eat
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. U.S. MEAL KIT DELIVERY SERVICES MARKET: SERVICE ESTIMATES & TREND ANALYSIS

- 7.1. U.S. Meal Kit Delivery Services Market, By Service: Key Takeaways

- 7.2. Service Movement Analysis & Market Share, 2025 & 2033
- 7.3. Market Estimates & Forecasts by Service, 2021 - 2033 (USD Billion)
 - 7.3.1. Single
 - 7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 7.3.2. Multiple
 - 7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 8. U.S. MEAL KIT DELIVERY SERVICES MARKET: PLATFORM ESTIMATES & TREND ANALYSIS

- 8.1. U.S. Meal Kit Delivery Services Market, By Platform: Key Takeaways
- 8.2. Platform Movement Analysis & Market Share, 2025 & 2033
- 8.3. Market Estimates & Forecasts, by Platform, 2021 - 2033 (USD Billion)
 - 8.3.1. Online
 - 8.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.2. Offline
 - 8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 9. U.S. MEAL KIT DELIVERY SERVICES MARKET: COMPETITIVE ANALYSIS

- 9.1. Recent Developments & Impact Analysis by Key Market Participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2025 (%)
- 9.7. Company Heat Map Analysis, 2025
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. Blue Apron, LLC
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. Freshly Inc.
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios

- 9.9.2.4. Strategic Initiatives
- 9.9.3. HelloFresh
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
- 9.9.4. Sun Basket
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
- 9.9.5. Relish Labs LLC (Home Chef)
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
- 9.9.6. Gobble
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Product Portfolios
 - 9.9.6.4. Strategic Initiatives
- 9.9.7. Marley Spoon Inc.
 - 9.9.7.1. Company Overview
 - 9.9.7.2. Financial Performance
 - 9.9.7.3. Product Portfolios
 - 9.9.7.4. Strategic Initiatives
- 9.9.8. Purple Carrot
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Product Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Fresh n' Lean
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Product Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Hungryroot
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance

9.9.10.3. Product Portfolios

9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. meal kit delivery services market - Key market driver analysis

Table 2 U.S. meal kit delivery services market - Key market restraint analysis

Table 3 U.S. meal kit delivery services market estimates & forecast, by meal type (USD Billion)

Table 4 U.S. meal kit delivery services market estimates & forecast, by offering (USD Billion)

Table 5 U.S. meal kit delivery services market estimates & forecast, by service (USD Billion)

Table 6 U.S. meal kit delivery services market estimates & forecast, by platform (USD Billion)

Table 7 Recent developments & impact analysis by key market participants

Table 8 Company market share, 2025

Table 9 Company heat map analysis

Table 10 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 U S Meal Kit Delivery Services Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Meal Type snapshot
- Fig. 8 Offering snapshot
- Fig. 9 Service snapshot
- Fig. 10 Distribution channel snapshot
- Fig. 11 Competitive landscape snapshot
- Fig. 12 U.S meal kit delivery services market size (USD Billion)
- Fig. 13 U.S meal kit delivery services market size, 2021 to 2033 (USD Billion)
- Fig. 14 U.S meal kit delivery services market: Penetration & growth prospect mapping
- Fig. 15 U.S meal kit delivery services market: Value chain analysis
- Fig. 16 U.S meal kit delivery services market: Profit margin analysis
- Fig. 17 U.S meal kit delivery services market: Market dynamics
- Fig. 18 U.S meal kit delivery services market: Porter's five forces analysis
- Fig. 19 Factors influencing buying decisions for meal kit delivery services
- Fig. 20 U.S meal kit delivery services market: Meal Type Movement Analysis, 2025 & 2033 (%)
- Fig. 21 U.S vegan meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 22 U.S vegetarian meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 23 U.S non-Vegetarian meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 24 U.S meal kit delivery services market: Offering Movement Analysis, 2025 & 2033 (%)
- Fig. 25 U.S heat & eat meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 26 U.S cook & eat meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 27 U.S meal kit delivery services market: Service Movement Analysis, 2025 & 2033 (%)

Fig. 28 U.S single meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)

Fig. 29 U.S multiple meal kit delivery services market estimates and forecast, 2021 - 2033 (USD Billion)

Fig. 30 U.S meal kit delivery services market: Platform Movement Analysis, 2025 & 2033 (%)

Fig. 31 U.S meal kit delivery services market estimates and forecast, through offline, 2021 - 2033 (USD Billion)

Fig. 32 U.S meal kit delivery services market estimates and forecast, through online, 2021 - 2033 (USD Billion)

Fig. 33 Key company categorization

Fig. 34 Company market share analysis, 2025

Fig. 35 Strategic framework of the meal kit delivery services market

I would like to order

Product name: U.S. Meal Kit Delivery Services Market Size, Share & Trends Analysis Report By Meal Type (Vegan, Vegetarian, Non-vegetarian), By Offering (Heat & Eat, Cook & Eat), By Service (Single, Multiple), By Platform (Online, Offline), And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/U07CCB70FA25EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U07CCB70FA25EN.html>