

# **Meal Kit Delivery Services Market Forecasts to 2030 – Global Analysis By Type (Economic Meal Kit and Premium Meal Kit), Food Type, Delivery Model, Meal Type, Channel, End User and By Geography**

<https://marketpublishers.com/r/M6646CCCCB84EN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: M6646CCCCB84EN

## **Abstracts**

According to Statistics MRC, the Global Meal Kit Delivery Services Market is accounted for \$31.92 billion in 2024 and is expected to reach \$72.77 billion by 2030 growing at a CAGR of 14.72% during the forecast period. Meal kit delivery services are businesses that give their clients pre-portioned supplies and cooking instructions so they may prepare meals at home. By removing the need for grocery shopping, meal planning, and ingredient procurement, these services provide convenience. Consumers usually sign up to get fresh, pre-measured ingredients for a range of recipes once a week or twice a week. Meal kits accommodate a range of dietary requirements and are made to make cooking easier while still enabling consumers to enjoy a variety of home-cooked meals.

Market Dynamics:

Driver:

Health and wellness trends

Meal kits are a desirable alternative since the demand for organic, wholesome, and well-balanced meals has increased due to people's increased health consciousness. Convenient solutions to keep up a balanced diet without investing time in meal planning and preparation are becoming more and more popular among consumers. This is addressed by meal kit services, which provide specialised alternatives such as plant-based, gluten-free, and low-carb meals. Furthermore, these services frequently include comprehensive nutritional data, assisting clients in making wise food selections. The

popularity of meal kit delivery services is further increased by the growing interest in sustainable eating habits and personal wellbeing.

Restraint:

Sustainability concerns

Waste and pollution are exacerbated by the overuse of plastic and non-recyclable materials in packaging. Carbon footprints are also a problem due to transportation emissions from long-distance meal kit deliveries. Furthermore, the procurement of components, which frequently come from different places, may lead to food waste and unsustainable agricultural methods. Customers are calling for more environmentally friendly solutions as a result of their growing awareness of these environmental challenges. Meal kit providers must thus adjust by putting in place more environmentally friendly sourcing and packaging methods in order to satisfy customer demands.

Opportunity:

Partnerships with grocery chains

Meal kit suppliers may use the established distribution networks of supermarket chains by forming partnerships with them. They increase the effectiveness of the supply chain, guaranteeing that customers receive fresher ingredients. Additionally, grocery chains increase market penetration by fostering consumer trust and brand familiarity. These collaborations frequently result in unique meal kit offers that draw devoted clients. These partnerships can also aid meal kit providers in reaching a wider audience, especially in regions with a high concentration of supermarket chains.

Threat:

Shifts in consumer preferences

Ready-to-eat meals or supermarket delivery may be preferred by many consumers over meal kits that need to be prepared as convenience becomes increasingly important. Customers may pick fresher, more customisable alternatives as a result of the increased emphasis on eating healthily. Additionally, meal kits may not be as cost-effective as other options for buyers on a tight budget. The industry may also be impacted by growing demand in home cooking without the commitment of subscription models. In the end, shifting consumer preferences and habits may compel businesses

to make ongoing adjustments or risk losing market share.

### Covid-19 Impact

The Covid-19 pandemic significantly impacted the meal kit delivery services market. With lockdowns and social distancing measures in place, demand for convenient, home-delivered meal solutions surged as consumers sought safer, time-saving alternatives to grocery shopping and dining out. The market witnessed rapid growth due to increased consumer interest in cooking at home, combined with concerns over food safety. The pandemic also accelerated the adoption of online meal kit subscriptions, prompting companies to expand their offerings, improve delivery logistics, and introduce new, healthier meal options.

The ready-to-cook segment is expected to be the largest during the forecast period

The ready-to-cook segment is expected to account for the largest market share during the forecast period, due to the time-saving benefits for consumers. As busy lifestyles continue to grow, consumers are increasingly seeking meal solutions that require minimal preparation but offer fresh ingredients and variety. Ready-to-cook kits also cater to health-conscious individuals by offering portion-controlled, nutritious meal options. This segment taps into the demand for home-cooked meals without the hassle of grocery shopping or meal planning. As a result, the growing preference for quick, easy, and customizable meal solutions is accelerating the market's expansion.

The commercial segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial segment is predicted to witness the highest growth rate, due to the growing demand for convenience among busy consumers. Companies in this industry provide customised meal packages that are convenient and flexible for large gatherings, families, and individuals. They increase client loyalty and generate consistent income streams by collaborating with well-known companies and providing subscription models. Improvements in logistics also help the business sector by facilitating quicker and more effective delivery services. These elements work together to broaden the market and propel the meal kit delivery sector's rapid expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising urbanization, busy lifestyles, and increasing demand for convenient and healthy meal solutions. Countries like China, Japan, South Korea, and India are key contributors, driven by tech-savvy consumers and expanding e-commerce platforms. The market benefits from increasing disposable incomes, a growing preference for home-cooked meals with minimal preparation, and a surge in online food delivery trends. Companies are focusing on personalized meal plans, sustainable packaging, and diverse cuisine options to attract customers.

#### Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, owing to increasing consumer demand for convenient, time-saving meal solutions. Factors such as rising disposable income, urbanization, and a growing preference for home-cooked meals with minimal preparation are fuelling market expansion. Companies are innovating with diverse dietary options, including vegan, organic, and gourmet meals, to cater to evolving consumer preferences. The market is also benefiting from advancements in food packaging and cold chain logistics. Countries like Germany, the UK, and France are key players, with online platforms and subscription-based models gaining significant traction.

#### Key players in the market

Some of the key players profiled in the Meal Kit Delivery Services Market include Blue Apron, HelloFresh, Sun Basket, Green Chef, Home Chef, EveryPlate, Gobble, Dinnerly, Snap Kitchen, Territory Foods, Martha & Marley Spoon, Purple Carrot, Trifecta, Fresh n' Lean, The Good Kitchen, Freshly, Snap Kitchen and CookUnity.

#### Key Developments:

In August 2024, Home Chef collaborated with the popular children's series 'PAW Patrol' to introduce themed meal kits. This partnership aimed to engage younger audiences and their families in cooking activities.

In May 2024, HelloFresh collaborated with Whirlpool Corporation and Total Quality Logistics (TQL) to expand the 'Feel Good Fridge' program. This initiative provides refurbished refrigerators to food pantries and nonprofit organizations across the U.S., aiming to combat food insecurity.

In September 2024, Blue Apron announced a definitive merger agreement to be acquired by Wonder Group, a food tech company founded by former Walmart e-commerce executive Marc Lore. The acquisition was valued at approximately \$103 million, with Blue Apron's stockholders set to receive \$13 per share in cash.

#### Types Covered:

Economic Meal Kit

Premium Meal Kit

#### Food Types Covered:

Ready-to-cook

Ready-to-eat

#### Delivery Models Covered:

Heat & Eat

Cook & Eat

#### Meal Types Covered:

Vegetarian

Vegan

Non-vegetarian

Gluten-free

Organic

Other Meal Types

Channels Covered:

Online

Offline

End Users Covered:

Residential

Commercial

Corporate

Healthcare and Assisted Living

Fitness and Wellness Centers

Educational Institutions

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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