

Meal Kit Service Market Size, Share, and Outlook, 2025 Report- By Product (Ready-to-eat Food, Reprocessed Food, Others), Meal (Veg, Non-Veg), Application (Residential, Commercial), and Companies, 2021-2032

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Abstracts

Meal Kit Service Market Outlook

The global Meal Kit Service market is expected to register a growth rate of 16.6% during the forecast period from \$28.2 Billion in 2024 to \$96.3 Billion in 2032. The Meal Kit Service market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Meal Kit Service segments across 22 countries from 2021 to 2032. Key segments in the report include By Product (Ready-to-eat Food, Reprocessed Food, Others), Meal (Veg, Non-Veg), Application (Residential, Commercial). Over 70 tables and charts showcase findings from our latest survey report on Meal Kit Service markets.

Meal Kit Service Market Insights, 2025

The meal kit service market in 2025 consolidates post-pandemic with emphasis on convenience, customization, and sustainability. Consumers seek health-conscious, plant-based, and ethnic cuisine options delivered with minimal packaging waste. Technology enables AI-driven recipe personalization and flexible subscriptions. Partnerships with local farms and suppliers enhance freshness and traceability. Urban areas with busy lifestyles remain core markets, with expansion into suburban and secondary cities. Companies invest in cold chain logistics and last-mile delivery optimization to ensure quality and reduce carbon footprints.

Five Trends that will define global Meal Kit Service market in 2025 and Beyond

A closer look at the multi-million global market for Meal Kit Service identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Meal Kit Service companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Meal Kit Service industry?

The Meal Kit Service sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Meal Kit Service Market Segment Insights

The Meal Kit Service industry presents strong offers across categories. The analytical report offers forecasts of Meal Kit Service industry performance across segments and countries. Key segments in the industry include By Product (Ready-to-eat Food, Reprocessed Food, Others), Meal (Veg, Non-Veg), Application (Residential, Commercial). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Meal Kit Service market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Meal Kit Service industry ecosystem. It assists decision-makers in evaluating global Meal Kit Service market fundamentals, market dynamics, and disruptive trends across the value

chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Meal Kit Service industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Meal Kit Service Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Meal Kit Service Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Meal Kit Service with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Meal Kit Service market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Meal Kit Service market Insights: Executives are most excited about opportunities for the US Meal Kit Service industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Meal Kit Service companies. Market players

consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Meal Kit Service market.

Latin American Meal Kit Service market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Meal Kit Service Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Meal Kit Service markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Meal Kit Service markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape
How Meal Kit Service companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Blue Apron Holdings, Inc., HelloFresh SE, Plated LLC, Sun Basket, Inc., Green Chef Corporation, Purple Carrot, Inc., Relish Labs LLC (Home Chef), Abel and Cole Limited, Riverford Organic Farmers Ltd., Gousto

Limited, Quitoque (HelloFresh), Marley Spoon Inc.

Meal Kit Service Market Scope

Leading Segments

By Product

Ready-to-eat Food

Reprocessed Food

Others

By Meal

Veg

Non-Veg

By Application

Residential

Commercial

Leading Companies

Blue Apron Holdings, Inc.

HelloFresh SE

Plated LLC

Sun Basket, Inc.

Green Chef Corporation

Purple Carrot, Inc.

Relish Labs LLC (Home Chef)

Abel and Cole Limited

Riverford Organic Farmers Ltd.

Gousto Limited

Quitoque (HelloFresh)

Marley Spoon Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing

environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Meal Kit Service Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Meal Kit Service Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL MEAL KIT SERVICE MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Meal Kit Service Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. MEAL KIT SERVICE MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Product
 - Ready-to-eat Food
 - Reprocessed Food
 - Others
- By Meal
 - Veg
 - Non-Veg
- By Application
 - Residential
 - Commercial

6. GLOBAL MEAL KIT SERVICE MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA MEAL KIT SERVICE MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Meal Kit Service Market Trends and Growth Opportunities
 - 6.2.1 North America Meal Kit Service Market Outlook by Type

- 6.2.2 North America Meal Kit Service Market Outlook by Application
- 6.3 North America Meal Kit Service Market Outlook by Country
 - 6.3.1 The US Meal Kit Service Market Outlook, 2021- 2032
 - 6.3.2 Canada Meal Kit Service Market Outlook, 2021- 2032
 - 6.3.3 Mexico Meal Kit Service Market Outlook, 2021- 2032

7. EUROPE MEAL KIT SERVICE MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Meal Kit Service Market Trends and Growth Opportunities
 - 7.2.1 Europe Meal Kit Service Market Outlook by Type
 - 7.2.2 Europe Meal Kit Service Market Outlook by Application
- 7.3 Europe Meal Kit Service Market Outlook by Country
 - 7.3.2 Germany Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.3 France Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.4 The UK Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.5 Spain Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.6 Italy Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.7 Russia Meal Kit Service Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Meal Kit Service Market Outlook, 2021- 2032

8. ASIA PACIFIC MEAL KIT SERVICE MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Meal Kit Service Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Meal Kit Service Market Outlook by Type
 - 8.2.2 Asia Pacific Meal Kit Service Market Outlook by Application
- 8.3 Asia Pacific Meal Kit Service Market Outlook by Country
 - 8.3.1 China Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.2 India Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.3 Japan Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.4 South Korea Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.5 Australia Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Meal Kit Service Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Meal Kit Service Market Outlook, 2021- 2032

9. SOUTH AMERICA MEAL KIT SERVICE MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024

9.2 South America Meal Kit Service Market Trends and Growth Opportunities

9.2.1 South America Meal Kit Service Market Outlook by Type

9.2.2 South America Meal Kit Service Market Outlook by Application

9.3 South America Meal Kit Service Market Outlook by Country

9.3.1 Brazil Meal Kit Service Market Outlook, 2021- 2032

9.3.2 Argentina Meal Kit Service Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Meal Kit Service Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA MEAL KIT SERVICE MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Meal Kit Service Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Meal Kit Service Market Outlook by Type

10.2.2 Middle East and Africa Meal Kit Service Market Outlook by Application

10.3 Middle East and Africa Meal Kit Service Market Outlook by Country

10.3.1 Saudi Arabia Meal Kit Service Market Outlook, 2021- 2032

10.3.2 The UAE Meal Kit Service Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Meal Kit Service Market Outlook, 2021- 2032

10.3.4 South Africa Meal Kit Service Market Outlook, 2021- 2032

10.3.5 Egypt Meal Kit Service Market Outlook, 2021- 2032

10.3.6 Rest of Africa Meal Kit Service Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Blue Apron Holdings, Inc.

HelloFresh SE

Plated LLC

Sun Basket, Inc.

Green Chef Corporation

Purple Carrot, Inc.

Relish Labs LLC (Home Chef)

Abel and Cole Limited

Riverford Organic Farmers Ltd.

Gousto Limited

Quitoque (HelloFresh)

Marley Spoon Inc.

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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