



Meal Kit Delivery Services



create amazing dinners



pick your meals



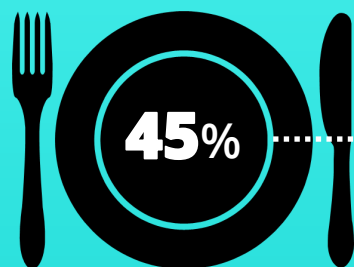
delicious recipes



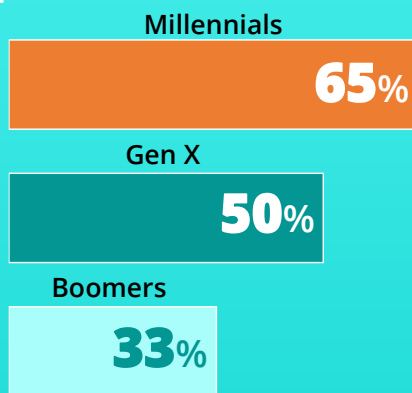
deliver to your door

A new breed of businesses has sprung up in the form of home delivery meal solutions that propose to help consumers overcome their anxiety surrounding planning and cooking meals. What kinds of consumers do home delivery meal kit solutions appeal to?

INTEREST IN MEAL KIT DELIVERY SERVICE



45% of consumers are interested in using services that would deliver ingredients for meals they could assemble/prepare at home



Millennials are the most interested in and already use the emerging hybrid food service/cooking delivery subscription services offering ingredient kits for “homemade” meal solutions.

MEAL KIT SUBSCRIPTION AWARENESS & USAGE

	Total	Millennials (19-37)	Gen X (38-51)	Boomers (52-70)
Several times a month or more often	9%	15%	9%	1%
Once a month or less often than once a month	9%	17%	7%	3%
I have tried this type of service but do not use it anymore	4%	8%	1%	3%
I am aware of this type of service but never tried it	53%	42%	57%	62%
I have never heard of this type of service	25%	19%	25%	30%