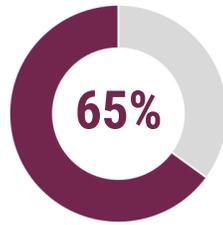


# Plan, Purchase, Prepare Meals: Where Do Meal Kits Fit In?

Traditions or assumptions about mealtimes no longer hold true. Planning what to eat and cooking have changed dramatically in the past few decades as American food culture has shifted to prioritize, on the one hand, greater customization to personal tastes and needs – especially through healthier, fresher, less processed food – and on the other hand, our continuing and undiminished desire for convenience, variety and good value. The consequence has been a disruption of the mealtime ritual and of cooking in general. The Hartman Group’s report, **Transformation of the American Meal**, reveals how meal kits help or hinder consumers in overcoming their mealtime challenges and meeting their goals. Here’s a sampling of our insights into cooking behaviors and where meal kits fit in.

## 3 TOP CHALLENGES WHEN PREPARING MEALS

The reality of cooking is that it involves mental and physical labor at every phase.



### Planning/Inspiration

Planning and inspiration are more salient challenges for older consumers.



### Prep/Cooking

Younger consumers face more challenges related to lack of time, energy and skill. Cleanup is also a bigger issue for them.



### Preferences/Timing

Parents find it most difficult to work around everyone’s schedules and please everyone.

63%

of consumers say they don’t plan in advance for meals; they just get what they feel like eating at that time.

49%

of consumers decide what to have for dinner one hour or less than one hour before dinner.

## THE FACT IS: MEAL KITS ARE NOT A MEALTIME SOLUTION FOR MOST AMERICAN CONSUMERS

81%

of consumers don’t use a meal kit to cook a meal.

*Millennials are most likely to use a meal kit, Boomers least likely.*

Thinking about the way that you plan, purchase and prepare food for your meals, how often do you use a **MEAL KIT** to cook a meal?

2-5 times a week – 3%

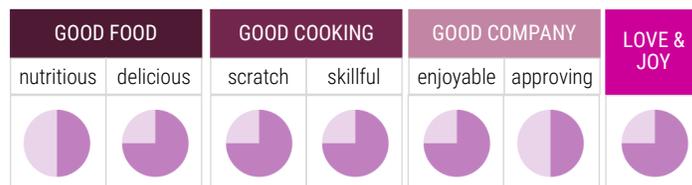
Once a week – 4%

1-3 times a month – 5%

Less than once a month – 7%

## MEAL KIT DASHBOARD: DEGREE OF FULFILLMENT

WEAK STRONG



### MAIN LIMITATIONS:

Cost + model, still requires cooking and better for households with shared food preferences

### SOLUTION:

Inspired options for scratch cooking

### MAJOR BARRIERS ADDRESSED:

Time (some) + energy, old habits and knowledge (some) + inspiration

**Hartman’s POV:** Meal kits show promise in both lowering these end-of-day barriers to cooking and bringing other members of the family into the kitchen in anticipation of a more special meal than usual. Meal kits have the potential to solve not just for top-of-mind needs around time/energy and creativity but also for deeper underlying issues related to lack of skill and getting others to help. **Learn more about our syndicated research.**  
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