

MEASURING THE MEAL KIT PHENOMENON

If takeout and scratch-cooking had a baby, it would be the meal kit, a curated bundle of chef-inspired, ready-to-cook foods that is putting a new spin on "eating in." Whether customers choose a subscription service or purchase a kit from a supermarket, c-store, or restaurant, these convenience-oriented meals are game changers.



By Subscription

Meal kit services such as Blue Apron, Daily Harvest, and Freshly have garnered a lot of attention in recent years as an alternative to cooking at home, or ordering restaurant meals for either dine-in, takeout, or delivery.



WHAT ATTRACTED YOU TO THE IDEA OF MEAL KIT SUBSCRIPTION SERVICES?



Ability to try **NEW INGREDIENTS**



Learn new cooking **TECHNIQUES**



Experiment with **NEW CUISINES**

Shopper's Choice

Large grocery chains such as Kroger, Walmart, H-E-B, Publix, and many more now offer meal kits in-store without the subscription.



KEY MOTIVATORS FOR USING MEAL KITS

- 58%** Helps me try new things that I'd never think to make at home
- 55%** Makes it easy to plan dinners for the week
- 53%** Eliminates need to do grocery shopping for a few nights worth of meals
- 50%** Increases variety of foods I eat at home
- 46%** Wouldn't have to think about dinners for a few days
- 42%** Meals are portion controlled
- 39%** Lets me work with new ingredients
- 34%** Teaches me new cooking skills
- 31%** Helps me improve my cooking skills
- 21%** Better value than trying to buy everything at grocery store for same type of recipe
- 20%** Gives me and my significant other/family something to do together



18%

of consumers have used meal or beverage kit subscriptions.

53%

of consumers who have never used a meal kit service say they would consider subscribing if it would cut down on grocery store trips.

16%

of consumers have tried a restaurant meal kit.

MEAL KIT USAGE

is highest among **Millennials (49%)** have purchased food or beverage in this format within the past year), followed by **Gen Z (42%)** and **Gen X (37%)**.

What's It All About?

These characteristics have become important to consumers in selecting meal kits rather than traditional takeout:



Convenience

All the ingredients and instructions needed are part of the package

Trendy and Authentic Meals

Creative dishes combining ingredients both familiar and exotic, and often organic and/or locally sourced

Perfect Portion Size

Meals carefully designed to feed a designated number of people, greatly reducing food waste



Meal Kit Ideas

- Consider **family-style portions** for four or more people in a meal kit format
- Don't forget **beverages**, such as ingredients for blending smoothies
- Include meal kits in a **delivery program**, whether handled internally or via third party
- Meal kits featuring items like finish-on-the-grill ribs or build-your-own smoked meat sandwiches are handy for **tailgating and picnics**

