

Three Reasons Meal Kits Are an Opportunity



Here are three reasons you should pay attention to what's happening with meal kits:

The meal kits market in the U.S. is expanding beyond home-delivered meal kits. Now they're available in grocery stores and restaurants, and this is attracting new users who have not purchased meal kits in the past. It's a game-changer for this segment of the food industry.

1

Users are highly satisfied with their experiences with meal kits purchased online and in-store, indicating loyalty and growth potential.

2

A significant number of meal kit users are experimenting with brands and purchase formats – their habits are not yet set.

3

Meal kits are not just for dinner . . . and that provides opportunities for new occasions, categories, and brands.

Whether you're in the meal kit business, or you compete for the consumers who purchase these kits, it's worth paying attention to this burgeoning part of the market.

"Look to see tighter relationships between meal kits and retailers since they are competitive with one another, and this represents ways for meal kit companies to drive efficiencies."

Darren Seifer, Industry Analyst

Get more insights like this.

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

