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Understanding the Meal Kit Delivery Company Landscape

Launched in the U.S. in 2012 with the arrival of Blue Apron, Meal Kit Delivery Companies bill themselves as an alternative—making consumers' lives less busy and designed to reduce the time and stress around preparing a home-cooked meal. For roughly \$60 a week, consumers can order meals online with all the essential ingredients for several dinners, along with easy-to-follow recipes—and they will arrive at the doorstep a week later.

In just five years, the market has blossomed into a full-on industry that is threatening grocery stores, with experts predicting that the industry will be a multibillion market by 2022. According to *Packaged Facts*, there are now more than 100 meal-kit delivery services available in one form or another, from those that will deliver premade, microwavable meals to ones that specialize in home-delivered juice cleanses or gourmet burgers in a box.

Today, nearly one in five consumers say they have already tried a meal-kit service, according to a survey by Morning Consult. And with Walmart's recent announcement of a new \$15 in-store meal kit option (which had only been available online through outside vendors previously)—in addition to their expanding line of prepared meals offerings—the market is poised for an intense competitive battle with pricing, quality and variety all being key factors in the continuing consumer adoption upward trend.

To help food industry professionals better leverage opportunities in this dynamic space, Q1 has conducted a multi-client study, *Understanding the Meal Kit Delivery Company Landscape*. Coverage includes:

SCOPE

- **MARKET ASSESSMENT** with identification of advantages, challenges, and outlook, as well as industry share/financials.
- **CONSUMER INSIGHTS** assessing usage, needstates, and behavior trends.
- **HOSTS/CLIENT ORGANIZATION** exploring partnership dynamics and contract details.
- **MEAL KIT DELIVERY SERVICE COMPANIES** (new products/ services, technology, industry sectors, and new brands, consolidation).

OBJECTIVES

- Comprehensive assessment of the meal kit delivery marketplace with detailed profiles of both established and emerging players.
- Identify and understand meal kit user expectations.
- Market sizing for specific meal kit delivery service products.
- Insights for sponsors to most effectively identify, target and sell products into meal kit delivery companies to leverage growth potential outside of traditional supply chain channels.

DELIVERABLES

- **In-depth PowerPoint report** with metrics, analysis and expert insights around market size, consumer usage, share of products sold, and much more.
- **Sponsors "buyer's guide"** for top meal kit delivery services with key information on contacts and buyers for specific categories, customers, geographies serviced, distribution, ownership, and more.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data from questions and responses**.

NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



ADVANCED Q1 ANALYSIS

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- What is the overall market size of meal kit delivery services? How big is the opportunity?
 - Who are "typical" meal kit delivery service customers? Who are the heavy users? Who are the moderate users and what motivates their usage level?
 - How do meal kit delivery services receive their products?
 - What role do brand-name ingredients play?
 - What are the most important sell-in components to successfully penetrate this segment? What are barriers that must be overcome? How can these barriers be overcome?



YES, I'd like to sponsor the study and have my proprietary questions included for \$14,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

**Once approved, please sign, scan and email to the attention of
Tim Powell at tpowell@q1consultingllc.com. Thank you for your business!**