



**FOOD FOR THOUGHT**

AMERICANS SHARE ATTITUDES TOWARD

**MEAL  KITS**



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## WHAT'S COOKING WITH MEAL KITS?

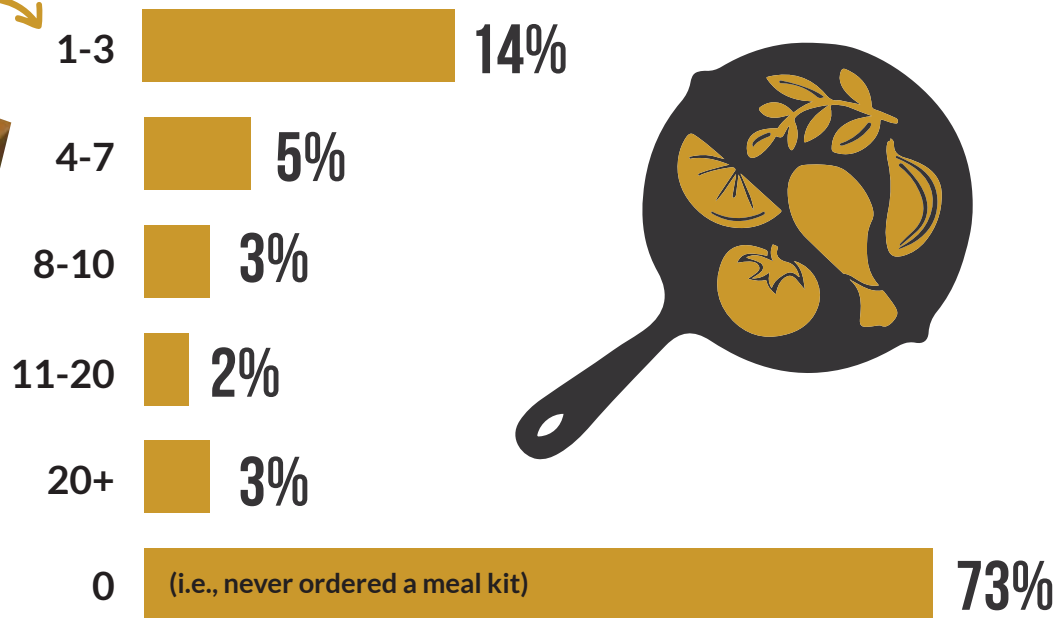
*Field Agent screened its panel of more than one million consumers to locate individuals who cook at home at least three times a week. We then targeted 1,369 of these consumers to answer a series of questions about meal kits.*

*Our chief objective was to understand Americans' meal kit behaviors and attitudes, and, as you'll see, we sought the perspectives of both meal kit users and non-users.*

*The following pages contain a variety of tasty insights to help you make sense of the meal kit trend—and whether, looking ahead, they have potential for future growth.*



# APPROXIMATELY **HOW MANY** MEAL KITS HAVE YOU ORDERED ONLINE AND PREPARED AT YOUR HOME?

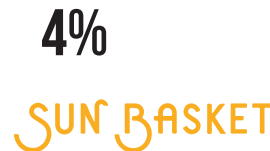
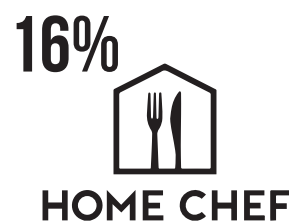


(N = 1,369)



# WHICH MEAL KIT BRANDS HAVE YOU ORDERED ONLINE AND PREPARED AT YOUR HOME?

Answered only by respondents who have ordered meal kits online (n = 371)

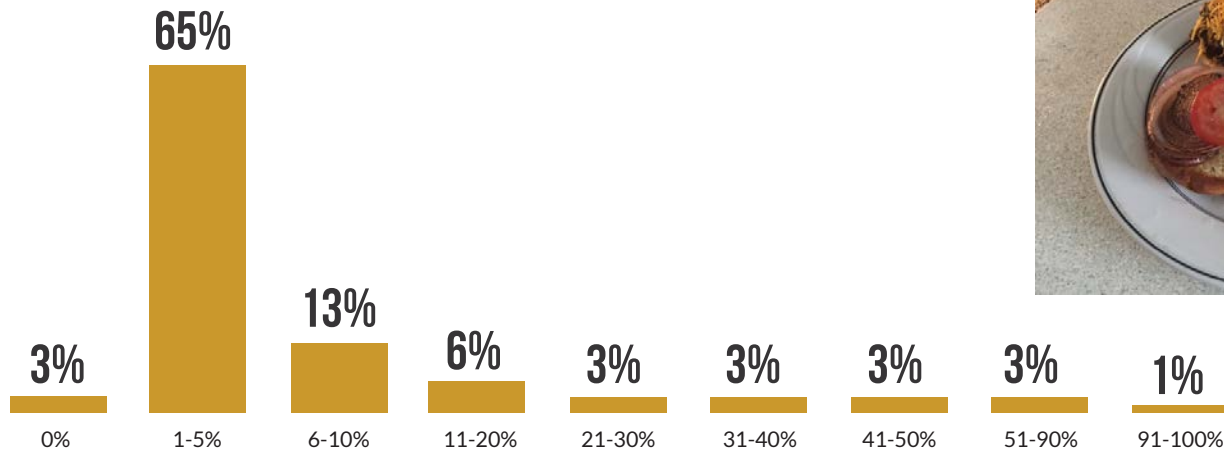


Terra's Kitchen 2%, Marley Spoon 2%, Purple Carrot 2%, Peach Dish 1%, Gobble 1%, Takeout Kit 1%



# OF THE **TOTAL** NUMBER OF MEALS YOU'VE PREPARED AT HOME OVER THE PAST YEAR, WHAT % HAVE MEAL KITS ACCOUNTED FOR?

Answered only by respondents who have ordered meal kits online (n = 371)

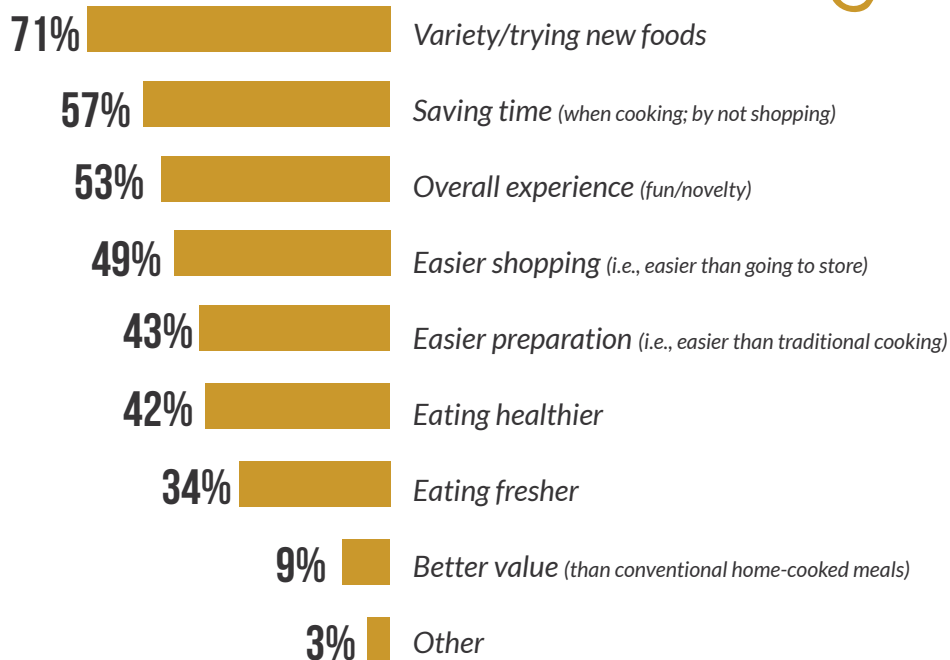


Agent Photo



# WHAT DO YOU CONSIDER THE KEY BENEFITS OF MEAL KITS?

Answered only by respondents who have ordered meal kits online (n = 371)



## HAVE YOU EVER SUBSCRIBED TO A MEAL KIT DELIVERY SERVICE?

Of meal kit users (n = 371)

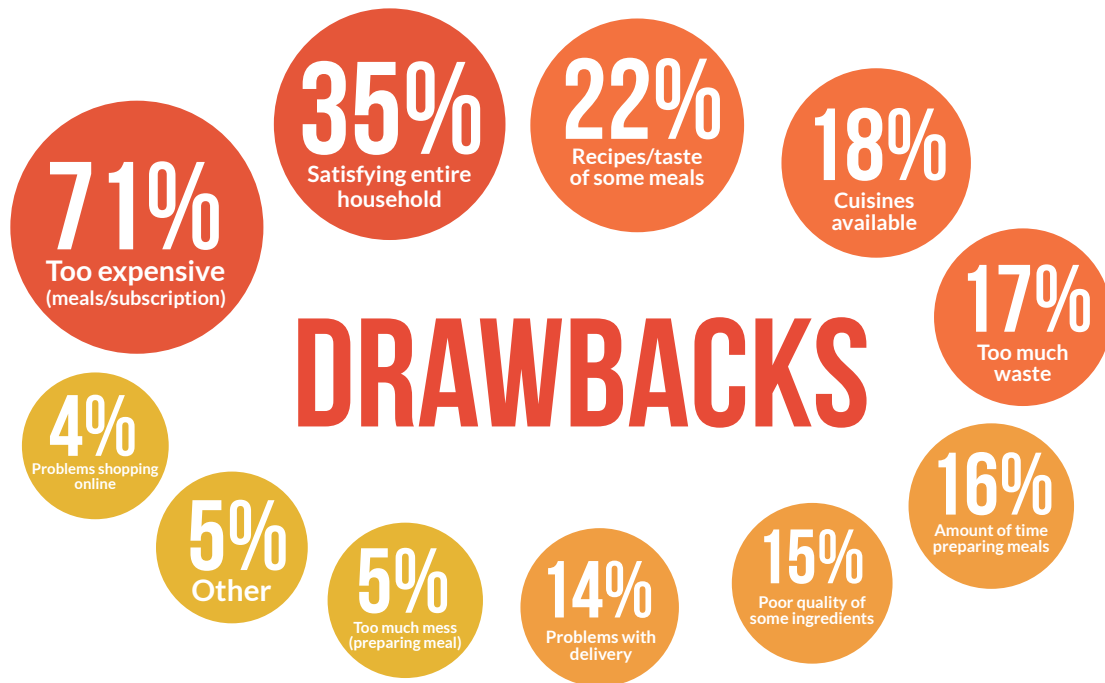
58%  
yes

42%  
no



# WHAT ARE THE KEY **DRAWBACKS** OF MEAL KITS?

Answered only by respondents who have ordered meal kits online (n = 371)



Agent Photo

Want to know what Customers  
**THINK ABOUT YOUR PRODUCT?**

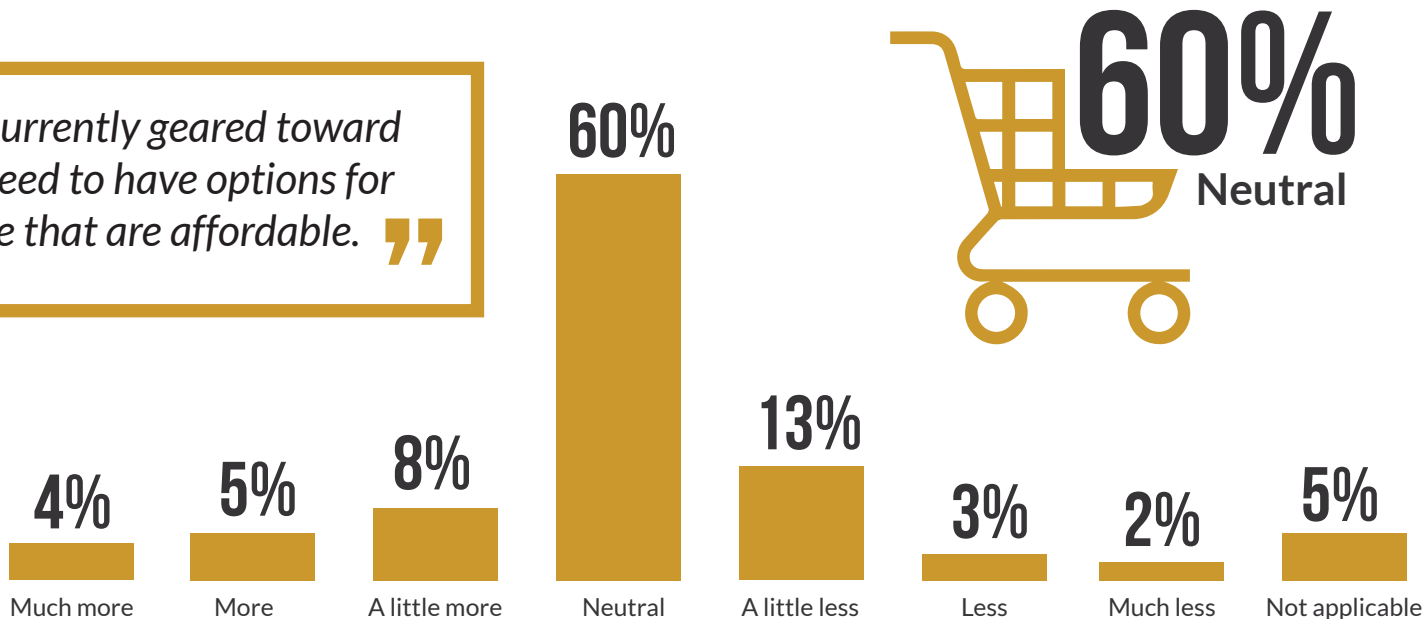
**LEARN MORE**



# ARE YOU BUYING **MORE OR LESS** AT TRADITIONAL GROCERY STORES SINCE YOU STARTED USING MEAL KITS?

Answered only by respondents who have ordered meal kits online (n = 371)

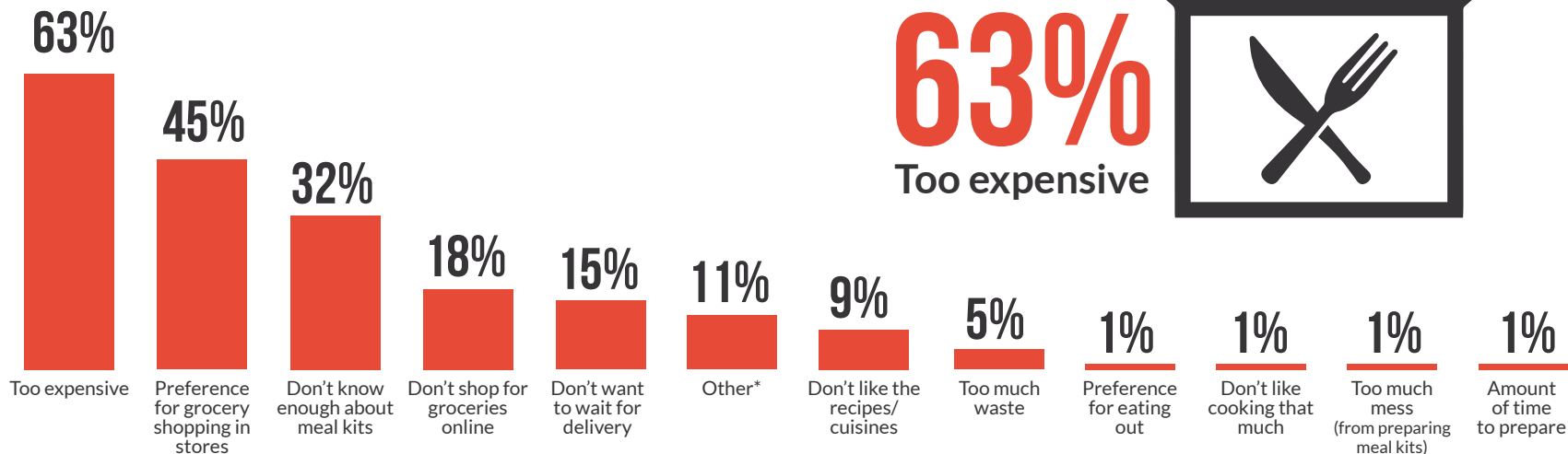
“Meal kits are currently geared toward family. They need to have options for single people that are affordable.”





# WHAT ARE THE KEY REASONS YOU **DO NOT** PURCHASE MEAL KITS FROM ONLINE DELIVERY SERVICES?

Answered only by respondents who have NOT ordered meal kits online (n = 998)

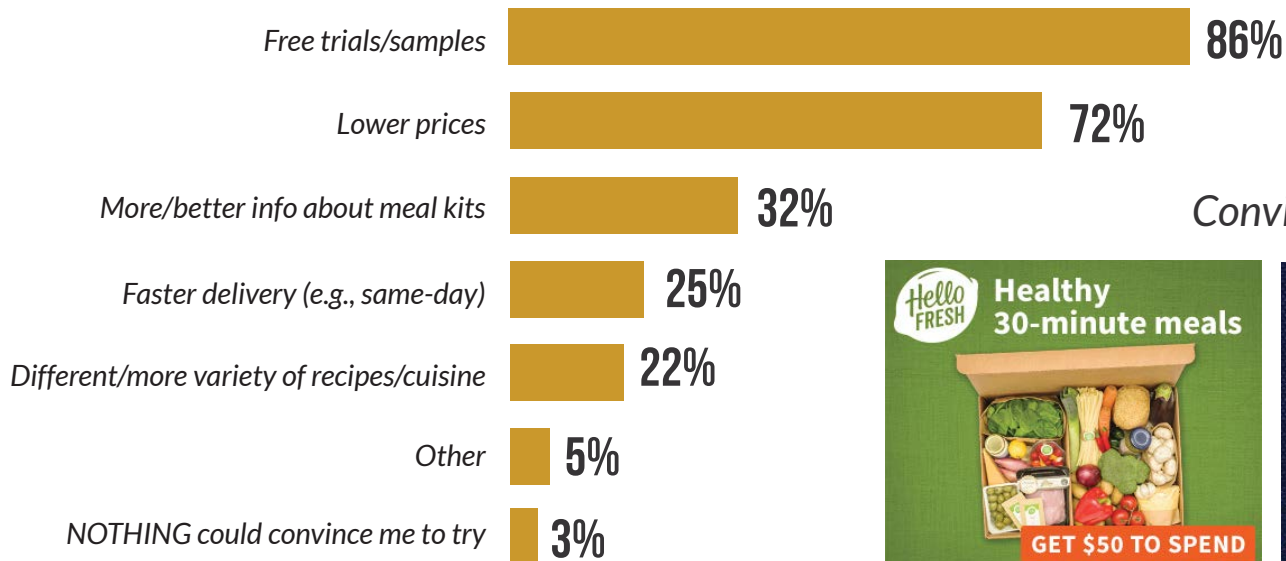


\*"Other" responses include: not enough food to feed family; concerns over preservatives; concerns over freshness; dietary restrictions



# WHAT COULD **CONVINCE** YOU TO TRY MEAL KITS?

Answered only by respondents who have NOT ordered meal kits online (n = 998)



Convinced yet?

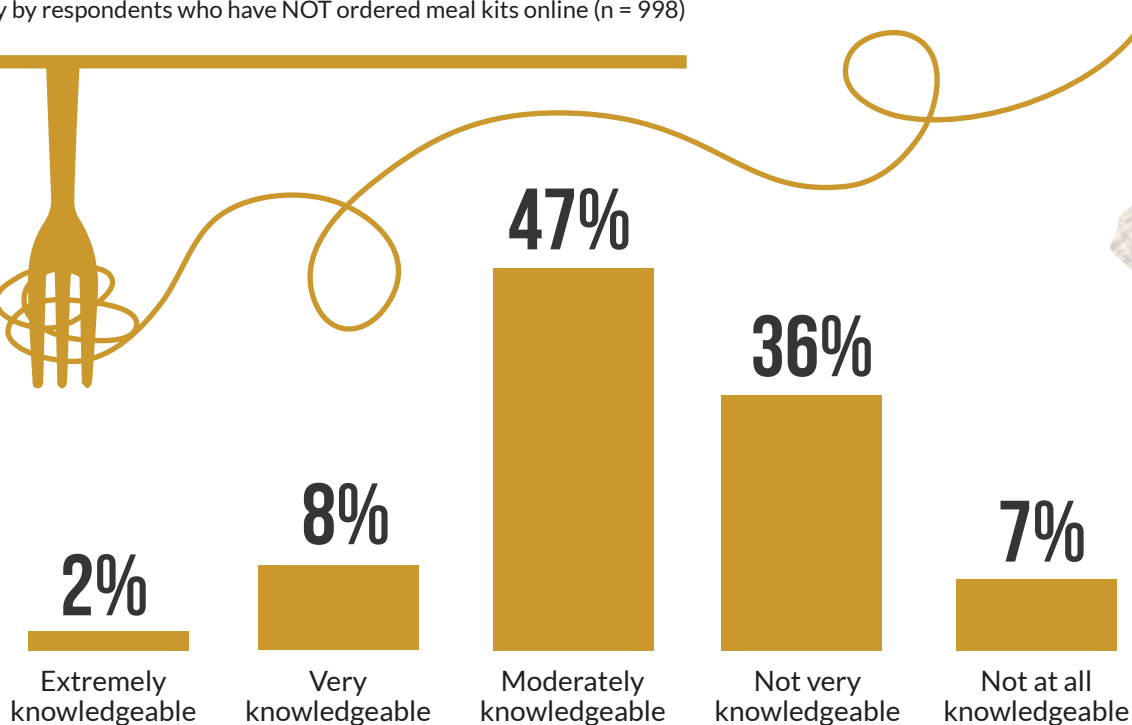


Online Ads



# PRIOR TO THIS SURVEY, HOW **KNOWLEDGEABLE** WOULD YOU SAY YOU WERE ABOUT MEAL KITS?

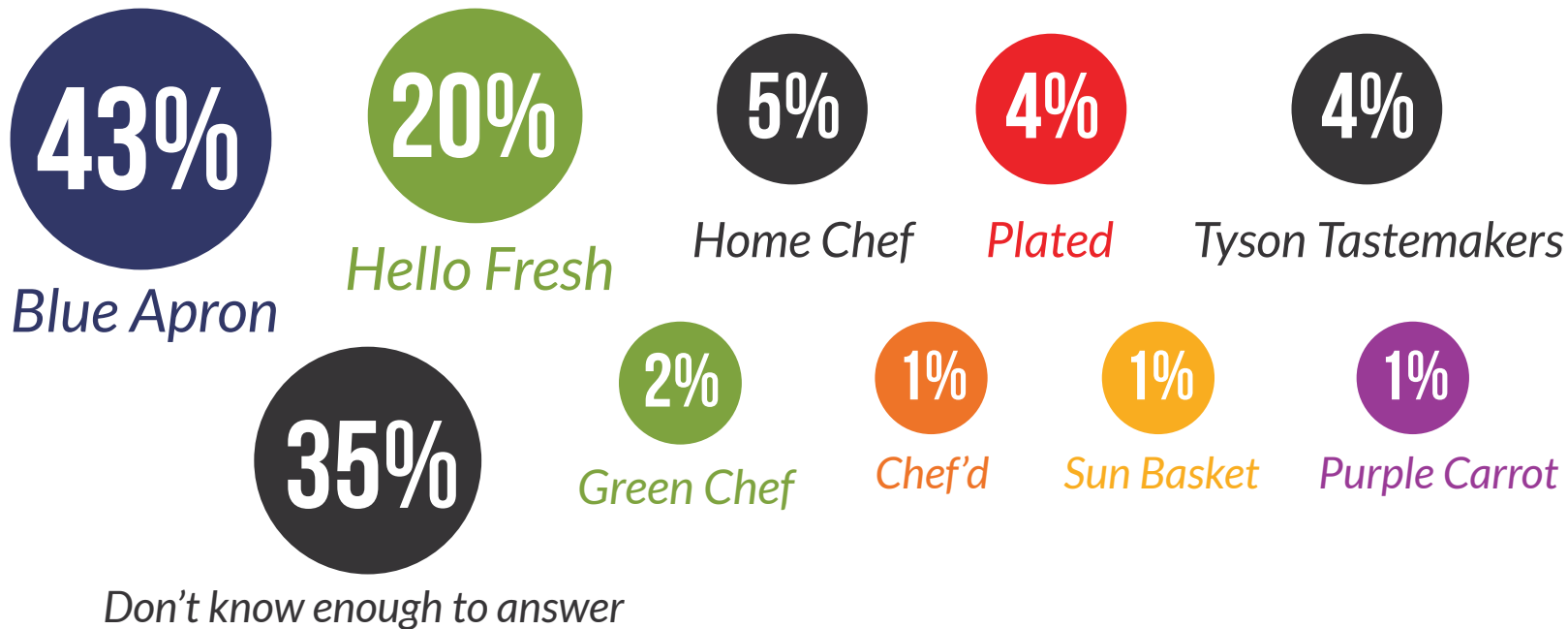
Answered only by respondents who have NOT ordered meal kits online (n = 998)





# IF YOU WERE GOING TO TRY A MEAL KIT, WHICH BRAND(S) WOULD YOU TRY FIRST?

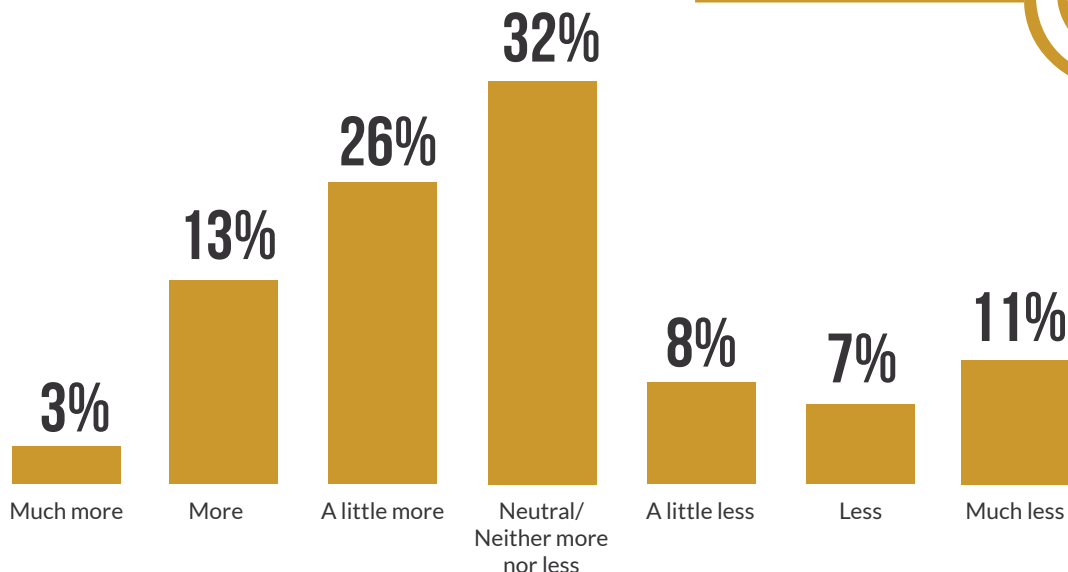
Answered only by respondents who have NOT ordered meal kits online (n = 998)





# OVER THE NEXT 1-3 YEARS, DO YOU EXPECT TO PURCHASE AND PREPARE **MEAL KITS** MORE OR LESS?

AMONG MEAL KIT USERS (n = 371)

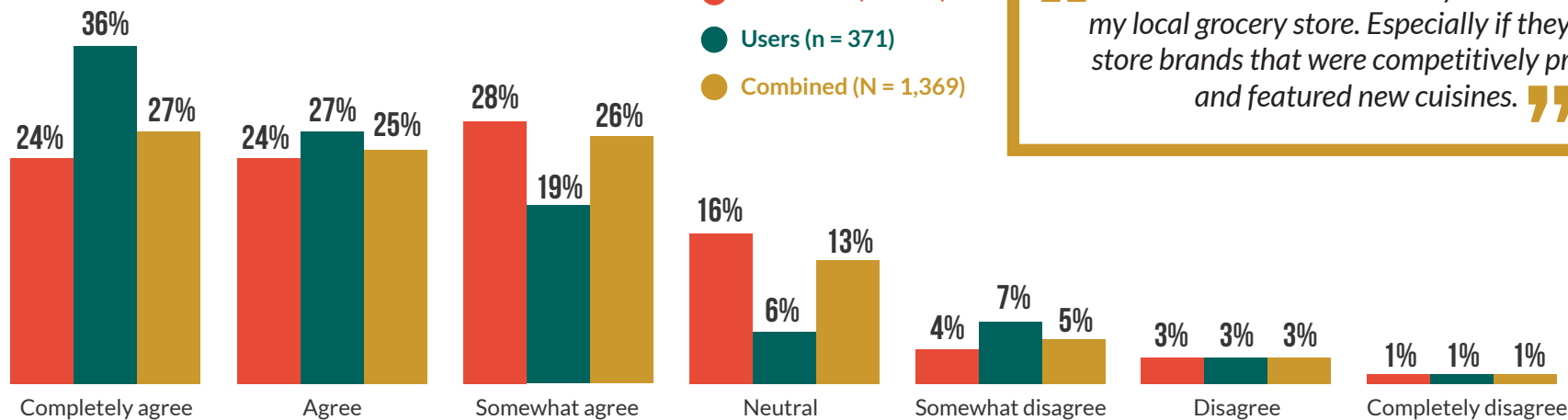


**35%** of Non-Users (n = 998) expect to purchase Meal Kits in the next 1-3 years



# TO WHAT EXTENT DO YOU AGREE WITH THIS STATEMENT: “I WANT GROCERY STORES TO DEVELOP MEAL KITS I COULD PURCHASE IN STORES”?

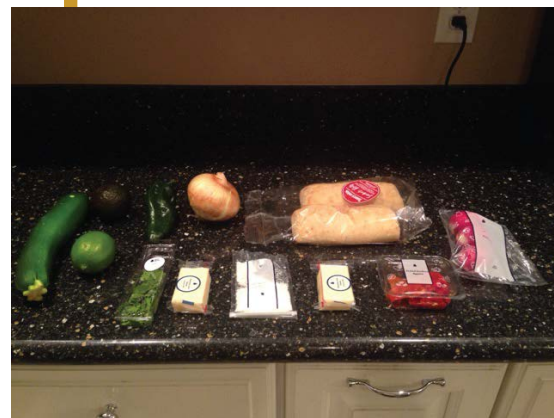
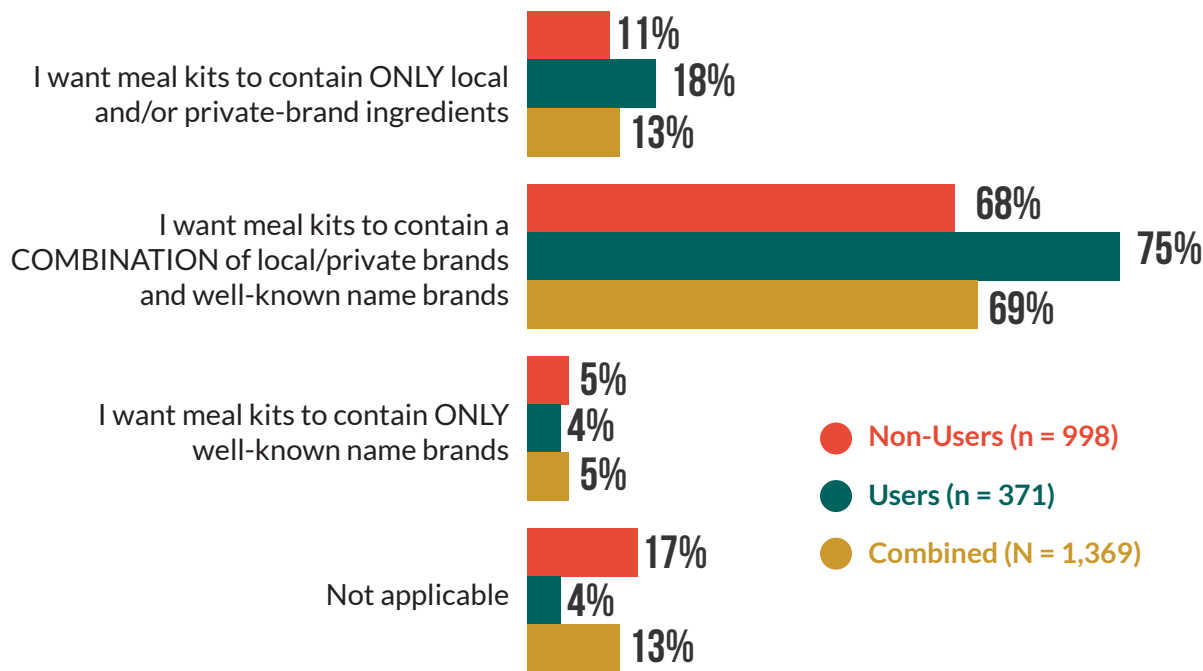
This question was posed to the entire sample (N = 1,369)





# WHICH OF THE FOLLOWING BEST DESCRIBES THE **BRAND ASSORTMENT** YOU'D LIKE INCLUDED IN MEAL KITS?

This question was posed to the entire sample (N = 1,369)



Agent Photo



# MEAL KITS: IN THEIR OWN WORDS”

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*“Meal kits have really reinvigorated dinner time for us and we love it.”*

*“Would love to sample and test a few kits for free to see if I like them before I purchase.”*

*“I enjoyed my meal kits but my family size is 3 and often you have to buy for 2 or 4. Not always do we like leftovers and buying for 2 didn't always give us enough to eat.”*

*“I would really like to order meal kits, but they seem so much more expensive than going to the store myself. I am also experienced in cooking foods, so I don't feel like I need help in that way.”*

*“I love the idea of the convenience of meal kits, and trying new recipes in the kitchen!”*



# DEMOGRAPHICS

## (N = 1,369)

Female ————— 72%  
Male ————— 28%

Age:

|       |       |     |
|-------|-------|-----|
| 18-24 | ————— | 3%  |
| 25-34 | ————— | 25% |
| 35-44 | ————— | 36% |
| 45-54 | ————— | 25% |
| 55-64 | ————— | 9%  |
| 65+   | ————— | 2%  |



● HAVE PURCHASED MEAL KITS      ● HAVE NOT PURCHASED MEAL KITS

*The sample consisted entirely of individuals who prepare at least three meals at their homes on a weekly basis.*





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