

Slicing and dicing the meal-kit subscription market

Article

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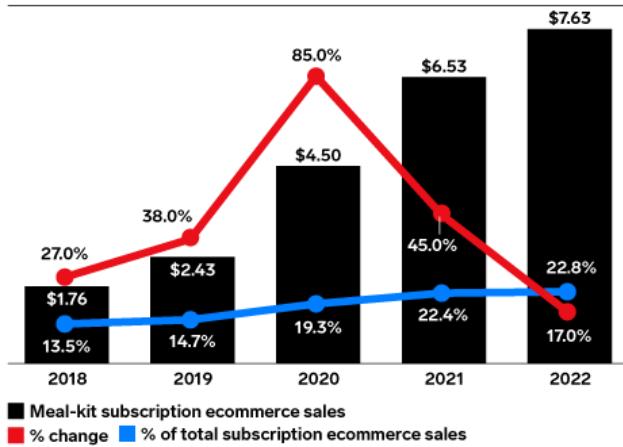
In 2022, US meal-kit subscription services will deliver **\$7.63 billion** in digital sales to make up **22.8%** of the country's subscription ecommerce sales. The meal-kit subscription market has

seen slowing growth since mushrooming by **85.0%** in 2020, though its **17.0%** increase this year is healthy nonetheless.

Beyond the chart: Close to **half** of US meal-kit subscription ecommerce sales will come from **HelloFresh**, which will see **\$3.27 billion** in sales in 2022. In recent years, the digital sales of meal-kit subscription services have grown faster than the overall subscription market, which will rise by **15.0%** to hit **\$33.48 billion** in 2022.

US Meal-Kit Subscription Ecommerce Sales, 2018-2022

billions, % change, and % of total subscription ecommerce sales



Note: recurring (weekly, monthly, annual, etc.) sales of meal kits offered by brands or retailers and shipped to consumers on a periodic basis; ordered using the internet via any device, regardless of the method of payment or fulfillment; includes physical products with their accompanying services

Source: eMarketer, March 2022

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