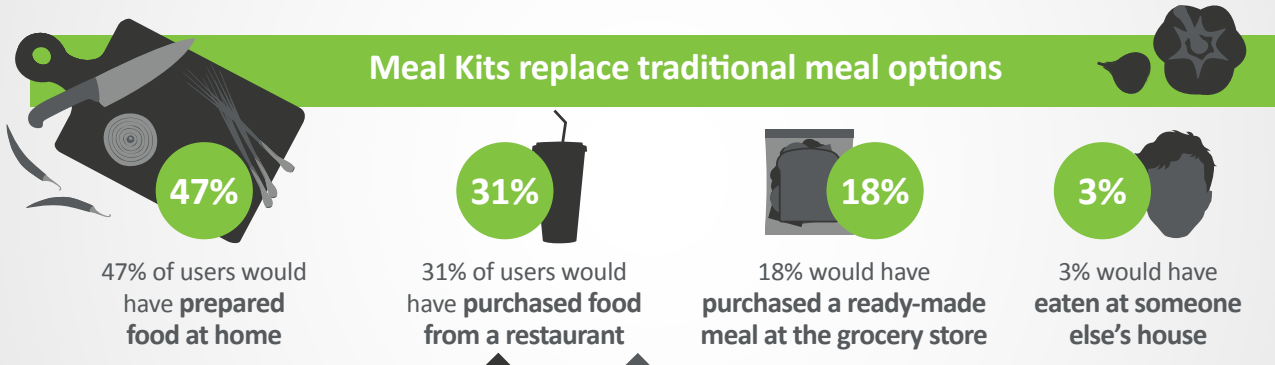


Unboxing Meal Kit Delivery Services in Canada

The meal-kit business is among the fastest-growing food segments in the Canadian marketplace. Services like Chefs Plate, Goodfood, and HelloFresh offer hectic households another option for solving the nightly dinner dilemma. **Here's a closer look. . .**

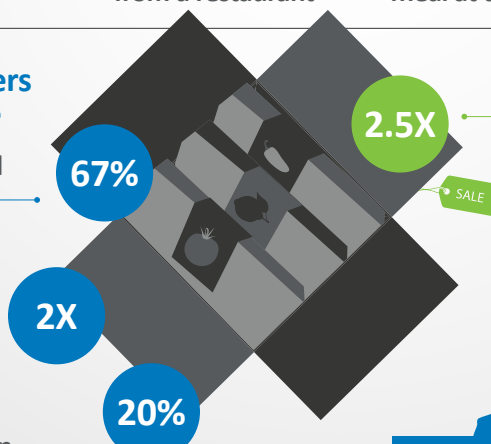


Current meal-kit users live a hectic lifestyle

67% of current users feel their life is hectic and rushed compared to 42% of non-users.

They are twice as likely to cite convenience as an important factor.

Households with children have been earlier adopters of meal kits — 20% have tried them.



Users motivated by pricing promotions are less likely to remain meal-kit users

Lapsed users were almost 2.5X more likely to be motivated by a coupon/discount or free trial to try a meal service compared to current users.



The male user is highly valuable

More than 3 out of 5 current meal kit users are male. 62% of users are male. 38% are female.

Winning in this new environment requires confident decision-making and a full understanding of Canadians' preferences, perceptions, and behaviours. Our new report, *Thinking Inside the Box: Uncovering Meal Kit Delivery Services*, reveals how meal kits fit in with dining habits — and much more. Discover the needs met by meal kits. See new insights on their future outlook!

Source: The NPD Group / Thinking Inside the Box: Uncovering Meal Kit Delivery Services

Get more insights like this. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

