

Delivery Services and Meal Kits - Canada - July 2018

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"Meal kits are all-in-one meal solutions. They include the ingredients needed with step-by-step instructions to make simple or more complex dishes. The challenge, however, is Canadians view them as expensive."

Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- **Canadians view meal kits as being expensive**
- **Awareness serves as a barrier to usage**
- **Meal kits hold less appeal among older Canadians**

While third-party forecasts and industry watchers expect meal kits to grow in the coming years, companies looking to take advantage of meal kits' expected ascendance will need to offer solutions that convey ease as what consumers perceive to be a reasonably-priced level, or offer a more efficient use of ingredients supplementing one's trips to the grocery store. Canadians' increasing comfort with online ordering will likely also add fuel to meal kits' growth, particularly as more start-ups enter the market and existing consumer packaged goods companies and retailers invest in the space.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Repeat and frequent usage needed for long-term success
Technology offers opportunity for added personalization

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What's Working?

Number of meal kit companies growing

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Repeat and frequent usage needed for long-term success

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Abbreviations

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