



AN UNCOMMON SENSE OF THE CONSUMER™

# UNLOCK MEAL KITS INSIGHTS

## UNDERSTANDING MEAL KIT LANDSCAPE AND CONSUMER'S PREFERENCES

### QUESTIONS ANSWERED

Meal kits are here to stay and while subscriptions are the newest delivery mechanism, retailers and suppliers have in-store methods to reach these consumers as well. Nielsen's latest analysis of meal kits leverages multiple data resources for a comprehensive view to answer key questions like:


- What are the key drivers for consumers purchasing meal kits?
- What preferences do consumers have regarding meal kits?
- Which consumers are most likely to purchase meal kits?
- What meal occasions do meal kits replace?
- Where else in the store is the meal kit consumer engaged?
- What are meal kit consumers' habits in food service?
- How do consumers that purchase in-store vs delivery kits differ?

### ABOUT THE DATA

For this analysis, Nielsen brought together four data sources to provide a more complete picture of meal kits and their consumers.

- **Harris Poll®:** Conducted online, in English, within the United States between December 27 and December 29, 2016 among 2,015 adults aged 18+ (including 474 adults who have purchased a meal kit in the past 12 months).
- **Nielsen Point-of-Sale Data:** Leveraging Nielsen data to track and understand in-store meal kits performance.
- **Nielsen Spectra:** Utilizes Spectra to understand meal kit shopper habits in food service.
- **Nielsen Total Shopper View Panel:** View into key shopper demographic habits across the store for opportunities.

### KEY INSIGHTS

**25%**   
of consumers have purchased a meal kit in the last 12 months - 12% delivery and 17% in-store

**54%**   
of men aged 18-34 have purchased a meal kit in the last 12 months

### PRODUCTS AND COST

SUMMARY REPORT	DEEP DIVE ANALYSIS	SPECTRA ACTIVATION	MEAL KIT BUNDLE
Topline insights from the deep dive analysis.	Receive an analysis of meal kits with survey insights, sales data, consumer panel information and Spectra foodservice insights.	Load the suite of custom meal kit consumer profiles into your Spectra system to run detailed analytics and target in-store activation with your products. Total meal kit consumer, delivery consumer and in-store consumer	Deep dive analysis and Spectra custom profile loads.
Complimentary	\$3,000	\$5,000	\$8,000

For more information contact your Nielsen representative or email [meagan.nelson@nielsen.com](mailto:meagan.nelson@nielsen.com)

Source: Harris Poll® conducted online, in English, within the United States between December 27 and December 29, 2016 among 2,015 adults aged 18+ (including 474 adults who have purchased a meal kit in the past 12 months)