

# Home-Delivered Meal Kits Help Solve the Dinner Dilemma

Meal kit delivery services like Blue Apron and Hello Fresh offer hectic U.S. households another option for solving the nightly dinner dilemma. The NPD Group's new report, **Thinking Inside the Box: A Fresh Look at Meal Kit Delivery Services**, reveals how meal kits fit in with dinner habits – and much more. Here's a look at some of the report's insights.

Should I make dinner at home?



Average cost per meal per person

# 49%

of dinner meals are up for grabs every day, with consumers making decisions about where to get dinner the day of the meal.

Should I buy dinner from a restaurant?

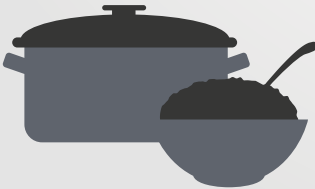


Average cost per meal per person

## Where do home-delivered meal kits fit in?

# 66%

of meal kit users say if they hadn't used their meal kit, they would have **made their meal at home.**



# 22%

of meal kit users say if they hadn't used their meal kit, they would have **bought a restaurant meal.**



Average cost per meal per person



## Are these meal kits a passing fad or a trend worth watching?

Meal kits may cost significantly more than typical homemade dinners, but they are comparable to restaurant meals. **Two out of three** meal kit users say they are extremely or very satisfied overall with their meal kits.

Source: The NPD Group/Thinking Inside the Box: A Fresh Look at Meal Kit Delivery Services

Learn more. Contact your NPD account representative, call The NPD Group at 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

