Safe Food Storage App

Deliverable 3: Secondary Market Research Report

1. **User Group Profile**
   a. *Demographics*
   According to research on the [NIH NLM library](), roughly half of all American households always eat at home; low-income and less-educated households were more likely to either always cook at home (6-7 times per week) or never (0-1 times per week); and households with dependents were less likely to never cook at home. The survey also found that Hispanic households with a foreign-born reference person cooked at home more often. Home-cooked meals are generally healthier, per the [1994-1996 CSFII by the USDA](). Thus, our target user group is comprised of the following:
      - U.S. households with dependents
      - U.S. Hispanic households
      - U.S. low-income and less-educated households
   b. *Pain Points*
   Potential users may be seeking to reduce food waste. Unused leftovers from meals and spoiled foods are two ways that waste is generated. [A MITRE-Gallup poll]() found that American households throw away 6.2 cups of food per week on average. An app that tracks expiration dates can push potential users to use their leftovers or near-expired foods before they go bad, cutting contributions to food waste from the two causes above.
   c. *User Habits*
   As stated above, the target demographic is more likely to cook at home. This means that those users are likely to purchase grocery items, including perishable foods, that can be tracked by our app to help them avoid wasting food.
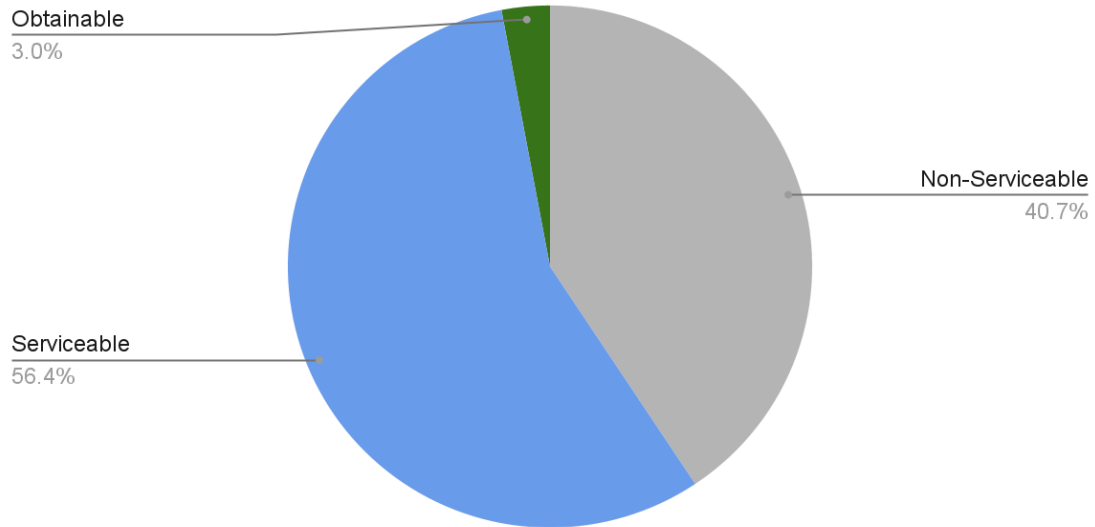
2. **Market Size & Opportunity**

Total Addressable Market (TAM)	131.43 million	Total households in the U.S. in 2023, per Statista
Serviceable Addressable Market (SAM)	78 million	Projected SAM based on assumption that roughly 60% of households have a phone, have an interest in reducing food waste, and cook at home

Serviceable Obtainable Market (SOM)	3.9 million	Projected 5% market penetration of SOM

Projected TAM, SAM, SOM

Food Expiry Tracker App; TAM includes whole U.S. household population in 2023

Obtainable
3.0%

Non-Serviceable
40.7%

Serviceable
56.4%

3. Competitor Analysis

Similar App	Features	Pros & Cons	Possible Gaps
Fridgely	Suggested recipes Sorting of tracked items by location (fridge, freezer, pantry) Push notifications when item is about to expire UPC barcode scan support	+ Sends notification when food item is about to expire + Sorts items in system, putting near-expired items at the top - App is still in beta - Based on previews, there is no support for receipt scanning	Since the app's webpage lists an example from 2016, this app may not use more intelligent APIs or systems to estimate expiry dates or provide recipe ideas UPCs can help quickly add items to a list, but expiration dates can be inconsistent if based on UPC alone This app appears to lack receipt scan support
Best Before 4.2 stars from 886 Google Play reviews as of 9/12/2025	Groups items by food group Items are also assigned locations (like the cupboard) Push alerts at custom	+ Allows user to manually enter info or scan UPC codes + User can set reminders X days out from expiration	This app is still reliant on the user entering the expiration date from scratch This app appears to lack receipt scan support

	lengths prior to expiration	+ Contains a shopping list feature + No recipe suggestions + No receipt scan support	

4. **Unique Value Proposition**
    Never waste food—or money—again. *Our food expiration tracker uses smart reminders, barcode scanning, and AI-powered suggestions to help households track perishables, reduce waste, and plan smarter meals. It's like having a personal fridge assistant that saves you time, money, and guilt—effortlessly.*

    Differentiators include proactive expiry alerts, AI-driven meal suggestions, and seamless input such as voice input and receipt scanning.

    Disclaimer on Use of Generative AI
    The following prompts were used on **ChatGPT** to aid in locating information for this report. They were asked in this specific order in one uninterrupted session:
    - "You are a market researcher. Analyze the demographics, pain points, and daily habits of potential users for a new food expiration date tracking app. Present the findings in 3 concise bullet points per category (demographics, pain points, habits)."
    - "What sources did you get this info from?"
    - "Can you pull real-world stats and actual data to back up your hypothesized user base and habits?"
    - "Act as a business analyst. Estimate the total addressable market (TAM), serviceable available market (SAM), and serviceable obtainable market (SOM) for a food expiration tracker. Use recent statistics where possible. Present the numbers in a short paragraph followed by a 3-row table (TAM, SAM, SOM)."
    - "Pretend you are a startup pitch coach. Write a clear and persuasive unique value proposition (UVP) for the food expiry tracker in 2–3 sentences. Then, list 3 bullet points showing how it differentiates from competitors."

    Follow-up prompts after the first prompt were used to make ChatGPT provide inline sources, which were followed and compiled throughout the rest of the report. Prompts were not used to find competitor apps nor make the data visualization.

    The UVP (italicized in item 4) was directly generated from the last prompt in the list above.

Sources

- https://fridgelyapp.com/
- https://play.google.com/store/apps/details?id=com.peytu.bestbefore&hl=en_US&pli=1
- https://www.mitre.org/news-insights/news-release/mitre-gallup-survey-finds-us-households-waste-62-cups-edible-food-every?utm_source=chatgpt.com
- https://scholar.google.com/scholar_lookup?journal=Food+Rev&title=Quality+of+children%27s+diets+at+and+away+from+home%3A+1994%E2%80%9396&author=B-H+Lin&author=J+Guthrie&volume=22&publication_year=1999&pages=2-10&inst=12142230055312519198
- https://pmc.ncbi.nlm.nih.gov/articles/PMC10282260/?utm_source=chatgpt.com