

# Online meal kit delivery services in the U.S.

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Online meal kit delivery services in the U.S.

## **Overview**

Ranking of highest valued startup companies worldwide, October 2017

## Startup companies valued at one billion U.S. dollars or more by venture-capital firms worldwide, as of October 2017, by valuation (in billion U.S. dollars)

	Valuation in billion U.S. dollars
Uber	68
Didi Chuxing	50
Xiaomi	46
Airbnb	31
Palantir	20
WeWork	20
Lufax	18.5
Meituan-Dianping	18.3
Pinterest	12.3
SpaceX	12
Flipkart	11.6
Lyft	11
Dropbox	10
DJI	10
Stripe	9.2



### Cropped Version

Double click to open excel file with complete data

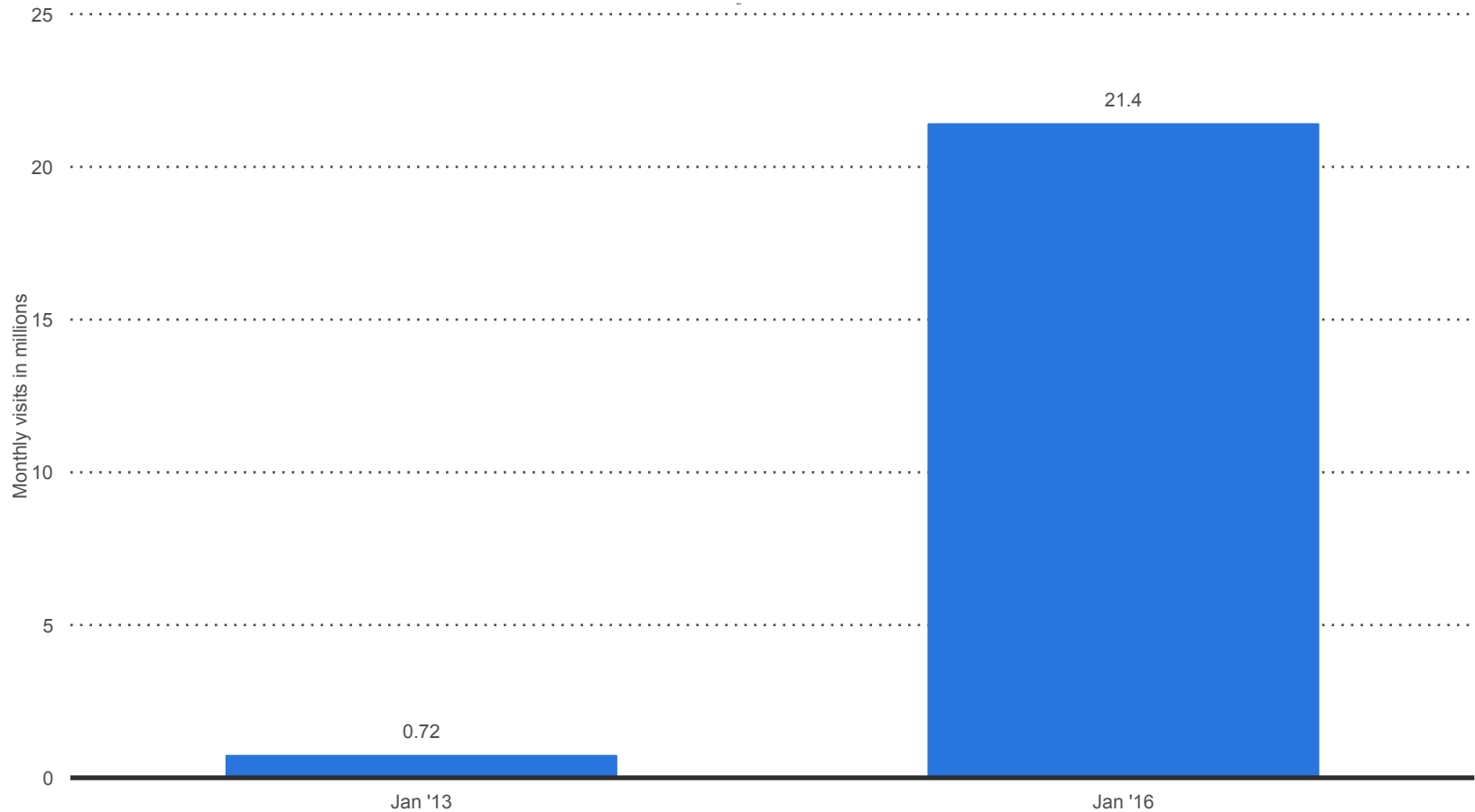
**Note:** Worldwide; As of October 2017

Further information regarding this statistic can be found on [page 42](#).

**Source:** Wall Street Journal; Dow Jones [ID 407888](#)

U.S. online subscription box website traffic 2016

## Monthly visits to subscription box sites in the United States in January 2013 and 2016 (in millions)



**Note:** United States; January 2013 and 2016

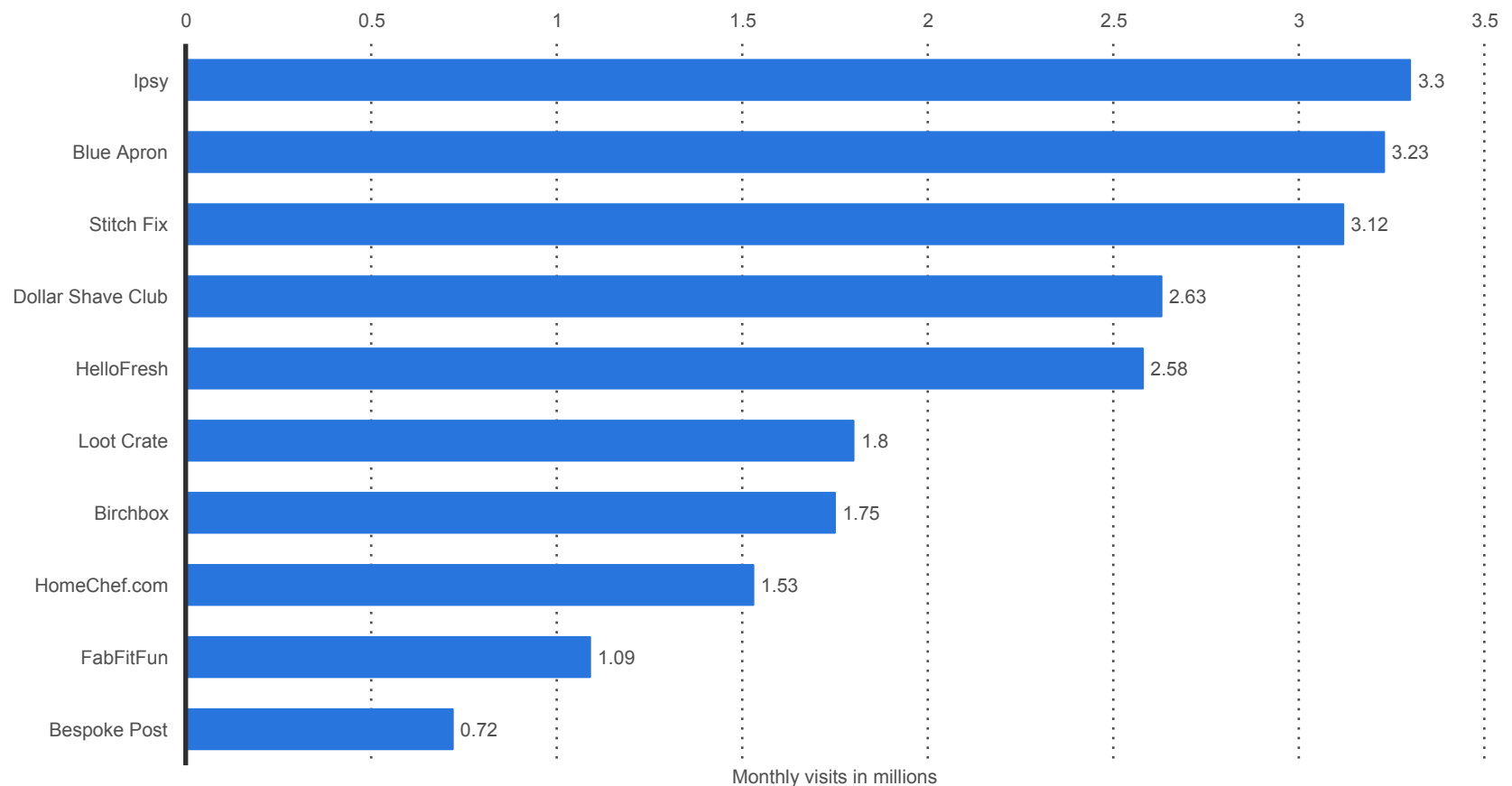
Further information regarding this statistic can be found on [page 43](#).

**Source:** Hitwise; MediaPost [ID 527277](#)



Leading U.S. online subscription box retailers 2017, by visits

## Most popular online subscription box retailers in the United States as of September 2017, by visits (in millions)



Note: United States; September 2017

Further information regarding this statistic can be found on [page 44](#).

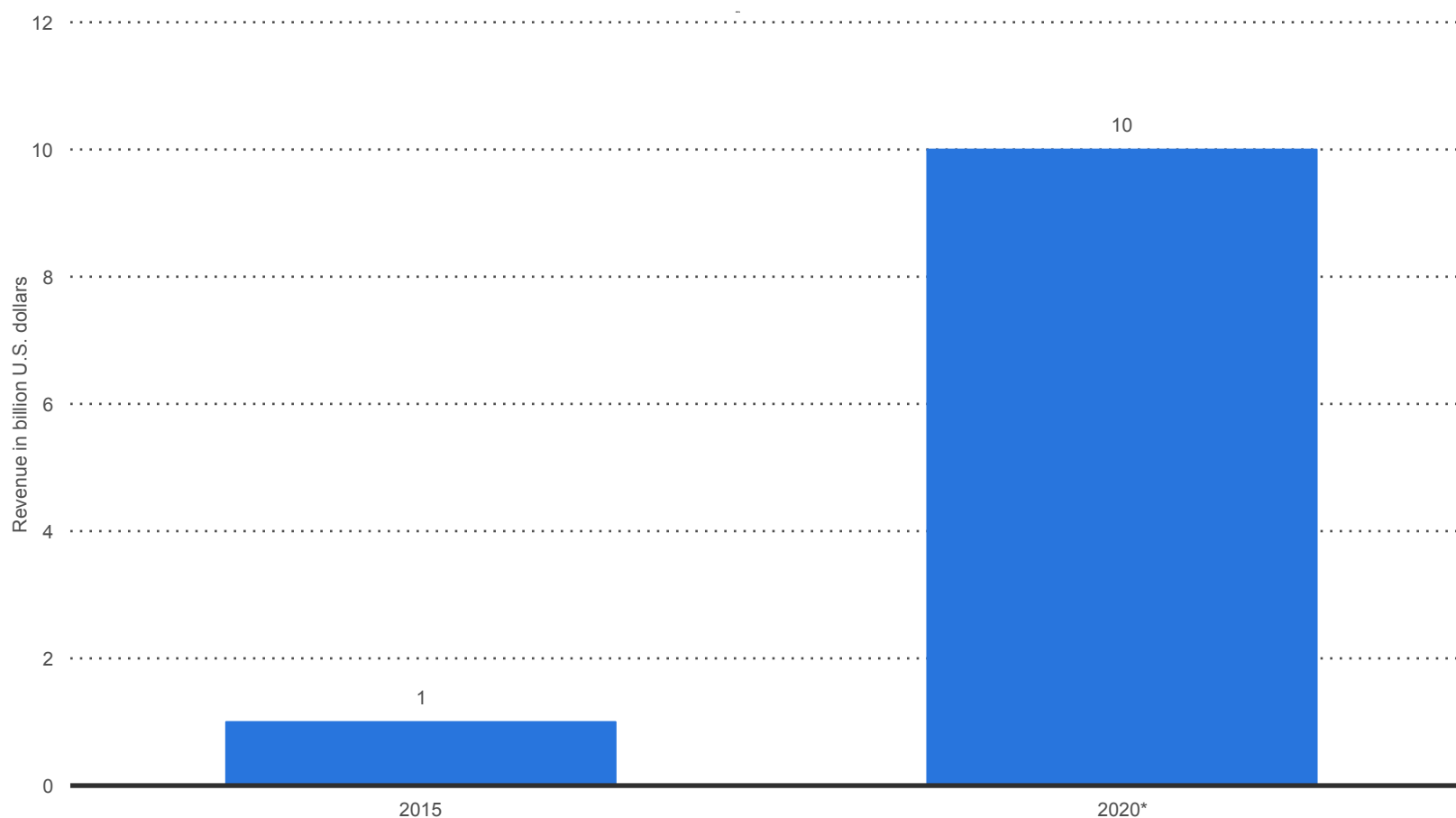
Source: Hitwise; eMarketer [ID 490610](#)

Online meal kit delivery services in the U.S.

## **Revenue and market share**

Global direct-to-door meal kit service market revenue 2015/2020

## Direct-to-door meal kit service market revenue worldwide in 2015 and 2020 (in billion U.S. dollars)



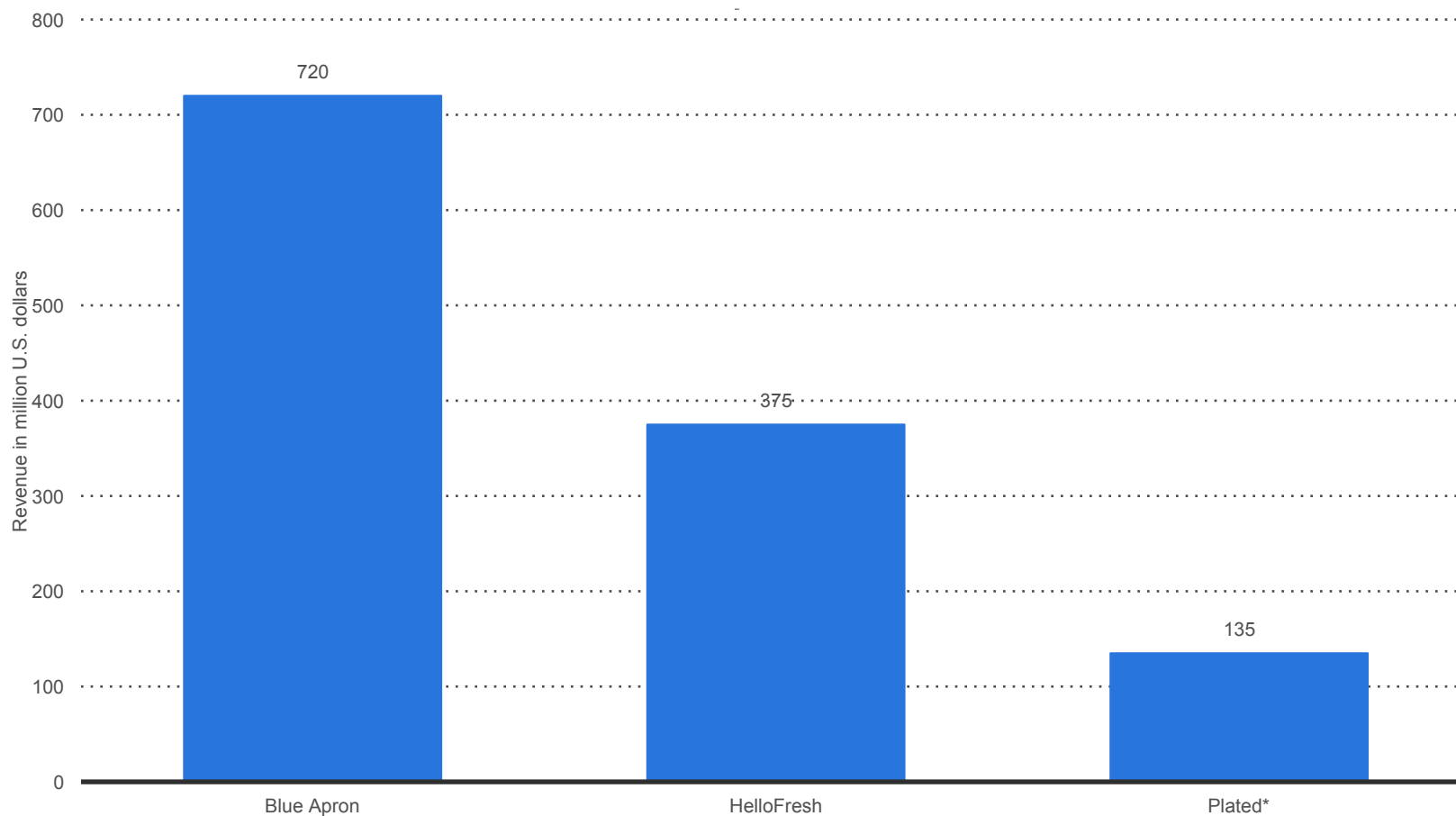
Note: Worldwide; 2015

Further information regarding this statistic can be found on [page 45](#).

Source: Technomic; Adweek; POPAI [ID 655037](#)

Meal kit companies' global revenues 2015, by company

## Revenues of meal kit service providers worldwide in 2015, by company (in million U.S. dollars)



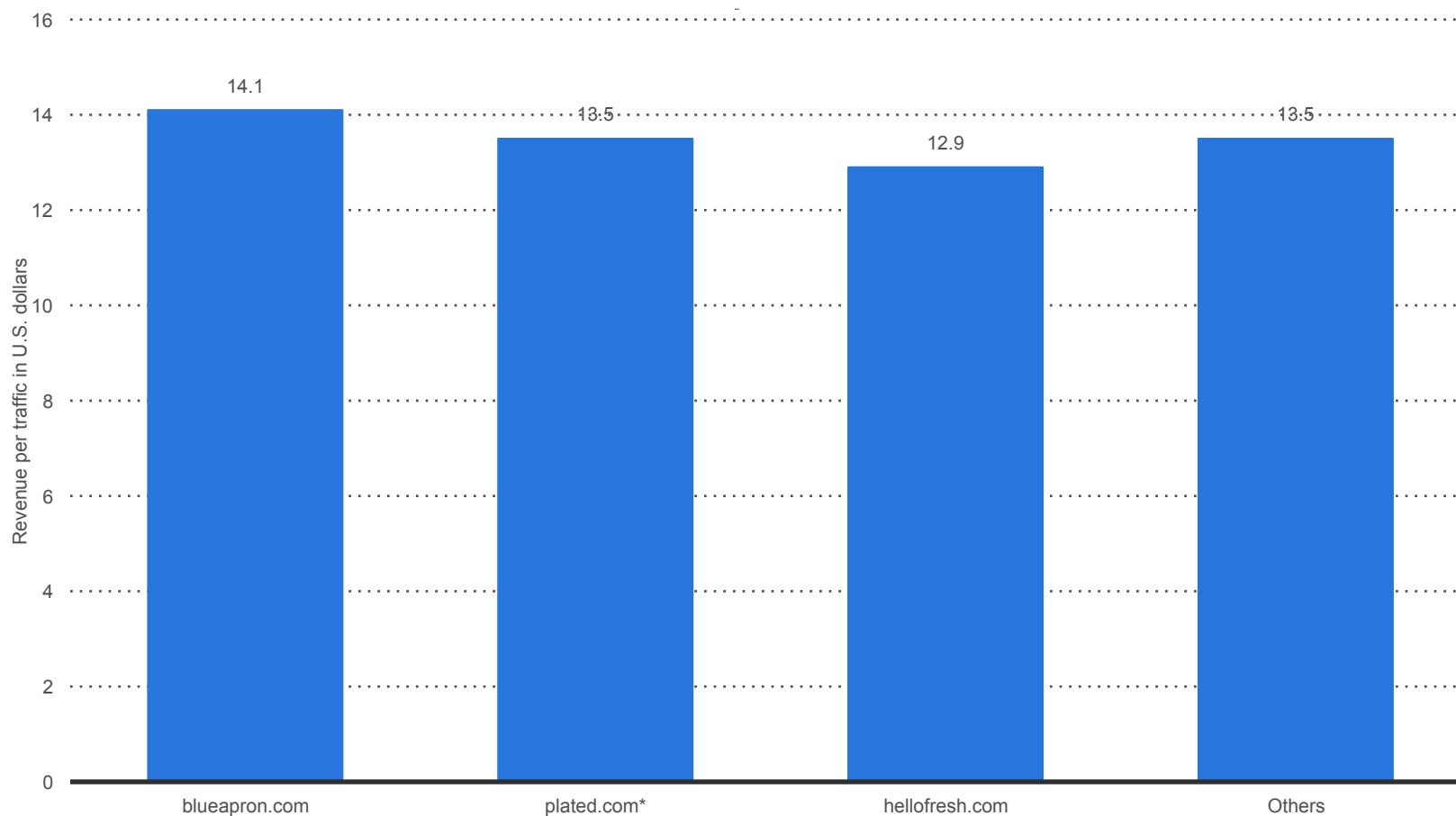
Note: Worldwide; 2015

Further information regarding this statistic can be found on [page 46](#).

Source: Sentio [ID 655181](#)

Meal kit companies' revenue per traffic worldwide 2015, by company

## Revenue per traffic of meal kit companies worldwide in 2015, by company (in U.S. dollars)



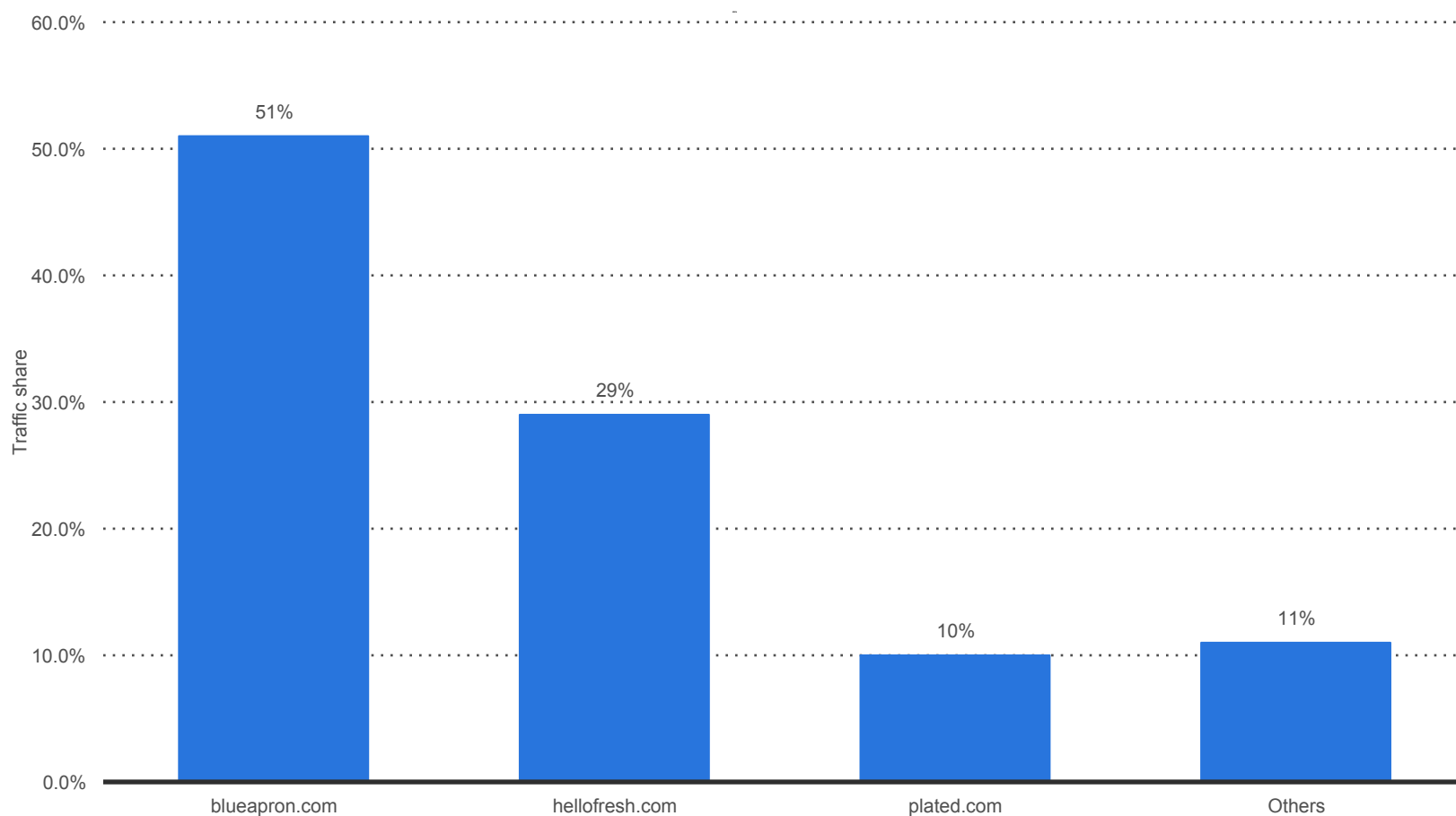
Note: Worldwide; 2015

Further information regarding this statistic can be found on [page 47](#).

Source: Sentio [ID 655215](#)

Meal kit companies' traffic share 2015, by company

## Traffic share of meal kit service providers worldwide in 2015, by company



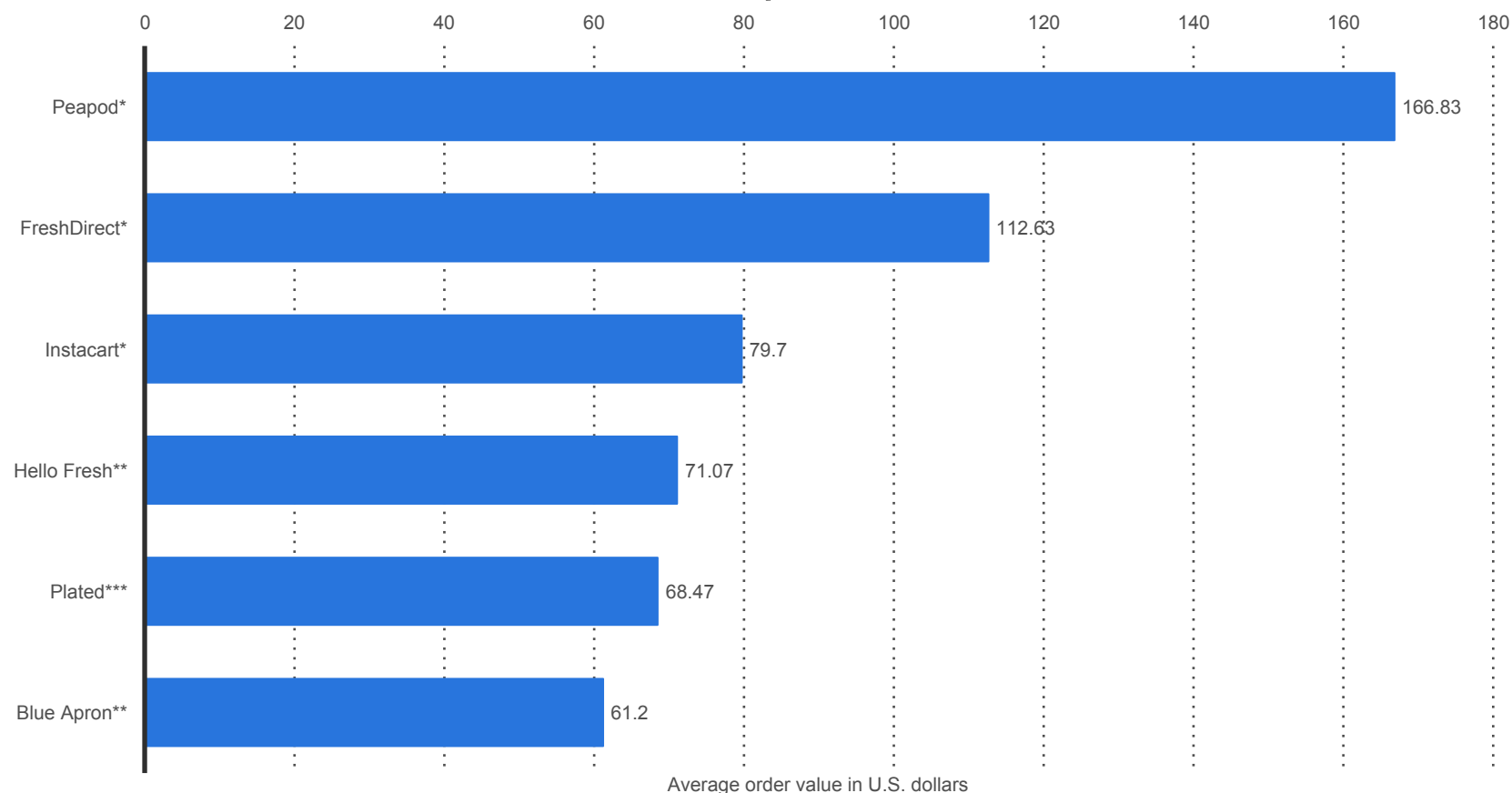
Note: Worldwide; 2015

Further information regarding this statistic can be found on [page 48](#).

Source: Sentieo [ID 655205](#)

U.S. average order value in e-grocery 2015, by retailer

## Average order value in e-commerce grocery services in the United States as of February 2015, by retailer (in U.S. dollars)



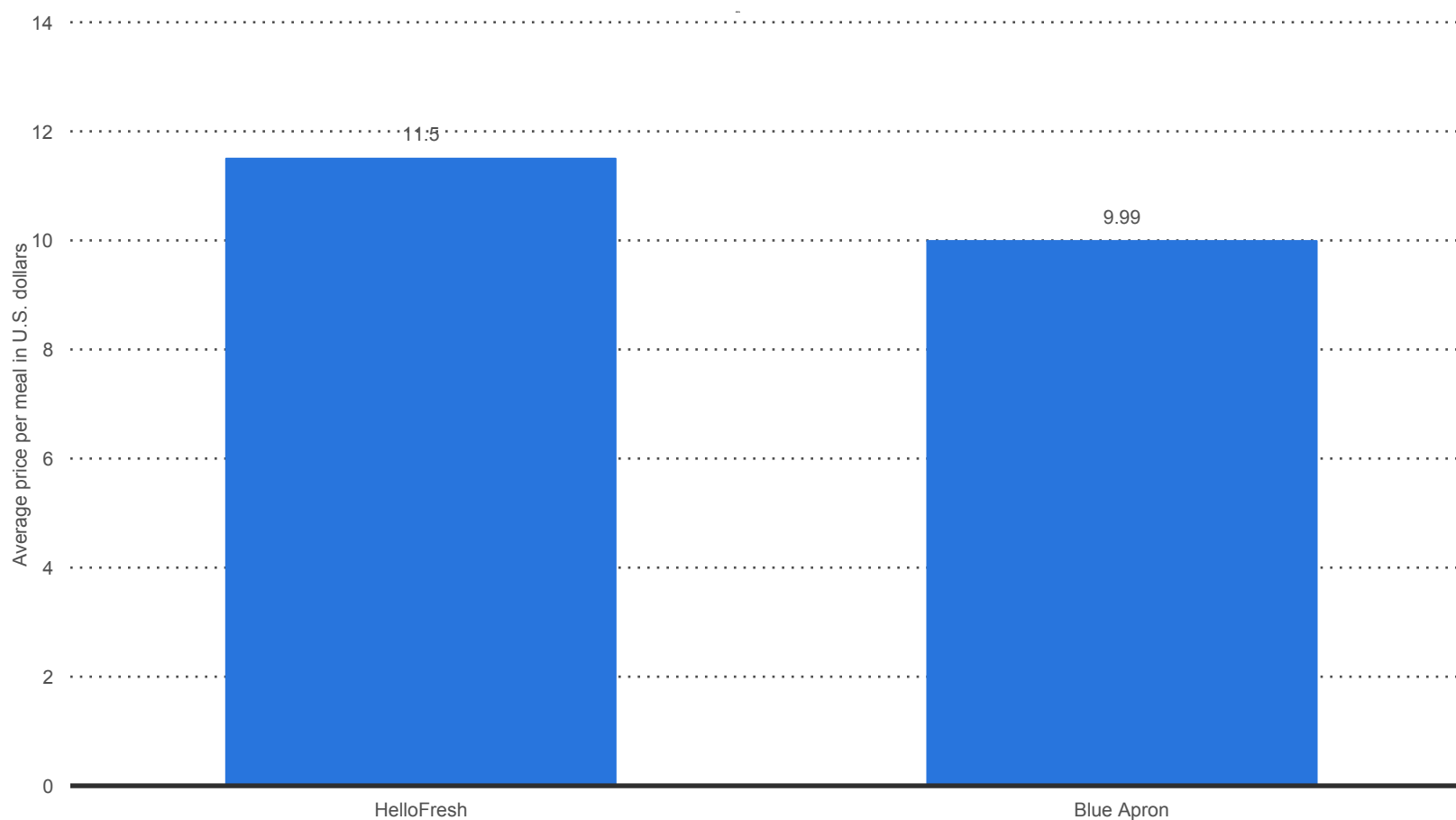
**Note:** United States; as of February 2015

Further information regarding this statistic can be found on [page 49](#).

**Source:** BI Intelligence; Earnest; Greycroft [ID 555876](#)

Meal kits in the U.S.: average price per meal 2016, by company

## Average price per meal kit in the United States in 2016, by company (in U.S. dollars)\*



Note: United States; 2016

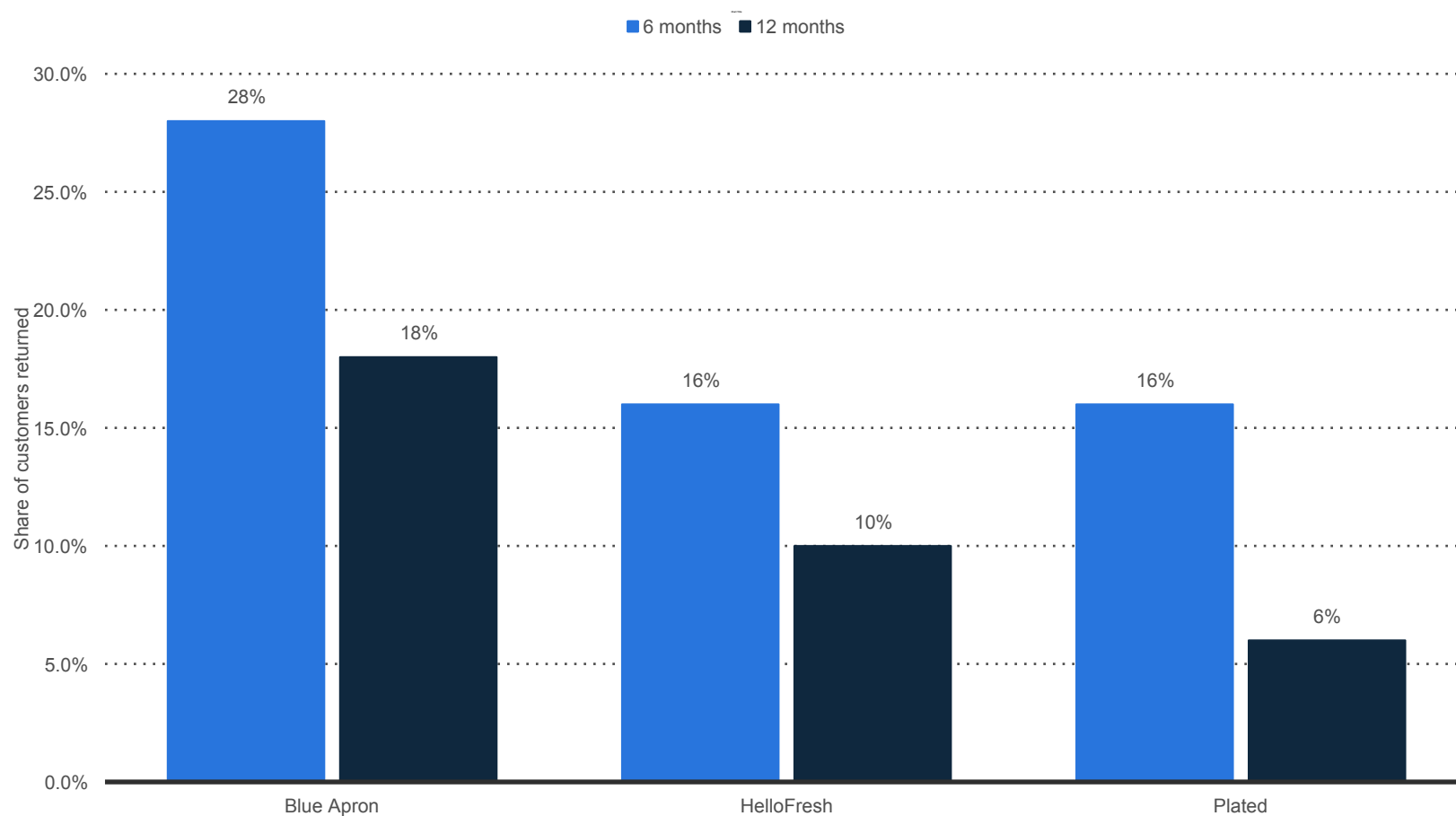
Further information regarding this statistic can be found on [page 50](#).

Source: Early Moves; 1010data [ID 655087](#)



U.S. meal kit start-ups: customer retention share 2016, by time since first purchase

## Share of returned customers of meal kit start-ups in the United States in 2016, by number of months since first purchase\*



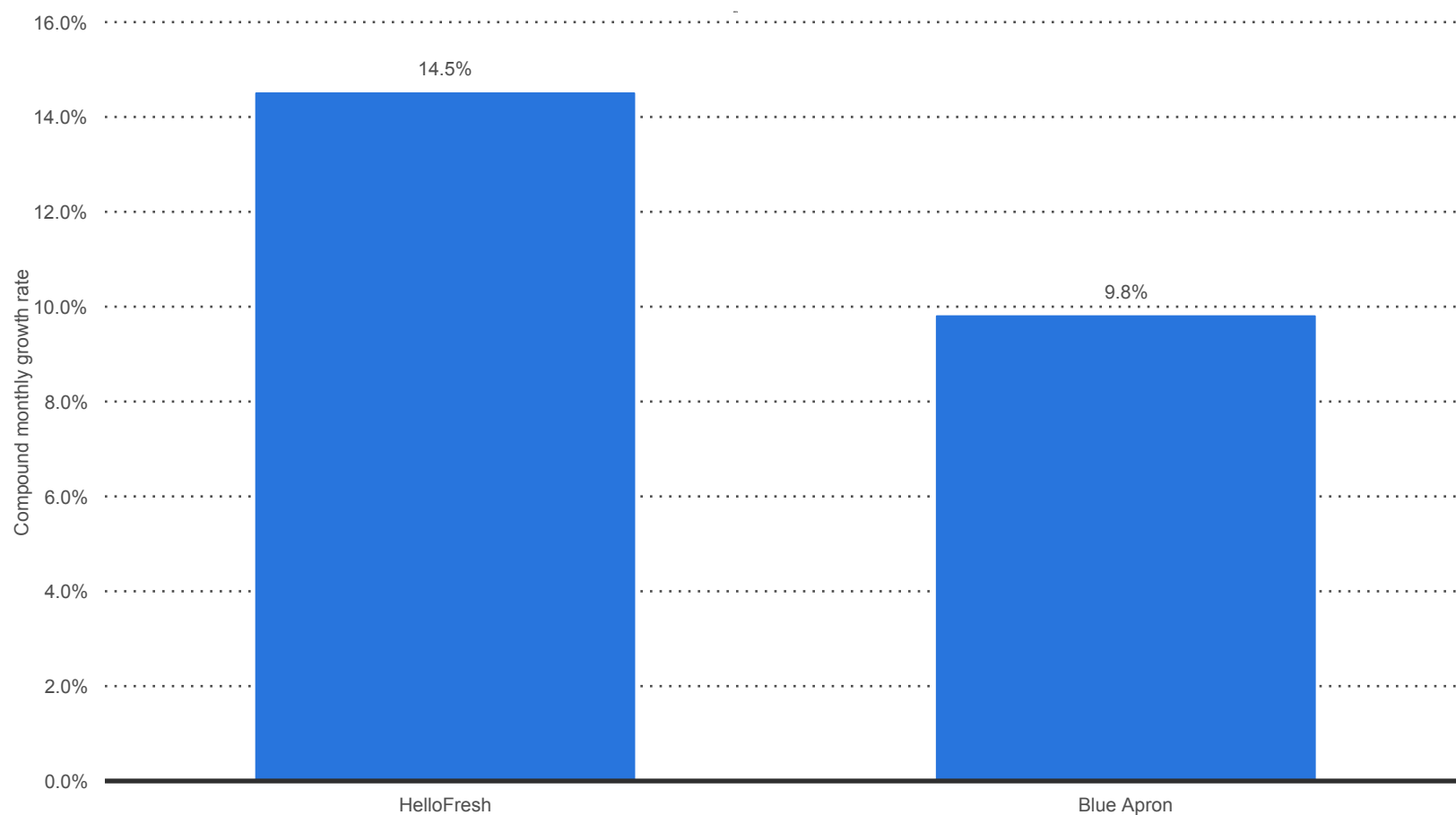
Note: United States; 2016

Further information regarding this statistic can be found on [page 51](#).

Source: Bloomberg; Second Measure [ID.655017](#)

Meal kit start-ups' CMGR in the U.S. for the past two years as of May 2016

## Compound monthly growth rate (CMGR) of meal kit start-ups in the United States for the past two years as of May 2016



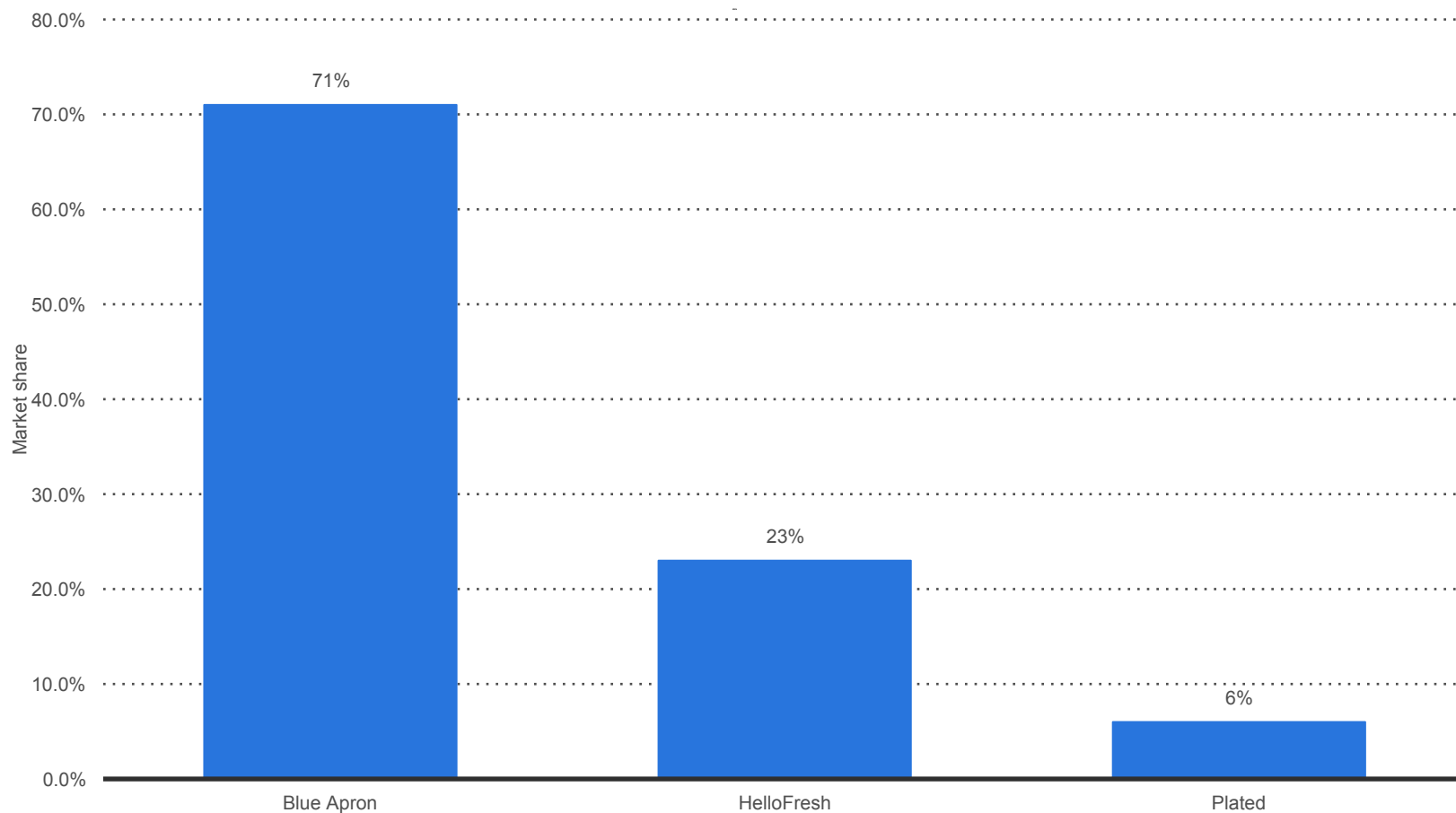
**Note:** United States; 2015 and 2016

Further information regarding this statistic can be found on [page 52](#).

**Source:** Bloomberg; Second Measure [ID 654992](#)

Meal kit start-ups' market share in the U.S. May 2016, based on dollar spend

## Market share of meal kit start-ups in the United States as of May 2016, based on dollar spend



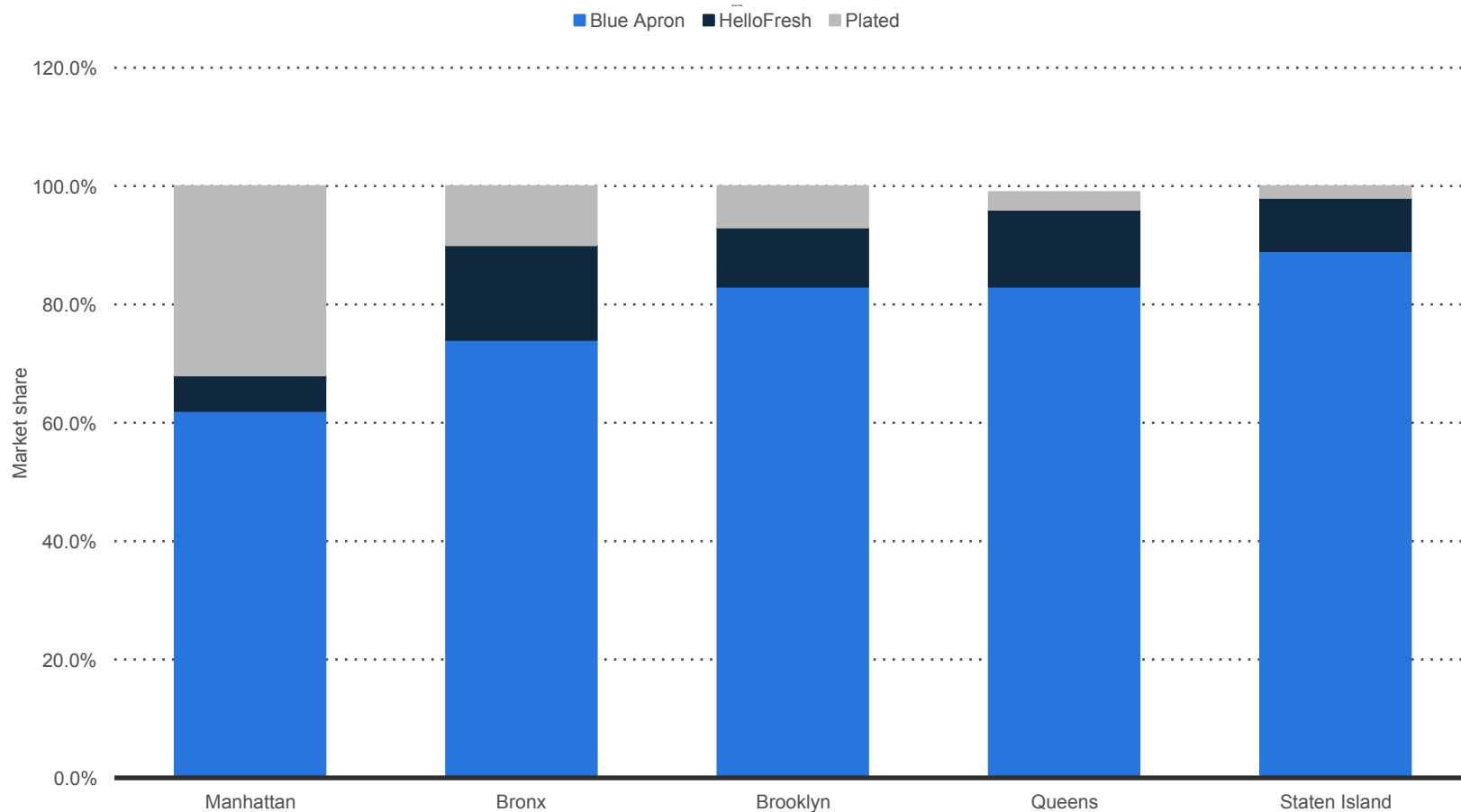
**Note:** United States; May 2016

Further information regarding this statistic can be found on [page 53](#).

**Source:** Bloomberg; Second Measure [ID 654783](#)

New York boroughs: market share of meal kit companies 2016, based on sales

## Market share of meal kit companies across New York boroughs in 2016, based on sales



Note: United States; January to September 2016

Further information regarding this statistic can be found on [page 54](#).

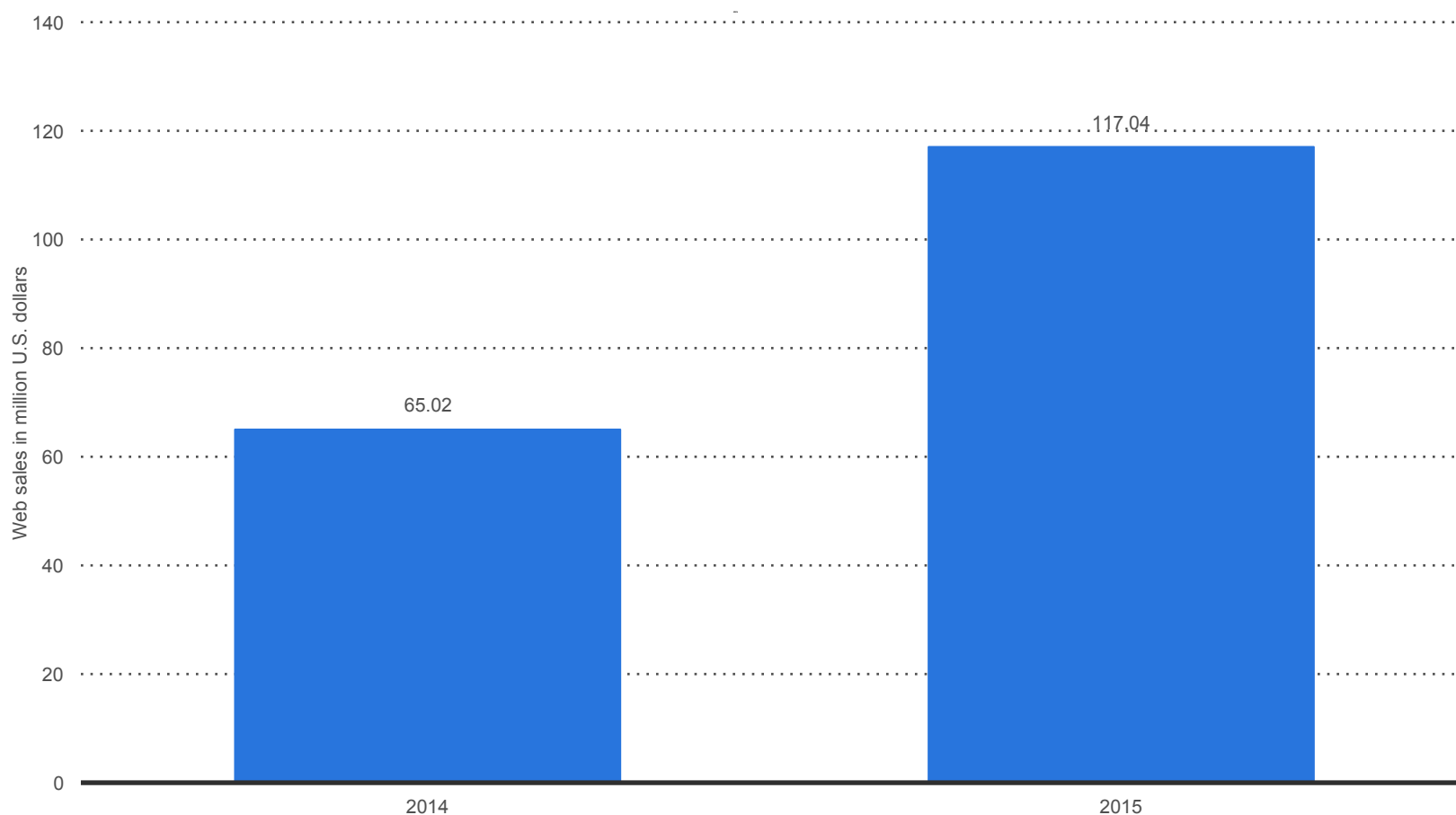
Source: 1010data [ID 655222](#)

Online meal kit delivery services in the U.S.

## ◆ **Key players: Blue Apron**

Global online sales of Blue Apron 2014/2015

## Web sales of Blue Apron worldwide in 2014 and 2015 (in million U.S. dollars)\*



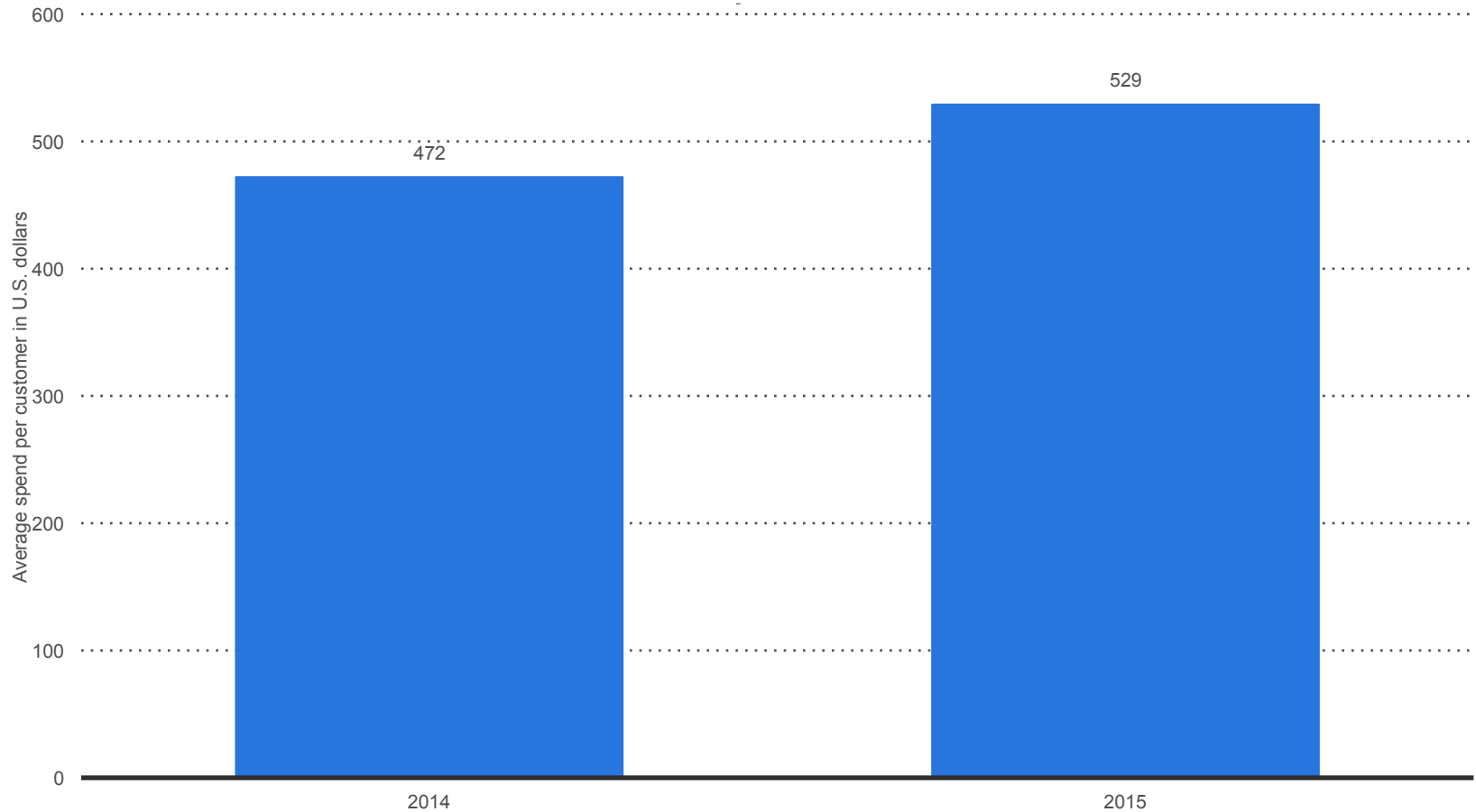
**Note:** Worldwide; 2014 and 2015

Further information regarding this statistic can be found on [page 55](#).

**Source:** top500.org; Internet Retailer [ID 669425](#)

Blue Apron: U.S. average spend per customer after 6 months subscription 2014/2015

## Average spend per Blue Apron customer after six months of subscribing the service in the United States in 2014 and 2015 (in U.S. dollars)



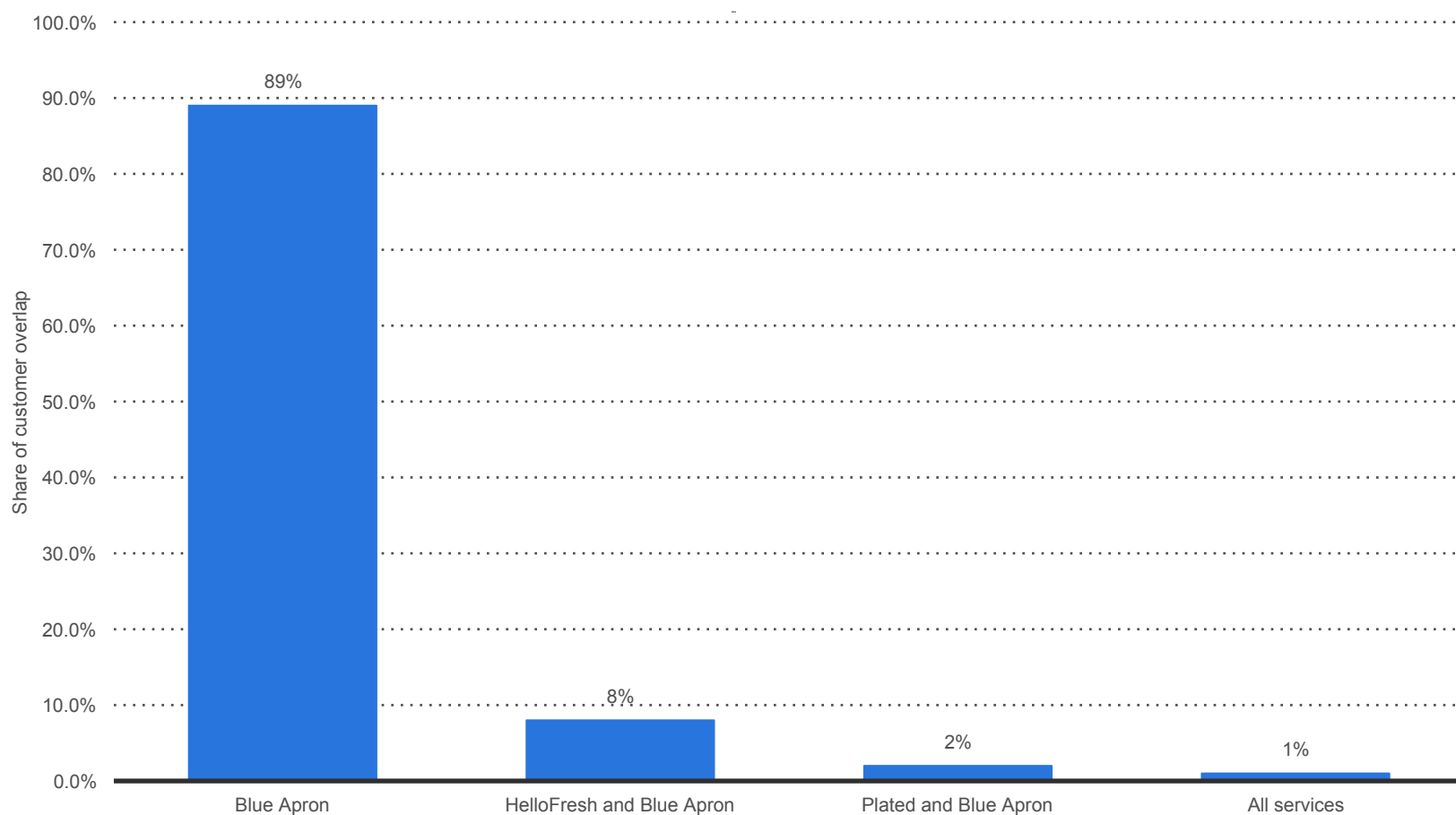
**Note:** United States; 2014 and 2015

Further information regarding this statistic can be found on [page 56](#).

**Source:** Bloomberg; Second Measure [ID 655049](#)

Blue Apron: share of customer overlap worldwide 2016, by type

## Share of Blue Apron customer overlap worldwide in 2016, by type



**Note:** Worldwide; January to September 2016

Further information regarding this statistic can be found on [page 57](#).

Source: 1010data [ID 655235](#)

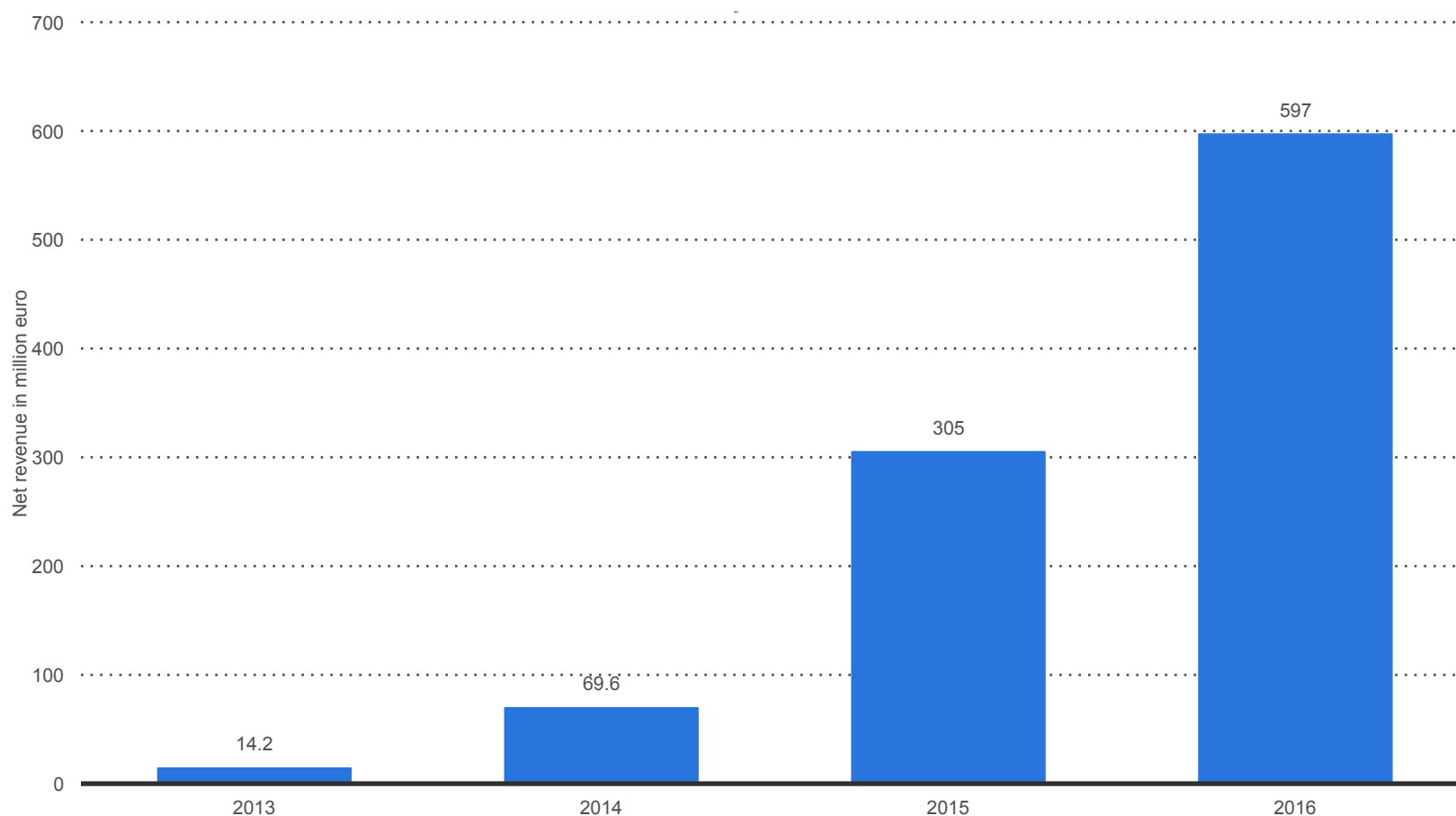


Online meal kit delivery services in the U.S.

## ◆ **Key players: HelloFresh**

Global net revenue of HelloFresh 2013-2016

## Net revenue of HelloFresh worldwide from 2013 to 2016 (in million euro)



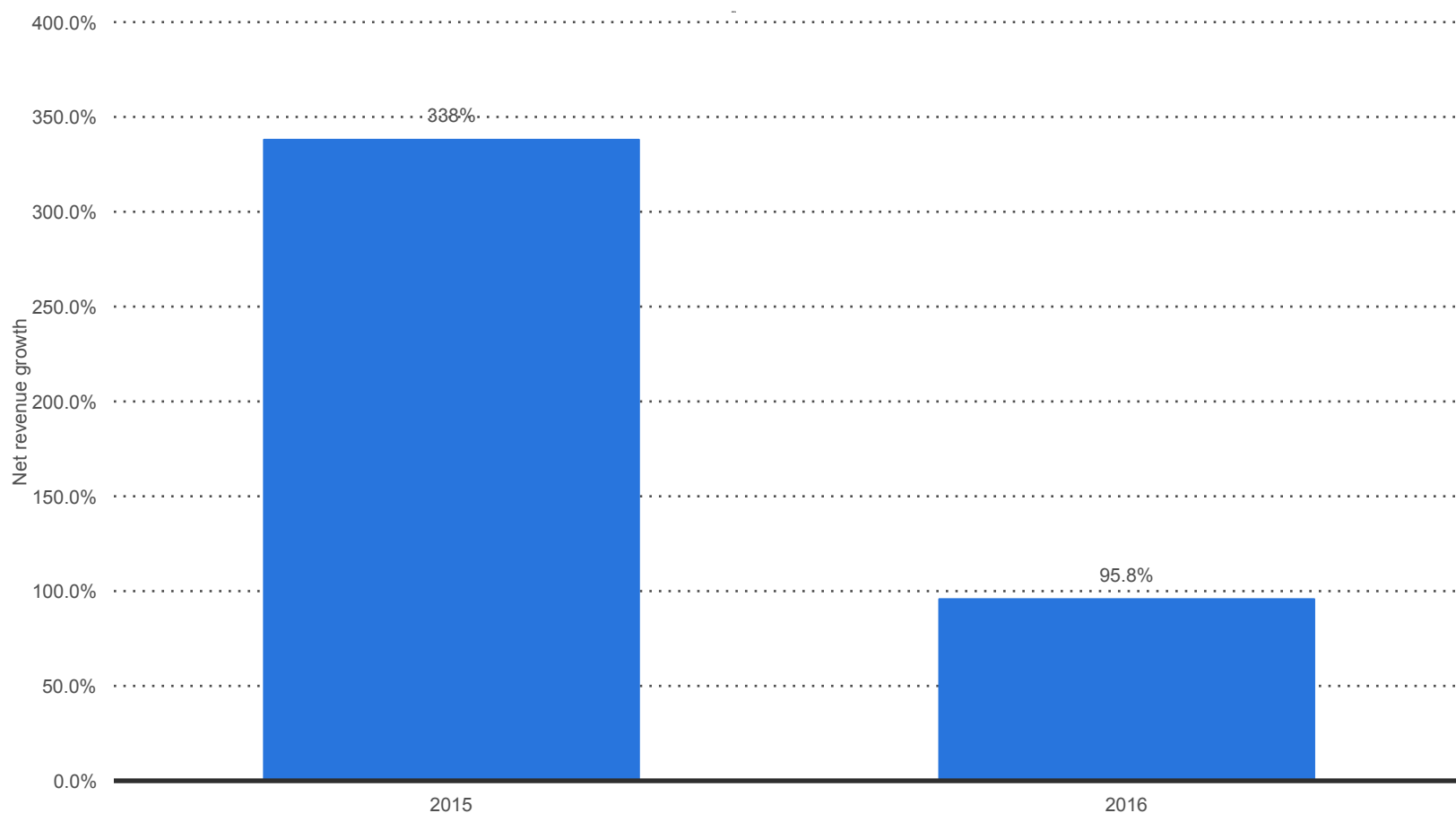
**Note:** Worldwide; FY 2013 to 2016

Further information regarding this statistic can be found on [page 58](#).

**Source:** Rocket Internet; HelloFresh [ID 655060](#)

Global net revenue growth of HelloFresh 2016

## Net revenue growth of HelloFresh worldwide in 2016



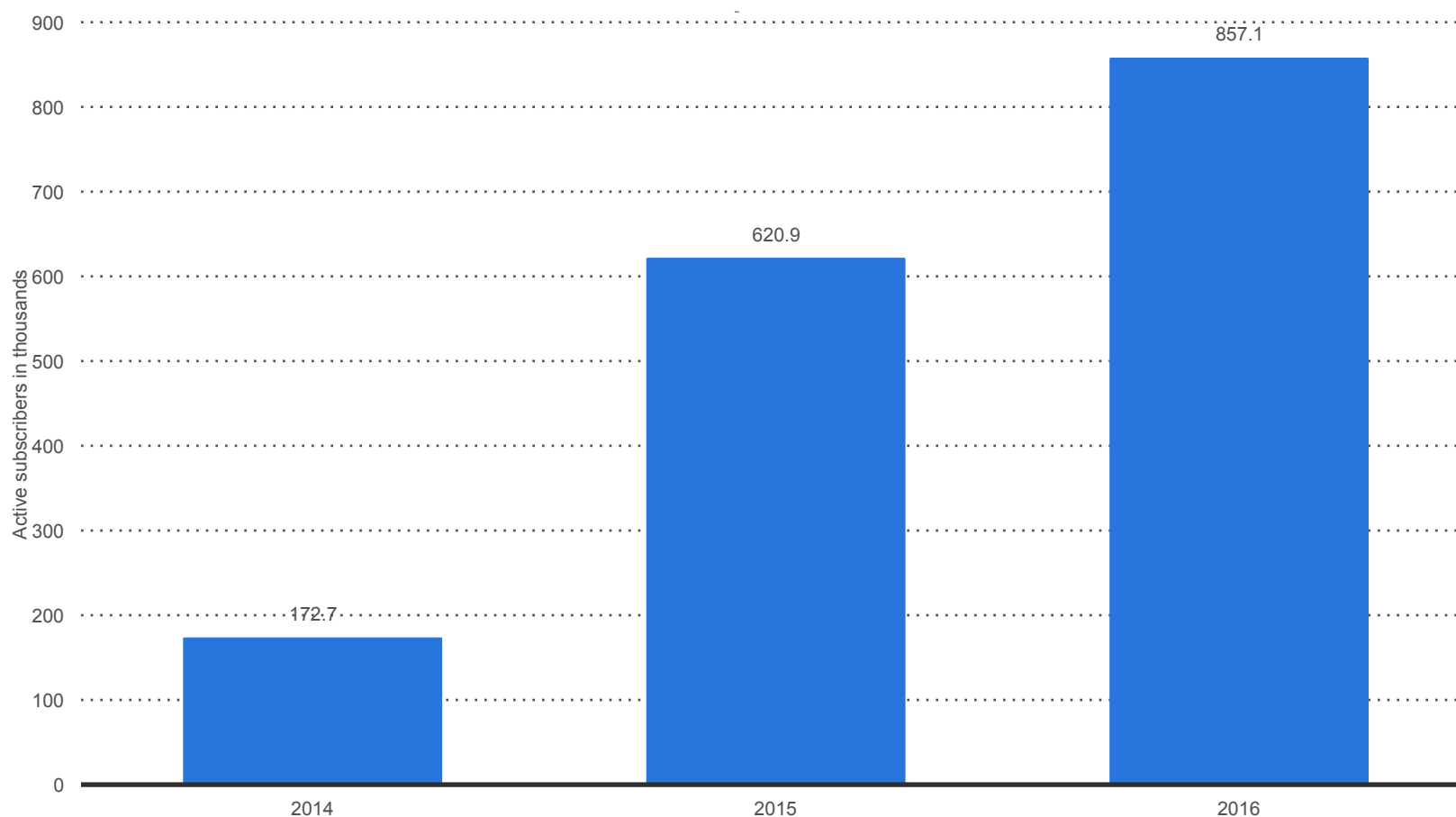
**Note:** Worldwide; FY 2015 to FY 2016

Further information regarding this statistic can be found on [page 59](#).

**Source:** Rocket Internet; HelloFresh [ID 655120](#)

HelloFresh: global number of active subscribers 2014-2016

## Number of active subscribers of HelloFresh worldwide from 2014 to 2016 (in 1,000s)



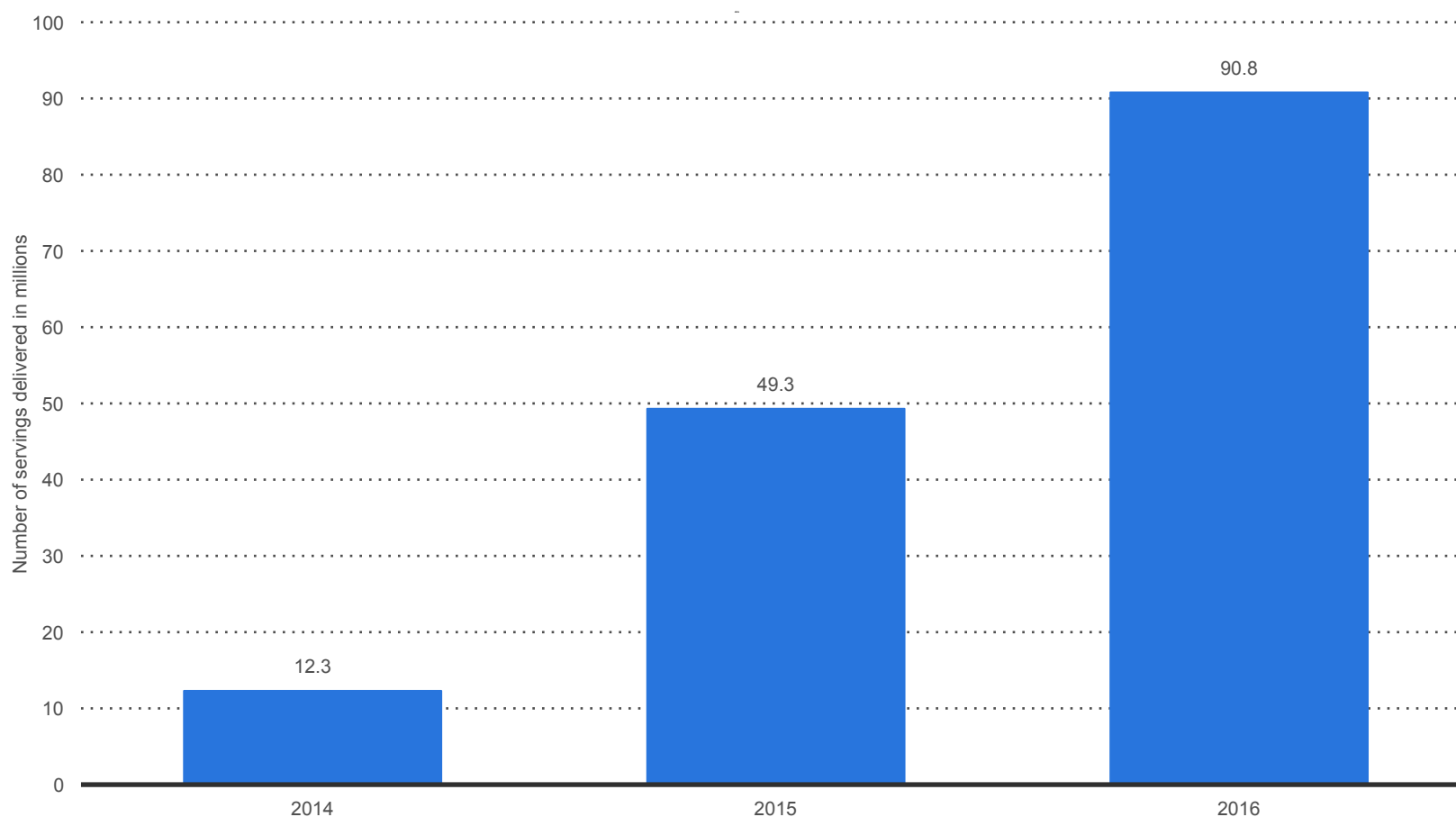
Note: Worldwide; FY 2015 to FY 2016

Further information regarding this statistic can be found on [page 60](#).

Source: Rocket Internet; HelloFresh [ID.655112](#)

HelloFresh: global number of servings delivered 2016

## Number of HelloFresh servings delivered worldwide from 2014 to 2016 (in millions)\*



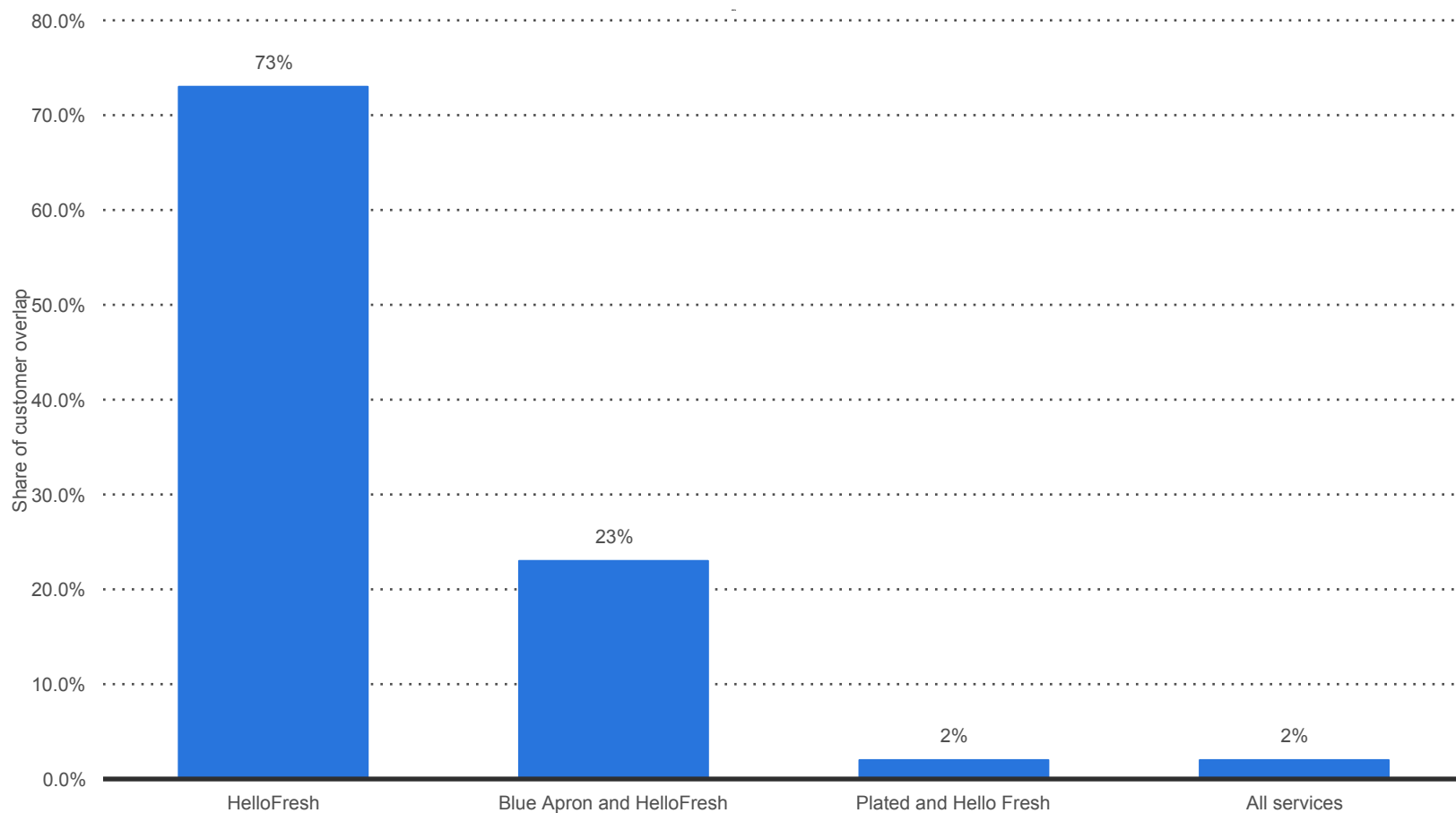
Note: Worldwide; FY 2014 to 2016

Further information regarding this statistic can be found on [page 61](#).

Source: Rocket Internet; HelloFresh [ID.655227](#)

HelloFresh: share of customer overlap worldwide 2016, by type

## Share of HelloFresh customer overlap worldwide in 2016, by type



**Note:** Worldwide; January to September 2016

Further information regarding this statistic can be found on [page 62](#).

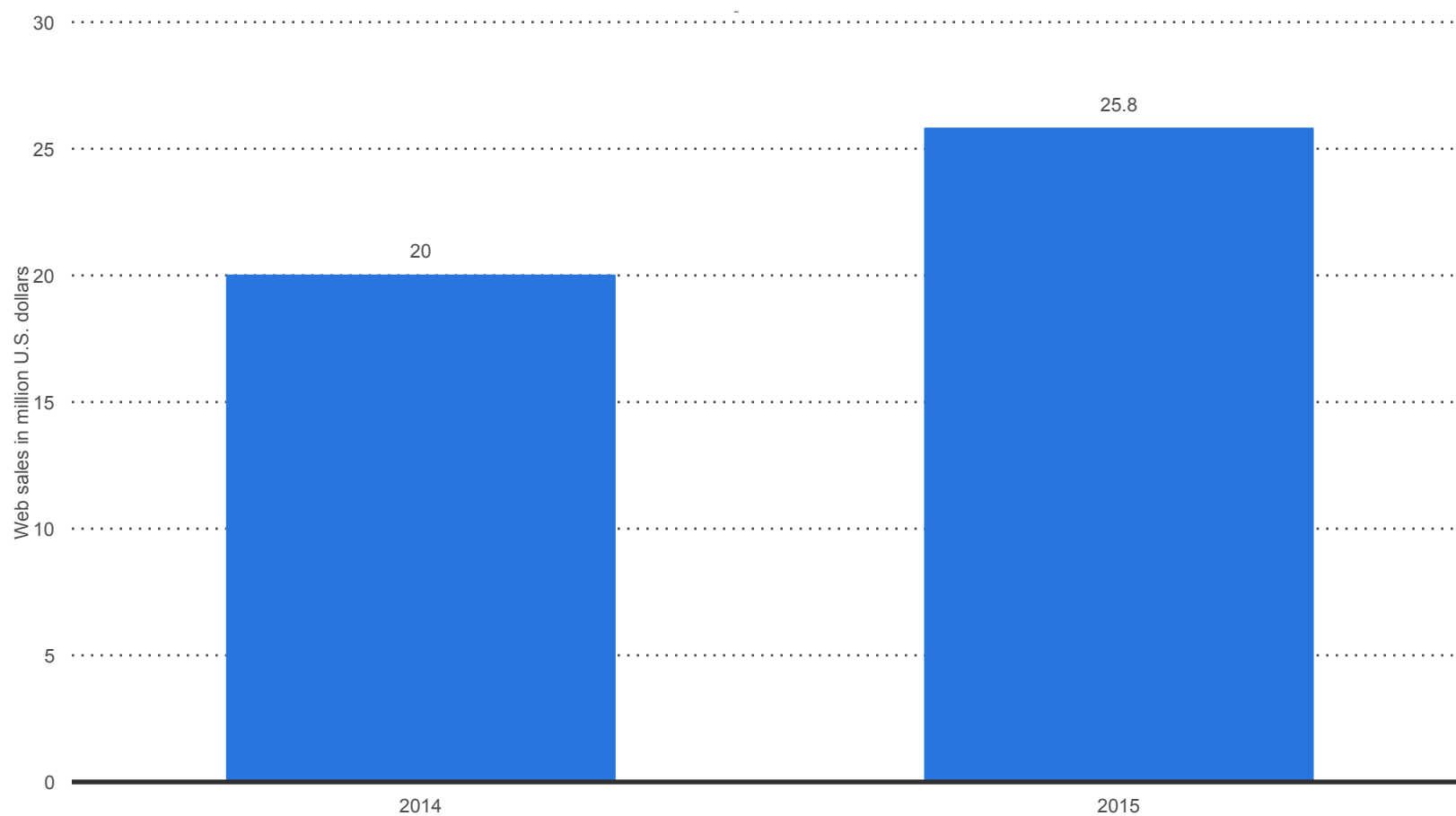
Source: 1010data [ID 655265](#)

Online meal kit delivery services in the U.S.

## ◆ **Key players: Plated**

Global online sales of Plated 2014/2015

## Web sales of Plated worldwide in 2014 and 2015 (in million U.S. dollars)\*



**Note:** Worldwide; 2014 and 2015

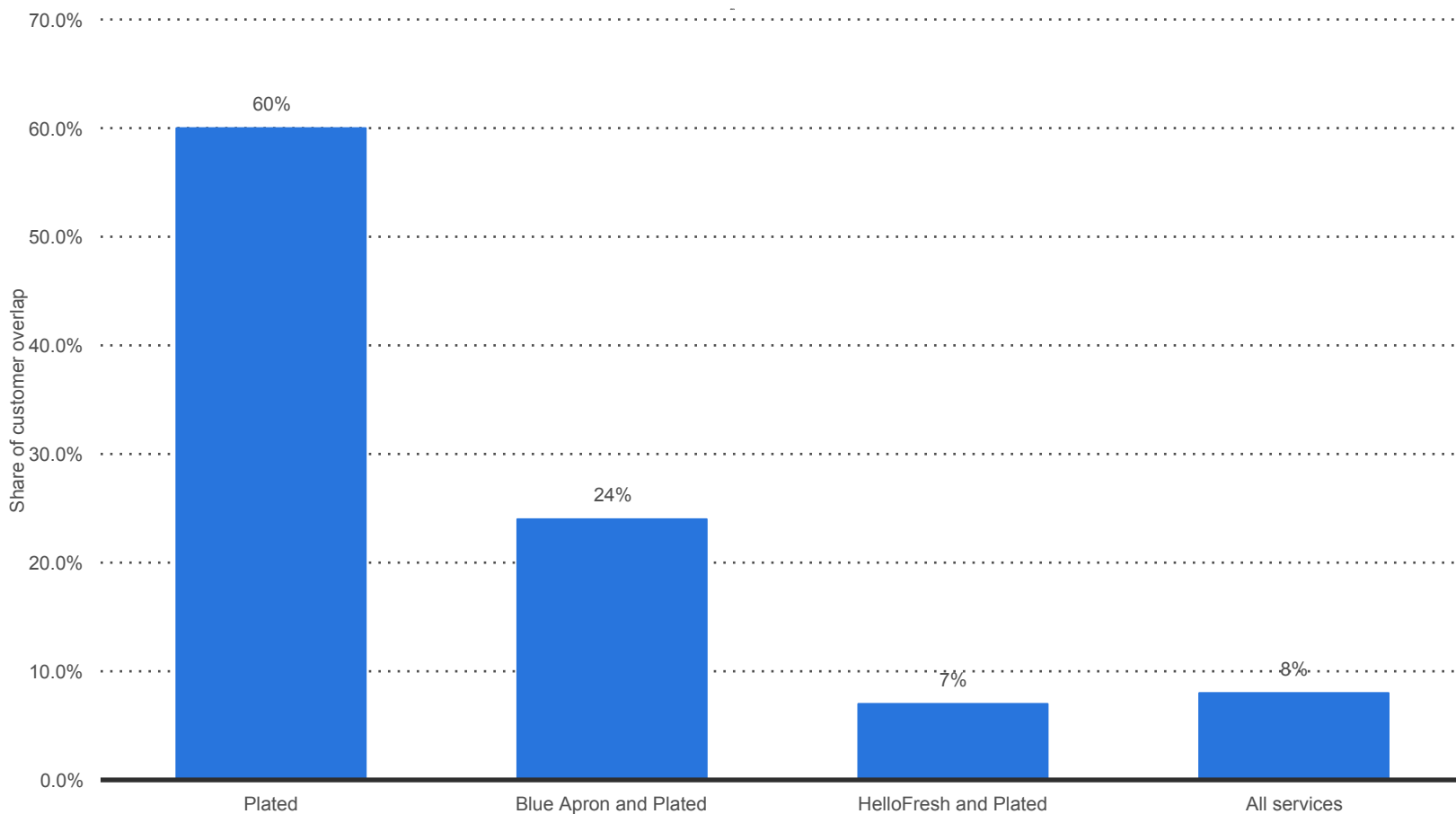
Further information regarding this statistic can be found on [page 63](#).

**Source:** top500.org; Internet Retailer [ID 669433](#)



Plated: share of customer overlap worldwide 2016, by type

## Share of Plated customer overlap worldwide in 2016, by type



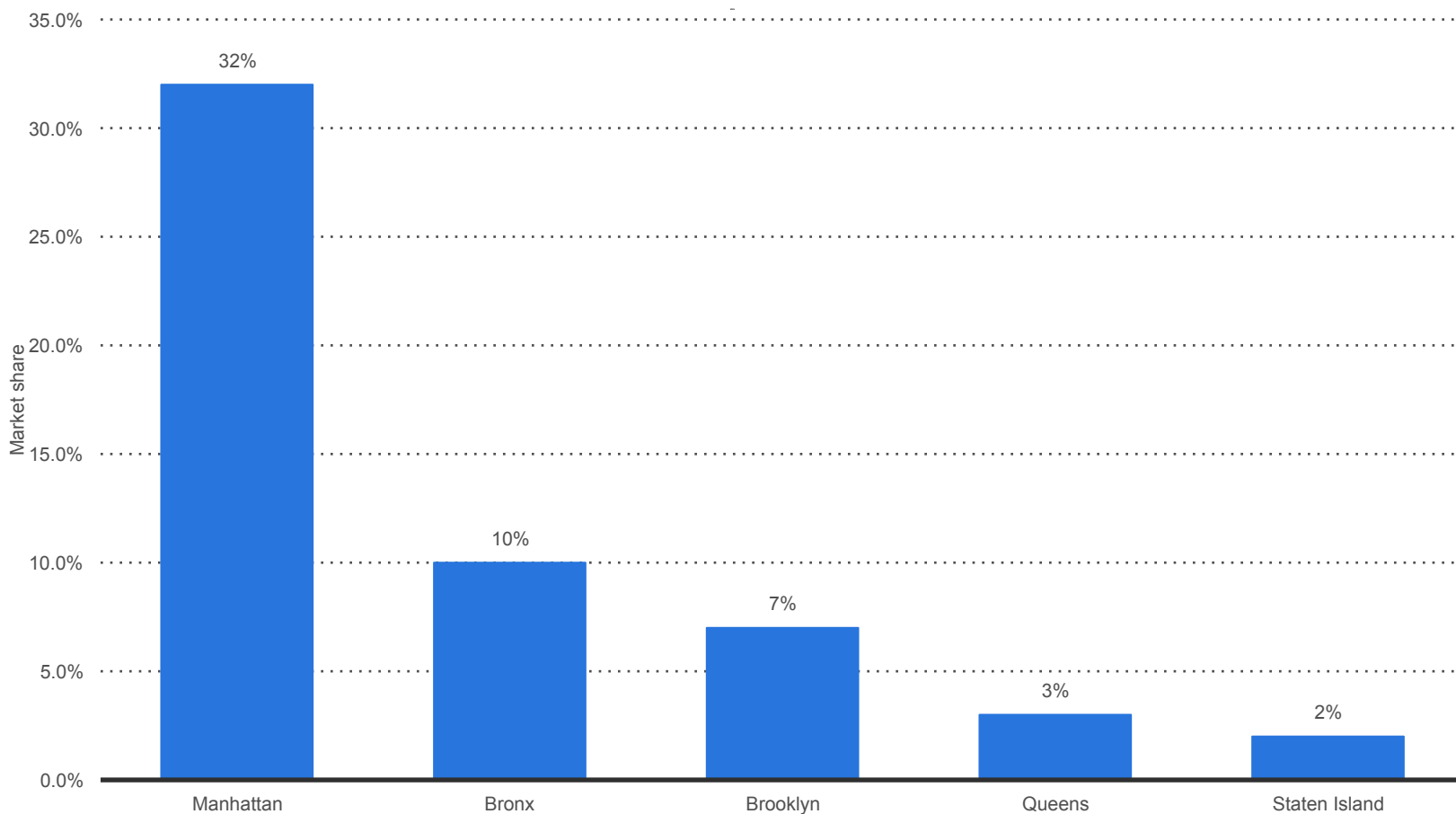
**Note:** Worldwide; January to September 2016

Further information regarding this statistic can be found on [page 64](#).

Source: 1010data [ID 655257](#)

New York boroughs: market share of Plated 2016, based on sales

## Market share of Plated across New York boroughs in 2016, based on sales



**Note:** United States; January to September 2016

Further information regarding this statistic can be found on [page 65](#).

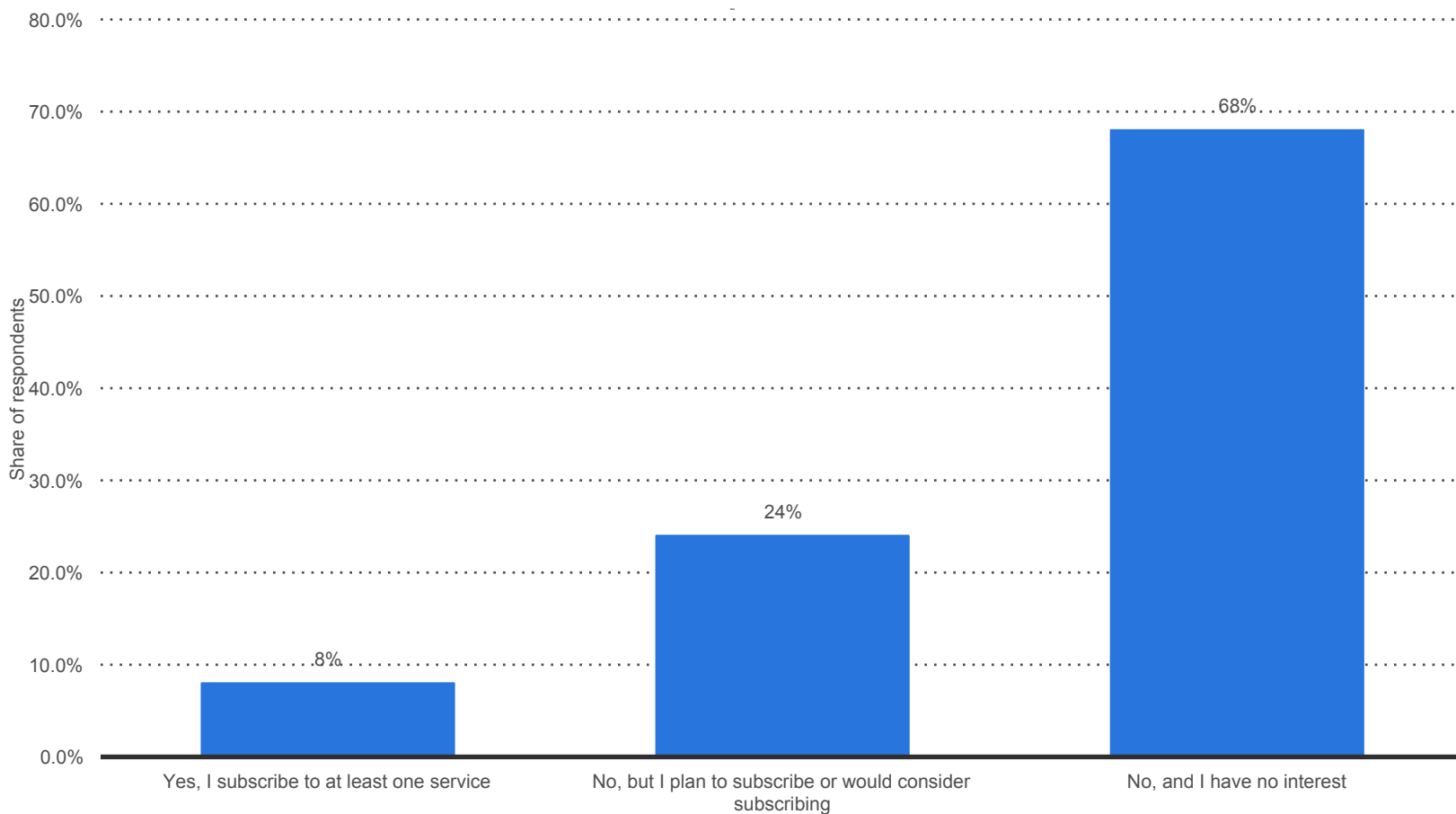
**Source:** 1010data [ID 669859](#)

Online meal kit delivery services in the U.S.

## **Consumer behavior**

In-store shopping replacement with online subscription among U.S. consumers 2016

## Do you currently replace in-store shopping with an online subscription to recurring product shipments for things like razors, clothing, meals, or other items?



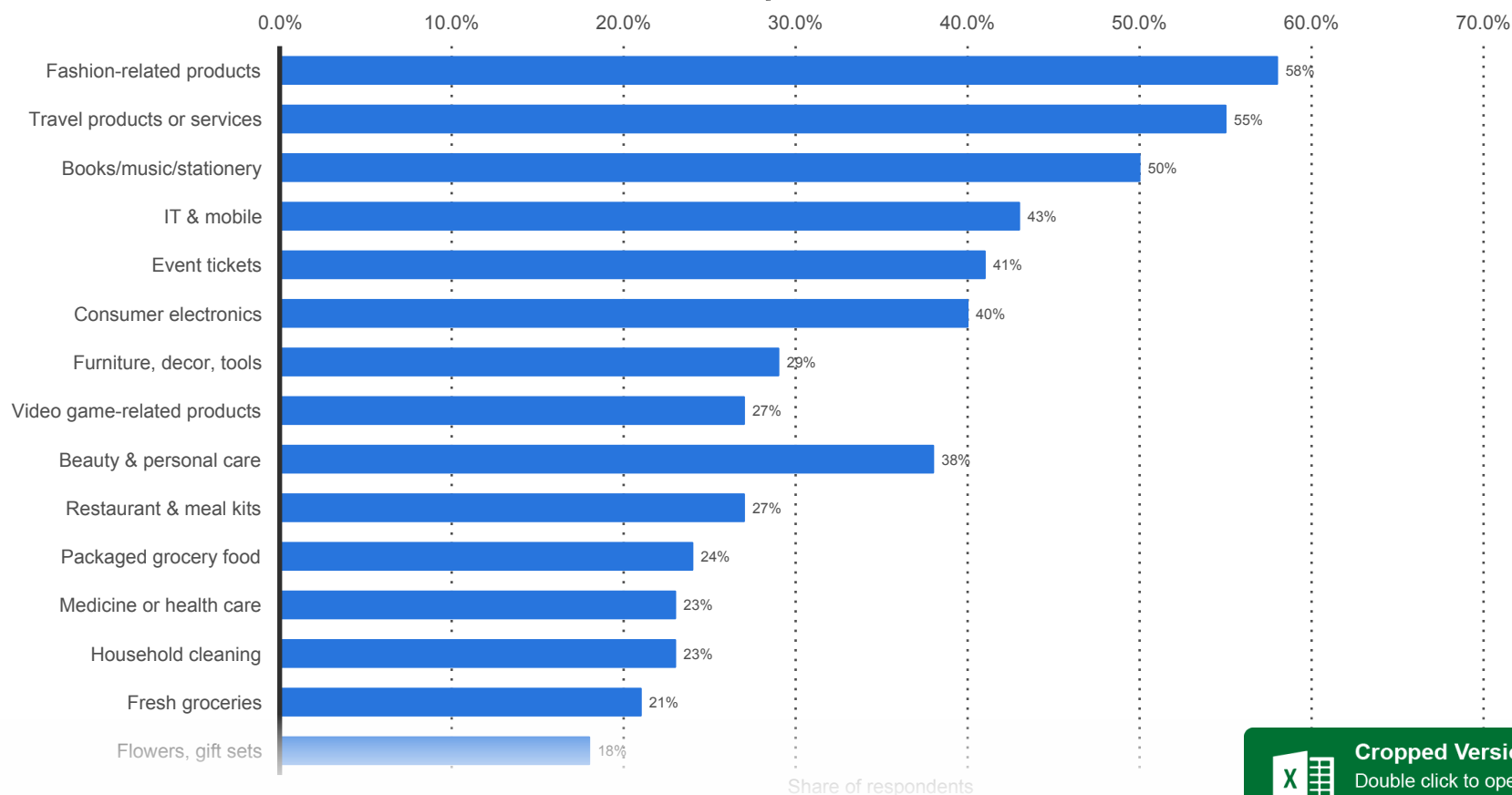
**Note:** United States; July 2, 2015 to January 5, 2016; 18 years and older; 7,728

Further information regarding this statistic can be found on [page 66](#).

**Source:** CivicScience [ID 669439](#)

Most popular online shopping categories worldwide 2016

## Share of internet users who have ever purchased products online as of November 2016, by category



### Cropped Version

Double click to open excel file with complete data

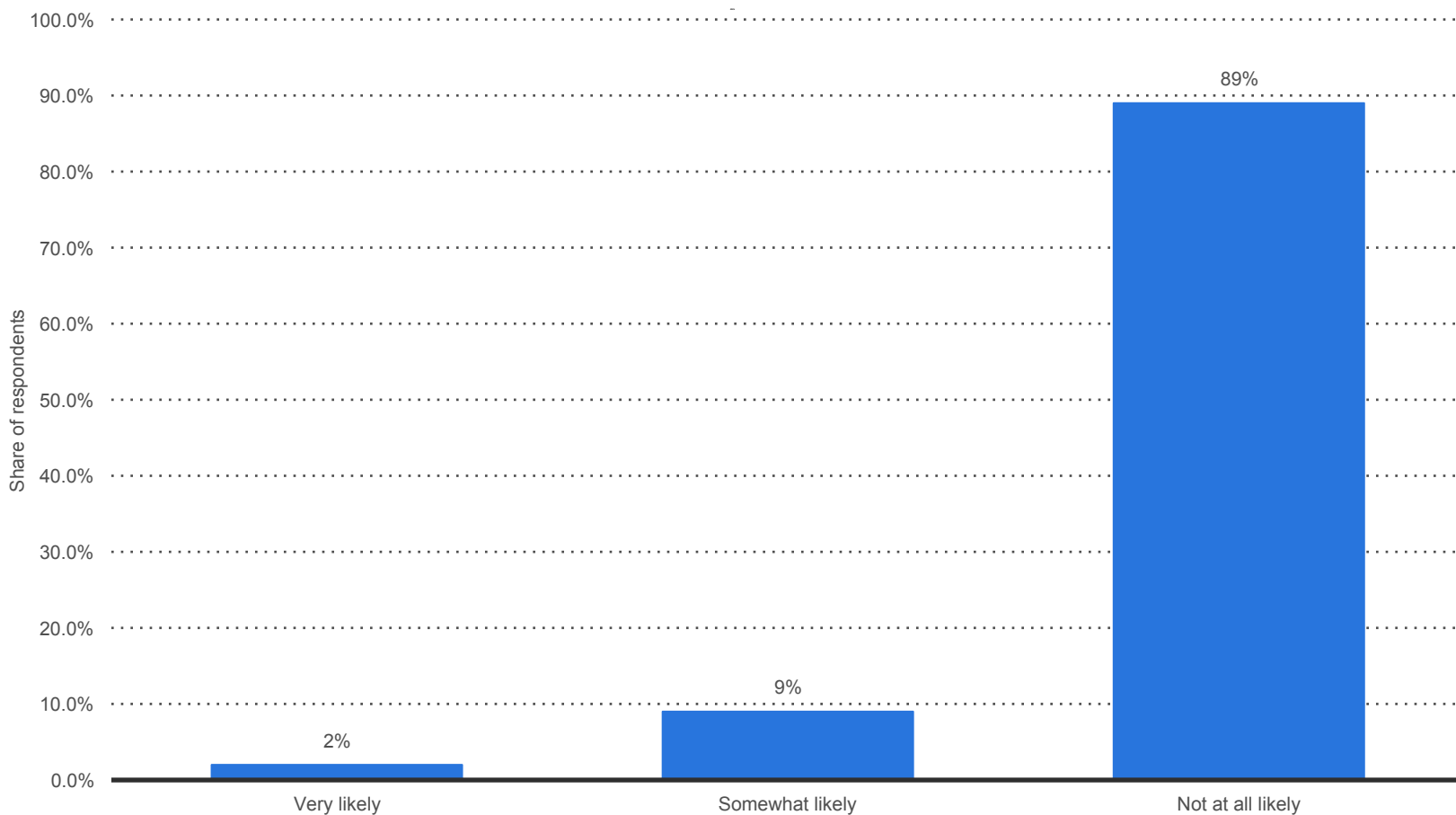
**Note:** Worldwide; October 31 to November 18, 2016; total survey n = 30,000

Further information regarding this statistic can be found on [page 67](#).

**Source:** Nielsen [ID 276846](#)

Likelihood to use online meal kit delivery services among U.S. consumers 2016

## How likely are you to use a subscription service for self-prepared meals, such as Blue Apron, HelloFresh, or Home Chef?



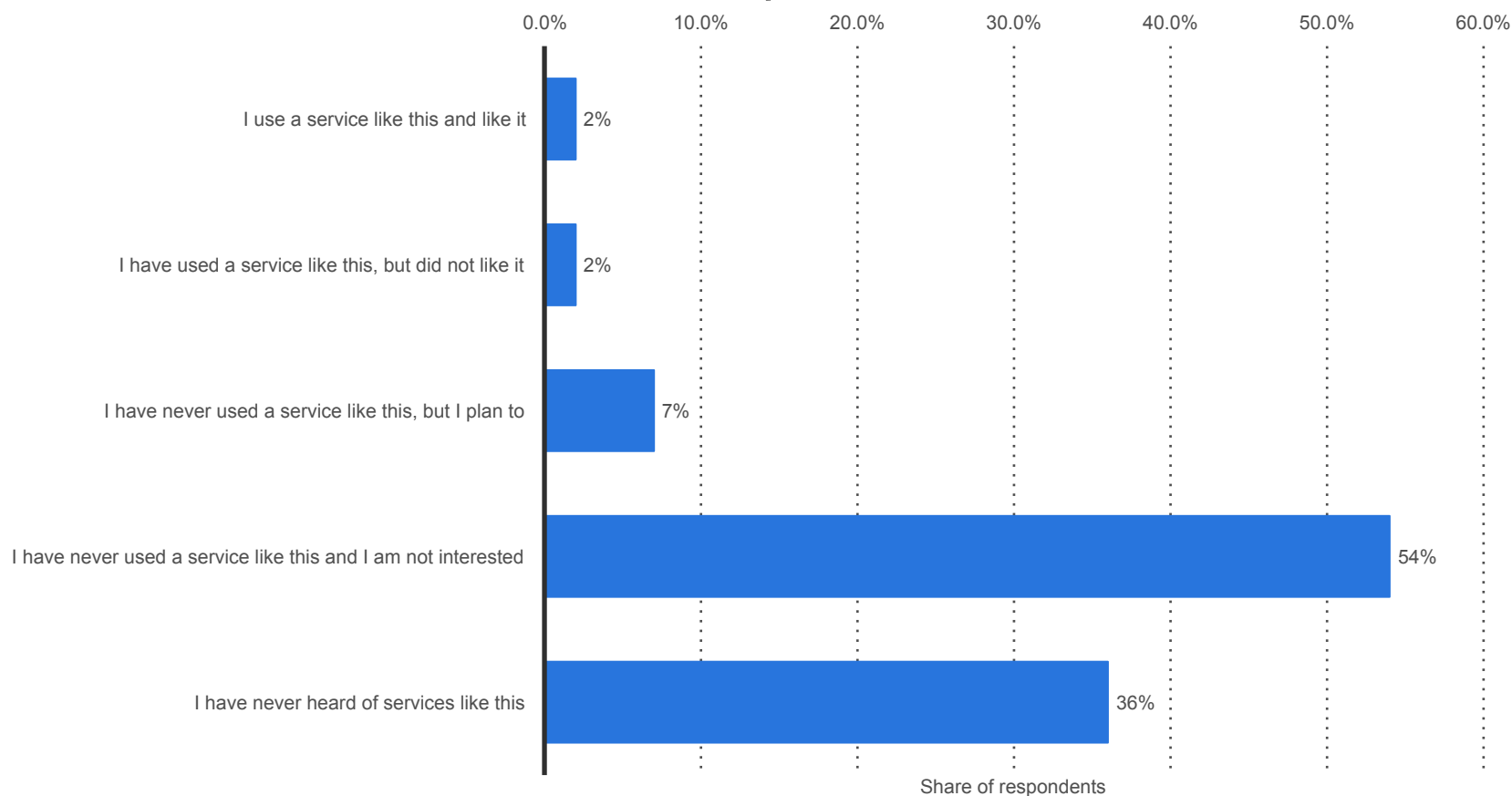
**Note:** United States; July 1 to July 11, 2016; 18 years and older; 4,701

Further information regarding this statistic can be found on [page 68](#).

**Source:** CivicScience [ID 669481](#)

Experience with online meal kit delivery services among U.S. consumers 2016

## Which of the following best describes your experience with subscription services for self-prepared meals, such as Blue Apron, HelloFresh, or Home Chef?



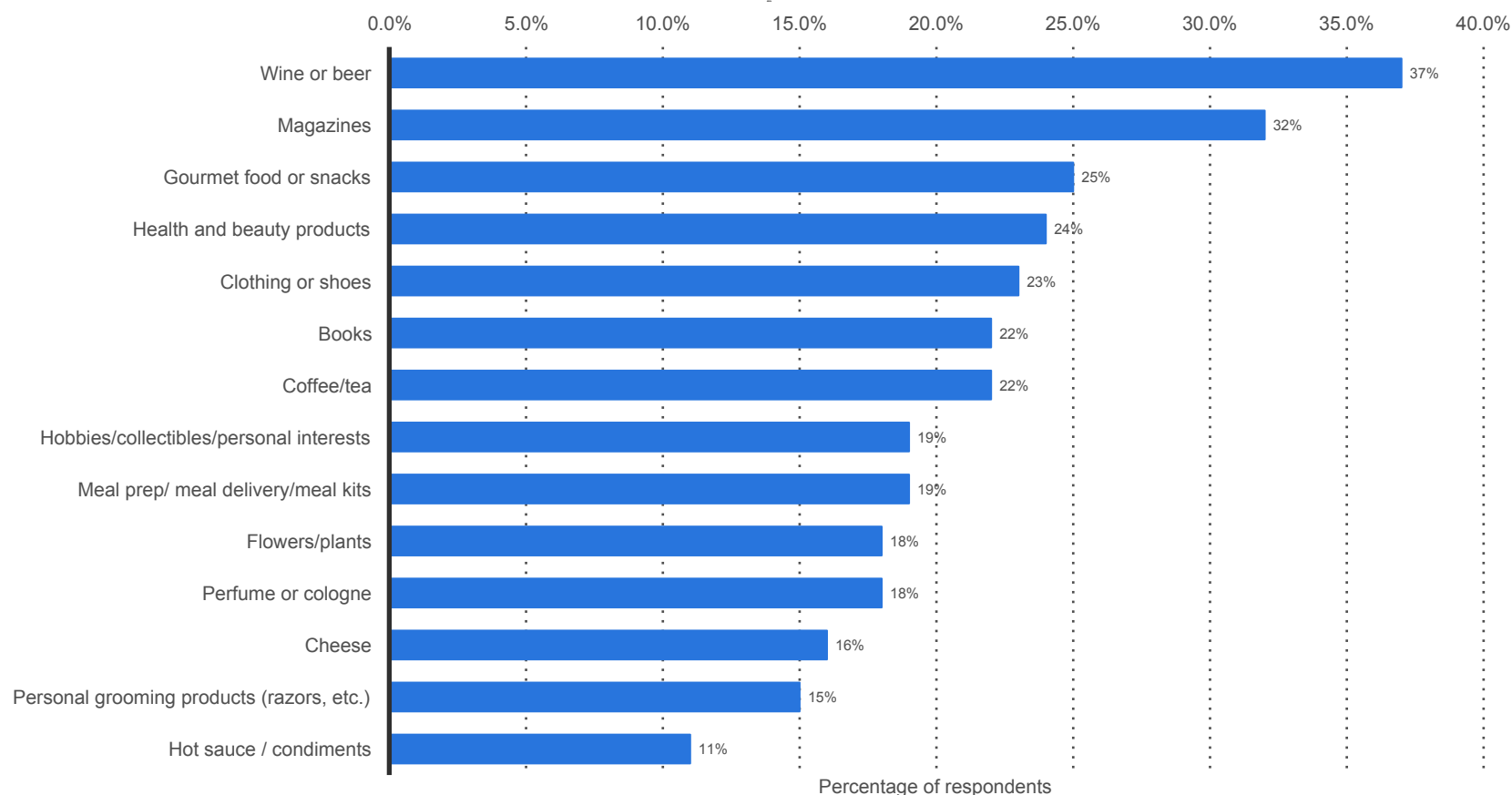
**Note:** United States; July 1 to July 11, 2016; 18 years and older; 4,636

Further information regarding this statistic can be found on [page 69](#).

**Source:** CivicScience [ID 669533](#)

Subscription-based services planned to be given during the holidays 2016

## Which of the following products or services do you plan on giving as a subscription-based gift?



**Note:** United States; September 6 to 20, 2016; 5,038

Further information regarding this statistic can be found on [page 70](#).

Source: Deloitte [ID 490156](#)



Online meal kit delivery services in the U.S.

## References

Ranking of highest valued startup companies worldwide, October 2017

# Startup companies valued at one billion U.S. dollars or more by venture-capital firms worldwide, as of October 2017, by valuation (in billion U.S. dollars)

## Source and methodology information

Source Wall Street Journal; Dow Jones

Conducted by Wall Street Journal; Dow Jones

Survey period As of October 2017

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Wall Street Journal; Dow Jones

Publication date October 2017

Original source wsj.com

Website URL [visit the website](#)

## Notes:

Data only includes privately held companies, that have at least one venture-capital firm as an investor, and have raised money in the past four years. Data does not include companies that are were majority-controlled by an institutional investment firm at one point.

U.S. online subscription box website traffic 2016

## Monthly visits to subscription box sites in the United States in January 2013 and 2016 (in millions)

### Source and methodology information

### Notes:

n.a.

Source Hitwise; MediaPost

Conducted by Hitwise

Survey period January 2013 and 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by MediaPost

Publication date March 2016

Original source mediapost.com

Website URL [visit the website](#)

Leading U.S. online subscription box retailers 2017, by visits

## Most popular online subscription box retailers in the United States as of September 2017, by visits (in millions)

### Source and methodology information

### Notes:

n.a.

Source Hitwise; eMarketer

Conducted by Hitwise

Survey period September 2017

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by eMarketer

Publication date October 2017

Original source emarketer.com

Website URL [visit the website](#)

Global direct-to-door meal kit service market revenue 2015/2020

## Direct-to-door meal kit service market revenue worldwide in 2015 and 2020 (in billion U.S. dollars)

### Source and methodology information

### Notes:

\* Forecast.

Source Technomic; Adweek; POPAI

Conducted by Technomic

Survey period 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by POPAI; Adweek

Publication date February 2016

Original source [popai.com.au](http://popai.com.au)

Website URL [visit the website](#)

Meal kit companies' global revenues 2015, by company

## Revenues of meal kit service providers worldwide in 2015, by company (in million U.S. dollars)

### Source and methodology information

Source Sentio

Conducted by Sentio

Survey period 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Sentio

Publication date May 2016

Original source sentio.com

Website URL [visit the website](#)

### Notes:

\* Data is estimated using known revenue numbers and market share data.

Meal kit companies' revenue per traffic worldwide 2015, by company

# Revenue per traffic of meal kit companies worldwide in 2015, by company (in U.S. dollars)

## Source and methodology information

Source Sentio

Conducted by Sentio

Survey period 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Sentio

Publication date May 2016

Original source sentio.com

Website URL [visit the website](#)

## Notes:

\* Data is estimated using known revenue numbers and market share data.

Meal kit companies' traffic share 2015, by company

## Traffic share of meal kit service providers worldwide in 2015, by company

### Source and methodology information

### Notes:

n.a.

Source Sentio

Conducted by Sentio

Survey period 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Sentio

Publication date May 2016

Original source sentio.com

Website URL [visit the website](#)



U.S. average order value in e-grocery 2015, by retailer

## Average order value in e-commerce grocery services in the United States as of February 2015, by retailer (in U.S. dollars)

### Source and methodology information

Source BI Intelligence; Earnest; Greycroft

Conducted by Earnest; Greycroft

Survey period as of February 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by BI Intelligence

Publication date July 2015

Original source The Future of Retail 2015, page 46

Website URL [visit the website](#)

### Notes:

\* A la carte-service. \*\* Fixed subscription service. \*\*\* Subscription and choice.Repeat customers only.

Meal kits in the U.S.: average price per meal 2016, by company

## Average price per meal kit in the United States in 2016, by company (in U.S. dollars)\*

### Source and methodology information

Source Early Moves; 1010data

Conducted by 1010data

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Early Moves

Publication date November 2016

Original source earlymoves.com

Website URL [visit the website](#)

### Notes:

\* The price per meal is calculated based on the smallest box consisting of three meals per week for two people.

U.S. meal kit start-ups: customer retention share 2016, by time since first purchase

## Share of returned customers of meal kit start-ups in the United States in 2016, by number of months since first purchase\*

### Source and methodology information

Source Bloomberg; Second Measure

Conducted by Bloomberg

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Second Measure

Publication date June 2016

Original source <http://blog.secondmeasure.com/>

Website URL [visit the website](#)

### Notes:

\* Calculated by averaging the latest 12 periods of cohort retention for each month.

Meal kit start-ups' CMGR in the U.S. for the past two years as of May 2016

## Compound monthly growth rate (CMGR) of meal kit start-ups in the United States for the past two years as of May 2016

### Source and methodology information

### Notes:

n.a.

Source Bloomberg; Second Measure

Conducted by Bloomberg

Survey period 2015 and 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Second Measure

Publication date June 2016

Original source <http://blog.secondmeasure.com/>

Website URL [visit the website](#)

Meal kit start-ups' market share in the U.S. May 2016, based on dollar spend

## Market share of meal kit start-ups in the United States as of May 2016, based on dollar spend

### Source and methodology information

### Notes:

n.a.

Source Bloomberg; Second Measure

Conducted by Bloomberg

Survey period May 2016

Region United States

Number of respondents n.a.

Age group n.a.

Special characteristics n.a.

Published by Second Measure

Publication date June 2016

Original source <http://blog.secondmeasure.com/>

Website URL [visit the website](#)

New York boroughs: market share of meal kit companies 2016, based on sales

## Market share of meal kit companies across New York boroughs in 2016, based on sales

### Source and methodology information

### Notes:

n.a.

Source 1010data

Conducted by 1010data

Survey period January to September 2016

Region United States

Number of respondents n.a.

Age group n.a.

Special characteristics n.a.

Published by 1010data

Publication date October 2016

Original source 1010data.com

Website URL [visit the website](#)

Global online sales of Blue Apron 2014/2015

## Web sales of Blue Apron worldwide in 2014 and 2015 (in million U.S. dollars)\*

### Source and methodology information

Source top500.org; Internet Retailer

Conducted by top500.org; Internet Retailer

Survey period 2014 and 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Internet Retailer

Publication date May 2016

Original source internetretailer.com

Website URL [visit the website](#)

### Notes:

\* All figures are estimated. Figures were rounded to provide a better understanding of the statistic.

Blue Apron: U.S. average spend per customer after 6 months subscription 2014/2015

# Average spend per Blue Apron customer after six months of subscribing the service in the United States in 2014 and 2015 (in U.S. dollars)

## Source and methodology information

## Notes:

\* Calculated by averaging the latest 12 periods of cohort retention for each month.

Source Bloomberg; Second Measure

Conducted by Bloomberg

Survey period 2014 and 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Second Measure

Publication date June 2016

Original source <http://blog.secondmeasure.com/>

Website URL [visit the website](#)



Blue Apron: share of customer overlap worldwide 2016, by type

# Share of Blue Apron customer overlap worldwide in 2016, by type

## Source and methodology information

## Notes:

n.a.

Source	1010data
Conducted by	1010data
Survey period	January to September 2016
Region	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	1010data
Publication date	October 2016
Original source	1010data.com
Website URL	<a href="#">visit the website</a>

Global net revenue of HelloFresh 2013-2016

## Net revenue of HelloFresh worldwide from 2013 to 2016 (in million euro)

### Source and methodology information

Source Rocket Internet; HelloFresh

Conducted by HelloFresh

Survey period FY 2013 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Rocket Internet

Publication date March 2017

Original source Q1 2017 Selected Portfolio Companies Update, page 11

Website URL [visit the website](#)

### Notes:

According to x-rates.com , the exchange rate was 1 € (Euro) = 1.07 USD (United States Dollar) on March 31, 2017. Figures from 2013 to 2014 have been taken from previous publications.

Global net revenue growth of HelloFresh 2016

## Net revenue growth of HelloFresh worldwide in 2016

### Source and methodology information

Source Rocket Internet; HelloFresh

Conducted by HelloFresh

Survey period FY 2015 to FY 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Rocket Internet

Publication date March 2017

Original source Q1 2017 Selected Portfolio Companies Update, page 11

Website URL [visit the website](#)

### Notes:

Figures from 2015 have been taken from previous publications.

HelloFresh: global number of active subscribers 2014-2016

# Number of active subscribers of HelloFresh worldwide from 2014 to 2016 (in 1,000s)

## Source and methodology information

Source	Rocket Internet; HelloFresh
Conducted by	HelloFresh
Survey period	FY 2015 to FY 2016
Region	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Rocket Internet
Publication date	March 2017
Original source	Q1 2017 Selected Portfolio Companies Update, page 11
Website URL	<a href="#">visit the website</a>

## Notes:

Figures from 2014 have been taken from previous publications.

HelloFresh: global number of servings delivered 2016

## Number of HelloFresh servings delivered worldwide from 2014 to 2016 (in millions)\*

### Source and methodology information

Source Rocket Internet; HelloFresh

Conducted by HelloFresh

Survey period FY 2014 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Rocket Internet

Publication date March 2017

Original source Q1 2017 Selected Portfolio Companies Update, page 11

Website URL [visit the website](#)

### Notes:

\* Number of all servings/meals sold and shipped to customers in period. Figures from 2014 have been taken from previous publications.

HelloFresh: share of customer overlap worldwide 2016, by type

# Share of HelloFresh customer overlap worldwide in 2016, by type

## Source and methodology information

## Notes:

n.a.

Source 1010data

Conducted by 1010data

Survey period January to September 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 1010data

Publication date October 2016

Original source 1010data.com

Website URL [visit the website](#)

Global online sales of Plated 2014/2015

## Web sales of Plated worldwide in 2014 and 2015 (in million U.S. dollars)\*

### Source and methodology information

Source top500.org; Internet Retailer

Conducted by top500.org; Internet Retailer

Survey period 2014 and 2015

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Internet Retailer

Publication date May 2016

Original source internetretailer.com

Website URL [visit the website](#)

### Notes:

\* All figures are estimated. Figures were rounded to provide a better understanding of the statistic.

Plated: share of customer overlap worldwide 2016, by type

# Share of Plated customer overlap worldwide in 2016, by type

## Source and methodology information

## Notes:

n.a.

Source	1010data
Conducted by	1010data
Survey period	January to September 2016
Region	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	1010data
Publication date	June 2016
Original source	1010data.com
Website URL	<a href="#">visit the website</a>



New York boroughs: market share of Plated 2016, based on sales

# Market share of Plated across New York boroughs in 2016, based on sales

## Source and methodology information

## Notes:

n.a.

Source 1010data

Conducted by 1010data

Survey period January to September 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 1010data

Publication date October 2016

Original source 1010data.com

Website URL [visit the website](#)

In-store shopping replacement with online subscription among U.S. consumers 2016

# Do you currently replace in-store shopping with an online subscription to recurring product shipments for things like razors, clothing, meals, or other items?

## Source and methodology information

Source	CivicScience
Conducted by	CivicScience
Survey period	July 2, 2015 to January 5, 2016
Region	United States
Number of respondents	7,728
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CivicScience
Publication date	January 2016
Original source	civicscience.com
Website URL	<a href="http://civicscience.com">visit the website</a>

## Notes:

Weighted according to U.S. Census figures for gender and age. The sample has a margin of error of +/- two percent. The original source does not specify the type of survey.

Most popular online shopping categories worldwide 2016

## Share of internet users who have ever purchased products online as of November 2016, by category

### Source and methodology information

### Notes:

n.a.

Source	Nielsen
Conducted by	Nielsen
Survey period	October 31 to November 18, 2016
Region	Worldwide
Number of respondents	total survey n = 30,000
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nielsen
Publication date	January 2017
Original source	nielsen.com
Website URL	<a href="#">visit the website</a>

Likelihood to use online meal kit delivery services among U.S. consumers 2016

## How likely are you to use a subscription service for self-prepared meals, such as Blue Apron, HelloFresh, or Home Chef?

### Source and methodology information

Source	CivicScience
Conducted by	CivicScience
Survey period	July 1 to July 11, 2016
Region	United States
Number of respondents	4,701
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CivicScience
Publication date	August 2016
Original source	civicscience.com
Website URL	<a href="#">visit the website</a>

### Notes:

Weighted according to U.S. Census figures for gender and age. The sample has a margin of error of +/- one percent. The original source does not specify the type of survey.

Experience with online meal kit delivery services among U.S. consumers 2016

# Which of the following best describes your experience with subscription services for self-prepared meals, such as Blue Apron, HelloFresh, or Home Chef?

## Source and methodology information

Source	CivicScience
Conducted by	CivicScience
Survey period	July 1 to July 11, 2016
Region	United States
Number of respondents	4,636
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CivicScience
Publication date	August 2016
Original source	civicscience.com
Website URL	<a href="#">visit the website</a>

## Notes:

Weighted according to U.S. Census figures for gender and age. The sample has a margin of error of +/- two percent. The original source does not specify the type of survey. Figures do not sum up to 100 percent due to rounding.

Subscription-based services planned to be given during the holidays 2016

## Which of the following products or services do you plan on giving as a subscription-based gift?

### Source and methodology information

Source Deloitte

Conducted by Deloitte

Survey period September 6 to 20, 2016

Region United States

Number of respondents 5,038

Age group *n.a.*

Special characteristics of the 7% who plan to buy subscription products or services

Published by Deloitte

Publication date October 2016

Original source Deloitte's 2016 Annual Holiday Survey, page 23

Website URL [visit the website](#)

### Notes:

The source does not provide accurate information regarding the age of respondents. The survey was conducted online by an independent research company.