

Global Digital Recipe and Meal-Planning Audience

- **Massive search volume:** Recent data show enormous scale – for example, FoodSocial reports ~1.6 billion recipe searches *per day* on social media platforms ¹. Surveys confirm the web is now the main source of recipes for most people: e.g., 62% of adults say they find recipes online ². Similarly, major recipe sites attract tens of millions monthly (AllRecipes had ~225 million visits in 2024 ³). In short, with ~63% of the world's population online ⁴ and a majority using internet sources for recipes ², the global pool of regular recipe/meal-plan seekers is on the order of **billions** of people.
- **Engaged user base:** Internet recipe searches skew especially toward younger and tech-savvy users (e.g. 18–24 year-olds search recipes ~3x/week ⁵). Many use social media for cooking inspiration (a UK survey found 71% “go digital” in the kitchen ⁶). This indicates a broadly engaged audience interested in digital meal planning and content.

Subscription Potential (Freemium Model)

In many meal-planning apps, a portion of content is locked behind a premium subscription. For example, the Mealime mobile app (screenshot above) clearly labels some recipes/meal plans as “PRO”, indicating they require a paid plan. This freemium approach is common: only a small percentage of users typically subscribe to unlock premium content.

Industry benchmarks suggest only a few percent of users convert to paid subscriptions. Freemium conversion rates of **3–5%** of active users are considered good ⁷. Even 1–2% of a very large user base can yield millions of subscribers (e.g. 1% of 1 billion is 10 million). In practice, a digital recipe service might realistically see on the order of low single-digit percent of engaged users subscribing to a premium, mobile-first plan ⁷.

- **Conversion example:** A freemium app converting 3% of 10 million active users would have 300,000 subscribers – illustrating how even a modest rate produces a large subscriber base when the overall audience is huge ⁷.

Monetization & Revenue Targets

Subscription revenue is simply **price × number of subscribers** ⁸. For example, 30 subscribers at \ \$100/month yield \ \$3,000 MRR (monthly recurring revenue) ⁸. Scaling up:

- At **\ \$10/month, 10,000 subscribers** ⇒ \ \$100,000 MRR (≈ \ \$1.2 M/year) ⁸.
- **20,000 subscribers** at \ \$10 ⇒ \ \$200,000 MRR (≈ \ \$2.4 M/year) ⁸.
- (At \ \$5/month, the totals would be half as much: 10k subs → \ \$50k MRR, 20k → \ \$100k MRR.)

These simple calculations show that if, for example, a startup aims for 20k active paying users, then at \ \$10/month that would correspond to roughly \ \$2.4 M in annual recurring revenue (ARR) ⁸. Adjusting

the price or user target scales revenue proportionally ($MRR = \text{price} \times \text{subs}$ ⁸). Thus, once a revenue goal is set, one can compute the required subscriber count by dividing target MRR by the monthly price.

Adjacent Market Synergies

- **Grocery delivery:** Many meal-planning services partner with grocery apps. For instance, meal-plan platforms can integrate with Instacart so users can send ingredient lists directly to Instacart for shopping ⁹. This tightens the link between recipe content and e-commerce, and offers upsell opportunities (e.g. sponsored placement of grocery items).
- **Meal kits & subscriptions:** Services like HelloFresh and Blue Apron target the same home-cooking audience. (Blue Apron's affiliate program even pays ~\$75 for each new subscriber ¹⁰.) Customers who subscribe to a recipe/meal-planning app may also be interested in meal-kit deliveries or bulk ingredient subscriptions, creating cross-promotion possibilities.
- **Cooking equipment and supplies:** Enthusiastic home cooks often buy kitchen gadgets and cookware. Major brands (e.g. KitchenAid) have affiliate programs for bloggers; for example, KitchenAid products average ~\$103 order value ¹¹. A recipe platform could partner with such brands for affiliate sales or recommendations, leveraging its audience's interest in cooking tools.
- **Diet & health apps:** Nutrition and fitness apps are natural partners. Many now include meal-planning features – for example, MyFitnessPal's new "Meal Planner" provides balanced, goal-driven meal plans and lets users log them in their diet tracker ¹². Conversely, recipe apps can appeal to health-conscious users, suggesting integrations or co-marketing with calorie-tracking and diet-planning services.

Each of these adjacent markets overlaps heavily with the core audience of recipe/meal-plan seekers. By exploring partnerships or upsells in **grocery delivery, meal kits, kitchenware, and diet/health tech**, a premium recipe app can enhance value and open additional revenue streams ⁹ ¹⁰ ¹¹ ¹².

Sources: Industry reports and surveys (FoodSocial/AlphaLab ¹, BirdsEye research ², AllRecipes usage ³) and marketing analyses (Lenny Rachitsky ⁷, subscription forecast formulas ⁸, Instacart integration announcement ⁹, affiliate program data ¹⁰ ¹¹, MyFitnessPal blog ¹²). These provide the basis for estimating audience size, subscription conversion and revenue requirements.

¹ AlphaLab

<https://www.alphalab.org/post/meet-foodsocial>

² ⁵ The Nation's Cooking Habits & Favourite Recipes | Birds Eye

<https://www.birdseye.co.uk/recipes/frozen-food-inspiration/nations-cooking-habits-and-favourite-recipes>

³ Allrecipes Statistics for 2025 | Latest User Counts and More

<https://expandedramblings.com/index.php/allrecipes-facts-statistics/>

⁴ Internet - Our World in Data

<https://ourworldindata.org/internet>

⁶ More than 70% of adults use social media for recipes instead of cookbooks, survey finds | The Independent

<https://www.independent.co.uk/tech/recipes-online-cookbooks-food-inspiration-social-media-facebook-instagram-b1397624.html>

7 What is good free-to-paid conversion

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8 Forecasting Subscription Revenue: How to Do It Right

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9 New Feature: Seamless Instacart Integration for Your Meal Plans

<https://www.memberkitchens.com/blog/new-feature-seamless-instacart-integration-for-your-meal-plans>

10 11 15 Best Cooking Affiliate Programs In 2025 (Top Offers)

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12 Meal Planner – MyFitnessPal Help

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