Market Research Analysis

Each year, Americans throw away roughly 108 billion pounds of food which is equivalent to nearly $408 billion in waste food. It is estimated that about 40% of waste food happening in America yearly. Our group designing the food recipe application with the aim that good recipe application could help with reducing food waste. Thus, we have the hope that our food recipe application could greatly contribute to the environmental sustainability. For instance, this food recipe application could save people money switching from dining at restaurants to cook at home. Additionally, our long-term goals are to encourage people from buying more accurate quantity of the food and types of food needed to prepare for delicious home cooked meals.

Nowadays, the food recipe application has been rather diverse in terms of people’s different preferences. There are people who seek food recipe applications that offer them convenient, quick, and easy to use experience. Some people prefer such food recipe applications that offer challenge recipes, meet their own culture’s culinary experience. Others prefer vegan or vegetarian, gluten-free recipes to meet their own specific needs. Based on our team’s research, we find that almost all types of food recipe applications are available in the current marketplace. Some applications are niche in a specific area, and some already have occupied a greater market segment.

There are various food recipe applications including but not limited to BBC good food, Tasty, BigOven, Epicurious, Food network in the kitchen, SideChef recipes, Kitchen stories, etc. With so many different food recipe app, our team test roughly 10 popular food recipe apps in order to create our best food recipe application. Among them, almost all the food recipe apps will allow users to registering, save recipes, and browse others’ food recipes. Some application even allows users to create their own shopping lists of the food ingredients needed for an Amazon fresh order. Another cool feature some application provides are called “Cook Mode” that offer users with great step-by-step cooking instructions.

The current market for food recipe application is either provided for free downloads or paid downloads. Based on our research, the majority of them are free downloads and the very few of the apps are paid downloads or paid subscriptions. The free downloads apps seem to grow faster which meet our expectations. Based on such findings, our team will design this food recipe application and provide users free of charge. The operating systems used are mostly IOS, Androids, or Windows systems since they consist of the most target users. Among those three, Android users are more than Apple’s IOS since Android consist roughly 70% of the overall mobile phone users. Our team also found that the Android system generally have more flexibility to design their food recipe applications. In conclusion, our team decide to design it with the windows system since it is likely the least competitive ones.

In order to get a thorough understanding of the current marketplace, our team conducts a shorter survey include four questions regarding the food recipe application. It is better to help us understand the needs of our target users. The link of the survey is <https://docs.google.com/forms/d/e/1FAIpQLSe58P_CI-cwoDfG3CoR6-TH2jm8FZ-eayVOQWoqGLN1apXCZA/viewform>. For this questionnaire, there are roughly 30 people participate. The following graphs show the result we got. The result is in line with our findings.

Figure 1 Would you use food recipe app?

Figure 2 Free downloads or Paid downloads

Figure 3 Include features