The Prepared Foods Home Delivery Market

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Introduction: Report Scope & Methodology

Discussion of sources used for the research, how estimates & Forecasts are derived.

Executive Overview of Major Findings

Summary/highlights of all report chapters: definition and nature of the market, types of meal delivery services, why demand exists, growth spurred by venture capital, market trends & issues (independent contractors), importance if Millennials, customer demographics, analysis of three market segments (dollar value 2015 & 2020F, major competitors and revenues, key metrics, recent developments: 1) Healthy/Fresh Foods/Meal Kits Delivery Market, 2) Diet Food Delivery Market, 3) Premium Meats & Desserts/Specialty Foods Mail Order Market.

Nature & Structure of The Market

Analysis of how meal delivery services work, evolution of the meal kits market, types of meal delivery services (software, grocery delivery, on-demand services, different generations of services: GrubHub, Doordash, Munchery, Sprig, Spoonrocket, etc.), operating models used.

Industry issues: classification of independent contractors vs. regular employees, lawsuits

Trends & logistics: Jumpshot Competitive Analysis report: growth rates of players, desktop Vs. mobile traffic

The Healthy Foods/Meal Kits Delivery Market

Summary & nature of the market: discussion: subscription models, packaging concerns, Pricing

Market status & recent developments: Chefd funding, Spoonrocket closes, opinions of Competitors re venture capital funding and long-term prospects for success, lack of profits, Amazon.com enters the market (Amazon Fresh)

Venture capital funding is slowing: analysis of funds raised, data from CB Insights: 2015 & 2016 funding totals for food start-ups

Market Size & Forecasts: Marketdata estimate for 2015, 2016-2020 forecasts

Table: Major competitors’ 2015 sales
Competitor Profiles (address, history/evolution, funding, specialties, no. of meals shipped, pricing, etc.)

- Blue Apron
- Plated
- Hello Fresh
- The Purple Carroet
- Munchery
- Peach Dish
- Sprig
- List of other competitors

The Diet Food Delivery Market

Nature & Structure of The Market

Why The Demand? - Discussion

How Diet Food Home Delivery Services Operate: fresh vs. frozen, daily vs. weekly delivery

How Diet Food Delivery Companies Are Formed, why some fail, start-up costs

Number of Companies Offering The Service

Pricing - How Much Does Diet Food Home Delivery Cost?

Competitors, by delivery areas – distribution channels

Customer demographics for Jenny Craig and NutriSystem

Competitors’ 2015-2016 Performance

- Diet To Go
- The Fresh Diet
- NutriSystem (209-2015 sales, developments, products, outlook, customer data)
- Medifast
- Jenny Direct

Table: Top competitor revenues: 2012, 2014, 2015, total market value

Market Size & Growth

Dollar sales: 2005-2020 forecasts, major market trends and effect of the last recession on major players, outlook, rationale

2016 projected market growth, factors affecting demand, growth drivers

2020 Forecast: key growth drivers and limitations,

Table: Estimated market size: 2005-2020 forecasts

Number of dieters in America: 1996-2015 estimates

Percent of dieters seeking home delivery services (2005-2020), estimation formulas

Address List of 20 major diet food delivery companies.
Premium Meats, Desserts, Specialty Foods Delivery Market

Market Summary: history of the market, how premium meats go from stockyards to the customer’s table at home, different distribution channels, vertical integration.

Marketing: discussion of Omaha Steaks model and company

Market Size & Forecasts

Marketdata estimates of market size: 2015, 2016, 2020 F

Table: Major competitors, by revenues: 15 companies

Discussion of the broader “specialty foods” market: by type stores, $ size (retail, foodservice, natural food stores)

Competitor Profiles
(address, history/evolution, funding, specialties, no. of meals shipped, pricing, etc.)

- Omaha Steaks
- Allen Brothers
- Kansas City Steak Co.
- Honey-baked Ham
- Harry & David (1-800 Flowers acquisition)
- Gourmet Station
- Lobel’s of New York
- Debragga & Spitler
- Appetizers USA
- Mouth.com
- Gold Bely

Reference Directory of Information Sources

List of relevant industry trade associations, market research reports, and venture capital firms