

The Prepared Foods Home Delivery Market

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Industry issues: classification of independent contractors vs. regular employees, lawsuits	
Trends & logistics: Jumpshot Competitive Analysis report: growth rates of players, desktop Vs. mobile traffic	
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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

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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

70-86

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

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