

HelloFresh SE in Cooking Ingredients and Meals

April 2024

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HelloFresh is the leading player in food kits

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US has challenges, but still holds the biggest potential for further growth

Major multinationals dominate the ranking, with a few exceptions

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HelloFresh gained share owing to its digital business model disrupting the industry

Nestlé is the closest competitor for HelloFresh

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North America is the largest market in meals and soups for HelloFresh

Food kits remains the core product, while ready meals gain ground in Australasia

The contribution to sales of food kits from COVID-19-related restrictions is coming to an end

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