



# HelloFresh SE in Cooking Ingredients and Meals

April 2024

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## STATE OF PLAY

Top companies at a glance

HelloFresh's global footprint

HelloFresh is the leading player in food kits

Increasing market share is the largest contributor to HelloFresh's growth

## EXPOSURE TO FUTURE GROWTH

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

Major multinationals dominate the ranking, with a few exceptions

## COMPETITIVE POSITIONING

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

Nestlé is the closest competitor for HelloFresh

HelloFresh's key categories and markets

HelloFresh's key brands

## MEALS AND SOUPS

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

HelloFresh is taking action to overcome the price barrier with Amazon in the UK

HelloFresh to focus on ready meals, but challenges are ahead

HelloFresh might lay aside the Asian market after withdrawal from Japan

## KEY FINDINGS

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Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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meals/report.