



# Marketing Plan Project: HelloFresh

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## INTRODUCTION

Founded in 2011 by Thomas Griesel and Dominik Richter, HelloFresh began by providing pre-portioned recipe ingredients to local communities. It has now become the leading global meal-kit delivery service, providing fresh food at home in 18 different countries with over one billion meals sold ([HelloFresh](#)).

There are over 100 weekly options across several different meal plans including: healthier options, vegetarian meals, family oriented choices, and meals under twenty minutes. Meal kits are delivered on the customer's chosen days with fresh, quality produce and step-by-step recipe cards ([HelloFresh](#)).

## IMMEDIATE ENVIRONMENT

- **Company:**

- HelloFresh's core competencies and values, which drives both their growth and innovation, has contributed to much of their success in the meal-kit industry. The company differentiates itself from competitors by offering highly customizable meal kits that cater to a variety of dietary preferences and target audiences. Their team's use of real, measurable data, allowing them to make thoughtful business decisions and execute plans effectively, has been an efficient part of their strategies. With their efficient supply-chain and logistics system, HelloFresh ensures timely and reliable delivery with all of their products. The company promotes an "ego-less" work environment that encourages employees to speak up, pitch ideas, and challenge the status-quo. This has created a culture of open, constructive feedback across all departments of the company. The inclusivity this environment ensures has generated diverse perspectives and ideas that have fueled their unique offerings. HelloFresh has a strong emphasis on constant learning which drives the company's value of self-improvement. This has enhanced operational efficiency and created employee self-motivation and proactivity ([HelloFresh Group](#)).

[2020](#)). Together, these core competencies allow HelloFresh to continue to innovate while delivering value to customers keeping them ahead in the competitive market.

- **Competitors:**

- With the rising popularity surrounding home-delivered meal kits, HelloFresh faces a numerous list of competitors. Two of the most popular being Blue Apron and Home Chef. HelloFresh dominates competition when it comes to factors such as the amount of weekly meal choices they offer, sustainable practices, and weekly costs. They easily lead the at home meal kit market, holding ~50% of the global market share ([Companies Market Cap, 2024](#)) compared to Blue Apron, whose market share—4.27%— is significantly less ([Companies Market Cap, 2024](#)). In 2024, HelloFresh’s revenue was a whopping \$8.42 Billion USD, \$8 Billion USD more than Blue Apron, and is expected to reach \$38.81 Billion USD by 2029 ([Globe Newswire, 2024](#)).

- **Corporate Partners:**

- HelloFresh works with corporate partners across all components of their business to provide the highest value meal-kits to customers ([Partnerbase](#)). At the start of their development, HelloFresh partnered with HV Capital, whom they obtained a seed investment from to get started ([HV Capital](#)). Other partners such as Snowplow, Crystal Knows, and Datasembly provide HelloFresh high quality customer behavior data, giving them leverage to better understand their customers’ wants and needs. They also provide accurate market data such as pricing records and promotions enabling them to make faster and better business decisions. HelloFresh partners with affiliate marketing companies—Silverbean and CJ Affiliate—to increase company profit growth ([CJ Affiliate](#)), make new connections, and build competitive advantages ([Silverbean](#)). Corporate partners aside, HelloFresh partners with various, reputable brands such as The Better Fish, Wonderful Citrus, and Pratt, to source sustainable ingredients and recycled packaging ([HelloFresh](#)). Additionally, they’ve partnered with a number of organizations that aid in giving back to their communities. Freight brokerage firm, Total Quality Logistics, has partnered with HelloFresh for over five years, providing transportation to deliver donated freight to nonprofits and communities in need to combat food insecurity ([HelloFresh](#)).

- **Physical Environment:**

- Environmentally conscious efforts regarding operations have been implemented into the HelloFresh brand since the start. As the world's largest meal-kit providers, they publicly acknowledge the responsibilities they have when it comes to the physical environment. The company website features a sustainability report which depicts their detailed approach to managing their carbon footprint and use of harmful emissions through various green practices. These include sourcing quality ingredients, using eco-friendly packaging, managing water consumption, and implementing food waste reduction methods ([HelloFresh Sustainability Report](#)). 96% of all of HelloFresh's distribution centers use renewable energy and their supply chain methods, which differ from competitors, mirror a farm-to-table process that actively reduces carbon emissions by making a single stop at a manufacturing center before delivering meal kits directly to consumer homes. Their online business model eliminates the need for physical stores and reduces food waste by allowing them to order the exact amount of ingredients needed to fulfil orders without leaving consumers with excess. Their credible green marketing strategies and transparency with consumers has contributed to the company's overall success and customer loyalty.

## MACRO-ENVIRONMENT FACTORS

- **Culture:**

- HelloFresh has operations in North America, Canada, various European countries, The United Kingdom, Australia, and New Zealand. With the diversity that comes with each of these places, it is imperative that these different cultures are greatly considered with business decisions being made. HelloFresh greatly displays consideration of culture by using technology to create personal recipe algorithms based on one's culture and location. They offer endless international cuisine recipes on their website and make each category easy to navigate.

- **Demographics:**

- With the customization and flexibility that HelloFresh provides to consumers, their application of mass marketing contributes to the company's success in attracting a seemingly endless list of different types of consumers. Their overall aim is to provide meal kits to anyone looking to simplify meal times regardless of age, gender, race, or income. With their variety of meal options and subscription plans, HelloFresh seeks to

meet the needs of each individual customer. Their website features categories like, kid-friendly recipes, gourmet recipes, recipes that take 30 minutes or less, hall of fame recipes, world cuisines (i.e. American, Italian, Asian, etc.), vegetarian options, low-carb and health focused recipes; there is something for everyone. Whether you are ordering for yourself or your family, you have the power to personalize and select meals based on your wants and needs. This versatility that HelloFresh brings to the table is one of the most attractive features of their meal-kits to all demographics.

- **Social:**

- Engaging with social trends across various platforms is something that HelloFresh has done for years. Often through influencer marketing, HelloFresh has partnered with and sponsored a plethora of popular influencers to spread their message with incentives like discount codes and free meals. The playful use of their social media accounts ([AdWeek](#)) shows their upkeep of knowledge surrounding what's trending at specific times and the use of direct customer feedback and suggestions guides their planning process for the content they share. As sustainability and fitness/wellness trends have been on the rise, HelloFresh has responded to this increasing popularity by using their own sustainability efforts and healthy meal options as a part of their advertising tactics.

- **Technology:**

- HelloFresh continues to be transparent with their customer base about their use of AI technology and machine learning to enhance customer experience. The use of a machine learning algorithm tracks a customer's previously selected meal options to create a customized menu of options that cater to one's preferences. Additionally, HelloFresh's use of AI predicts future purchasing habits and meal selection actions for both prospective and active customers. They also use these tools for other things such as recipe generation, dynamic packaging optimization, creating content and visuals, and demand forecasting. These technological advances individualize the marketing aspect for different target markets, while maximizing the marketing return and stimulating growth ([HelloFresh Group](#)).

- **Economic:**

- With inevitable fluctuations in the global economy, HelloFresh, like most, must actively work to make necessary adjustments to components of their brand in response to these changes. During the covid-19 pandemic, consumers began investing in meal-kit subscriptions, reflecting a significant rise in demand for HelloFresh products. However, over time, lock-down restrictions began lifting and restaurants began filling up again.

This led to a decrease in their subscription numbers which called for vital business decisions to align with these changes. More common factors like inflation have also disrupted aspects of HelloFresh's success, reflecting a 2.4% decline in orders in 2023 ([Food Institute, 2024](#)). Despite setbacks faced by the company, their efforts to mitigate these economic impacts have been overall successful. HelloFresh has invested in additional product lines like Factor meals, a meal service that delivers "ready-made" meals, eliminating the consumer cooking process. They also founded a human-grade pet food brand ([The Pet's Table](#)) as well as an online butcher shop ([Good Chop](#)). These additions and decisions show success in the company's stock growth, expanding customer base and annual revenue.

- **Political/Legal:**

- HelloFresh has made significant efforts to follow the legal requirements associated with its operations. There are various laws and regulations they must adhere to that ensures lawful and ethical business. As a leading meal-kit provider, food safety regulations are an important part of their legal sphere and regulations such as the Food Safety Modernization Act are vital for ensuring factors like safe packaging, reliable sourcing, and delivery methods. With the amount of customer data the company handles with subscriptions and marketing strategies, they are expected to comply with strict privacy regulations that protect customer information ([CBA](#)). The company is currently facing an investigation regarding allegations stating their failure to disclose certain information to investors ([Accesswire, 2025](#)). The severity of the issue is currently unknown but more details will be provided in the following section.

## **OPPORTUNITIES**

Considering HelloFresh's position as a leader in the meal-kit industry, the company embodies various strengths that contribute to its overall success. Despite these strengths, the company has several opportunities to expand its market presence and enhance its business model. One opportunity that can further add to their diverse customer reach would be expanding into new geographic markets. The introduction of meal-kits to developing countries, where the demand for convenient meal solutions is growing, has the potential to significantly increase its customer base. Another opportunity for HelloFresh is to partner with fitness/lifestyle brands. While they are notorious for partnering with individual influencers, establishing partnerships with brands like Lululemon or Gymshark could give HelloFresh even greater exposure. Recently there have been advertisements showing up on platforms like Snapchat, however, pushing ads through fitness brands would cater to a market that may feel more inclined to try

their products. Finally, HelloFresh could open itself to many opportunities through establishing a retail presence. Although a large part of the business model for their meal-kits is the home delivery aspect, the sale of meal-kits in grocery stores could be very beneficial. It would eliminate the commitment of purchasing a subscription and would allow curious consumers to purchase kits in stores, giving them the ability to test out the product first. If consumers are satisfied with their in-store purchase, it would entice them to commit to monthly boxes, increasing subscription sales for HelloFresh while expanding their customer base.

## THREATS

While there are opportunities for HelloFresh to continue to excel in the meal-kit market, there are inevitably threats as well. One of the greatest being legal situations and allegations against the company. HelloFresh is currently facing a threatening legal case with an ongoing investigation focusing on whether the company issued false/misleading statements with investors ([Accesswire, 2025](#)). Honesty and transparency with investors and consumers are vital for any company with a well-known brand and HelloFresh is no exception. Another threat that HelloFresh must acknowledge as a company that deals with food are health and safety concerns. Reputable and safe ingredient sources are necessary to combat health risks for consumers as a lapse in this department could damage the company's reputation and customer relationships. Finally, as a company that uses various technological tools to acquire customer data and logistics, there are cybersecurity threats that they must consider. The risk of data breaches that could lead to a loss of customer trust and even legal repercussions should be alarming enough for HelloFresh to actively implement proper safety measures to ensure their information is protected.

## MARKET SEGMENTS

- **Demographic:**

- One of the main segmentation methods that HelloFresh utilizes is demographic segmentation. The largest group in their customer base is busy families and individuals. Within this group, the market is further split by age, household size, and income. For age, HelloFresh has a wide range of foods that they have labeled as “kid friendly,” as well as acknowledging segments of adults and seniors ([HelloFresh, 2025c](#)). Household sizes include meal kits for “singles,” “couples” and “new parents”([HelloFresh, 2025a](#)). Finally, meal kits are available for a range of income levels including their “affordable meal kits” and “gourmet meal kits” ([HelloFresh, 2025a](#)). By using this type of segmentation,

HelloFresh is able to differentiate its products throughout their target audience and communicate greater value to consumers.

- **Geographic:**

- HelloFresh uses geographic segmentation to differentiate their foods throughout the regions they operate in. In the United States, examples include salmon in Washington, collard greens in North Carolina, wild rice in Minnesota, and winter squash in New York ([HelloFresh, 2016](#)). These trends also continue across other countries that they service in their international segment. HelloFresh was originally founded in Germany, but expanded to the United States in 2013 ([HelloFresh, 2024a](#)). Since their expansion, their 2024 annual report signifies that the sales in North America (US and Canada) nearly doubled their sales in their international segment (including Germany, Australia, France, and Spain) ([HelloFresh, 2024b](#); [HelloFresh, 2024a](#)). With their expansion, it is important for HelloFresh to utilize geographic segmentation in order to accommodate the varying preferences of each region and maintain their value across these locations.

- **Psychographic:**

- Psychographic segmentation is what encompasses the vast majority of HelloFresh's target audience under the umbrella of "health-conscious" individuals. HelloFresh uses this type of segmentation in order to understand what their consumers value the most in their meals. Two of the five featured values HelloFresh lists on their website include "farm-fresh ingredients" and "sustainable solutions" ([HelloFresh 2025a](#)). These values reflect to their audience that they share these values and thus have common interests and allow them to appeal to a large consumer base.

- **Behavioral:**

- The second most popular form of market segmentation across HelloFresh's products is behavioral segmentation. Included here are subscriptions, occasions, and diets. In order to use HelloFresh's services, the user must have a subscription. This being said, subscriptions are customizable by meal plan and frequency and can be cancelled at any time ([HelloFresh, 2025b](#)). This subscription method, however, creates brand loyalty and encourages customers to repurchase, while also making it easier to anticipate their future needs based on past performance. Meal kits can also be chosen by occasion. In this category, HelloFresh offers lunch kits, meal prep kits, grocery deliveries, and quicker, 20-minute meal kits ([HelloFresh, 2025c](#)). Here, behavioral segmentation is used to better fit the customer's current schedule and needs, which can vary by week. The most prominent of the company's behavioral segmentation methods, however, is splitting up

the market by diet plan. Some of the diet plans they feature include vegetarian/plant-based, pescatarian, low carb, and low calorie ([HelloFresh, 2025c](#); [HelloFresh, 2025d](#)). By segmenting their meal plans by diet, they create additional value for the consumers because they know the meals will adhere to their dietary constraints, and will reduce the need to evaluate other alternatives.

## SEGMENTATION VARIABLES

HelloFresh's target market can be identified through their use of the segmentation variables above, most importantly: behavioral, psychographic, and demographic segmentation.

- Psychographic segmentation is important for identifying the broader community that will buy HelloFresh products amongst the greater population. HelloFresh is geared toward health-conscious consumers with their farm-fresh ingredients and responsible sourcing ([HelloFresh, 2025a](#)). This is the segmentation method that encompasses their entire customer base, before further dividing them by demographic, behavioral, and geographic segmentation methods.
- The demographics and behavioral tendencies of their customers tend to be what HelloFresh relies on the most. They use behavioral segmentation the most to provide customers with specialized meal plans like pescatarian, family friendly, and under 20-minute meals ([HelloFresh, 2025d](#)).
- Demographic segmentation allows them to separate customers by household size and age range. These two factors are important when advertising their food options and sizes. For example, kids will not always eat the same foods as adults because of their palate differences. Therefore, targeting these groups differently lets HelloFresh provide recommendations most attuned to the customer's preferences.

## TARGET MARKETS

### ● Busy families or individuals

- Busy families and individuals are an incredibly attractive market for HelloFresh because they are substantial, profitable and responsive. Customers with a tight schedule are key targets for pre-packaged or low-prep meals. With their limited time to cook during their day, these consumers are especially responsive to HelloFresh's marketing mix because they have a need to attain quick, substantial meals, and HelloFresh can fulfill this need. Additionally, the health aspect plays a huge role in their appeal toward families because –

aside from these families having busy schedules with multiple people to work around – they also look for nutritious meals to feed their children as they grow up. HelloFresh’s products fit the needs of busy families perfectly, and families most likely expect to spend more money on food for their household to begin with, making them profitable as well.

- **Health-conscious consumers**

- Health-conscious consumers are likely willing to pay premium prices for healthy, easy-to-make meals. Currently, many of the pre-prepared meals on the market contain processed meats and high sodium levels which are less desirable to health-conscious consumers and their self-image. HelloFresh’s healthy, ready-to-eat meals are especially attractive to this segment because they do not need to prepare and cook all of their individual fresh ingredients, and instead can have a healthy meal at their fingertips with no hassle. Furthermore, HelloFresh’s recipes are outlined to fit the dietary needs of their consumers. Having options like “vegetarian” and “low calorie” meal kits make it easy for consumers to know their meals will fit their dietary constraints, without having to spend extra time looking through alternatives or cooking from scratch. This creates a high level of value in HelloFresh’s products, since they fulfill the consumer’s need to eat nutritious foods, along with allowing more time to complete their other daily tasks.

- **Seniors**

- HelloFresh’s product offering is incredibly valuable for those who may not be able to prepare foods for themselves. By providing pre-prepared meals, members of older generations who have limited cooking opportunities are able to obtain enjoyable, nutritious meals without having to undertake the cooking process. Targeting the senior population also attracts a more substantial share of the market without having to spend excessive amounts on promotion. Adults who are taking care of their parents likely have prior knowledge of HelloFresh’s brand. By slightly expanding their product line to appeal to seniors, HelloFresh makes their product offering seem substantially larger, while still spending nearly the same amount on marketing. Because of many adults’ previous brand awareness for HelloFresh, they can turn to this company to provide their parents with meals when they do not have time to prepare them alone. By utilizing this market development, they are greatly expanding their appeal to the greater population using their existing customer base to increase sales.

## **POSITIONING STRATEGIES**

HelloFresh has positioned itself as a brand that caters to a wide range of consumer goals, various segmentations and diverse demographics. For young professionals and busy parents, the company provides a time-saving option that focuses on healthy foods in a simple and fast meal prep format. HelloFresh offers foreign cuisines and taste experiences for those who enjoy them, allowing individuals with time constraints to come home and do what they enjoy. HelloFresh has also created “how-to” recipes that cater to young college students and individuals who are unfamiliar with the kitchen ropes. Meals provide both convenience and economic benefits, giving options for students to save 55% on their first box and 15% off thereafter (discount applies for 52 weeks). Yes, that's 55% off your first box of quality goods, with meal instructions that couldn't be easier to navigate. Finally, for empty nesters, the company promotes itself as a method to break free from culinary routines and rediscover the joys of home cooking.

## **BRANDING STRATEGIES**

HelloFresh's implementation of a successful branding strategy has contributed to the success and brand equity of their meal-kit service. By prioritizing consumer recommendations, they have built a brand that is known for valuing things such as freshness, convenience, and high-quality ingredients. HelloFresh has created a vivid and clean branding image that is displayed across many platforms. These include their website, packaging, and efficiency model, allowing them to build long-term and reliable relationships with customers. The use of content production is another tool they have utilized for their marketing and branding strategy. With the creation of a database containing recipes, blogs, cooking ideas, DIY tutorials, and nutritional information, consumers can easily navigate themselves in the direction they are searching for within their brand. To increase brand equity, the company has recently implemented a multi-branded strategy which includes acquisitions and the introduction of new products. HelloFresh has obtained various other services with menus that cater to several customer categories. This includes budget friendly options through EveryPlate and organic, healthier choice from GreenChef. Finally, Factor provides ready-to-eat meals that are chef-prepared and nutritionist-approved. Through these actions, HelloFresh has positioned itself in a way that provides comprehensive food options for the majority of demographics and different segments.

## **PRODUCT LIFE CYCLE & MARKETING ACTION**

HelloFresh, founded in 2011, displays to be presently in the growth stage of its product life cycle. Over the last decade, the company's significant expansion has resulted in the launch of four new brands as well as worldwide scaling in 16 foreign markets. HelloFresh's meal kit service has risen to new heights. They have an estimated global market worth of \$2.2 billion and account for around 2% of global food and beverage sales. HelloFresh is expected to hold a 75% market share in the United States and Europe. Continuous innovation and extension of their offerings, as well as pushing beyond traditional and generating aided-recall, are all part of their product life cycle. This diversity has created a strong brand with the potential for future growth and maturity.

They can currently apply essential marketing concepts and techniques. HelloFresh uses data-driven insights to optimize their supply chain, improve customer experience, forecast which meals customers will want next, spend money more efficiently to acquire new customers, and reinvest in marketing tactics and customer experience. Despite constant growth, HelloFresh's revenue is predicted to fall slightly in 2025. With that said, we may expect them to reach maturity in the near future. For the time being, however, they are thriving and have risen to the growth stage of the PLC.

## **PRICING STRATEGY**

HelloFresh operates on a subscription-based model, where consumers select the plan that works best for them and receive a certain number of meals per week. This subscription-based business model allows for the company to develop customer loyalty and obtain a recurring stream of revenue each month.

Additionally with their direct-to-consumer distribution approach, HelloFresh cuts out middleman costs, allowing them to provide high quality meal kits to their customers at an affordable price. By providing customers meal kits that contain pre-portioned ingredients as well as recipe cards with exact instructions on how to cook the meal, time is saved and the need to find a recipe, go out, and buy the ingredients to make the meal is eliminated. Consumers are given the option to choose from a variety of curated meal plans to fit their exact needs. The meal kits that HelloFresh provides are convenient, personalized, and full of fresh ingredients. All of this places value on the products HelloFresh offers, which influences consumers to willingly pay the price. The company has adopted a competitive pricing strategy which places emphasis on the quality meal kits that customers will receive for their money. Their pricing strategy attracts price-conscious consumers while positioning HelloFresh as a cost-effective and quick solution for busy families and individuals. Subscription prices vary by number of meals per week as well as if the customer is looking to feed their family or just themselves. HelloFresh also offers various promotional offers and discount codes periodically to attract new customers and keep their existing ones

interested. The competitive and strategic pricing strategy of HelloFresh places the company ahead of their competitors and helps to maintain customer loyalty ([Untaylored](#)).

## **DISTRIBUTION/SUPPLY CHAIN STRATEGY**

From the start of the company in 2011, HelloFresh has always prioritized sustainability and their efforts to care for the planet and its people. Their mission as a company is to provide nutritious ingredients to consumers while eliminating food waste, fighting climate change, and using sustainable packaging for all their products ([HelloFresh, 2025e](#)). HelloFresh ensures the sustainable products by aligning themselves solely with responsible ingredient providers such as The Better Fish, Wonderful Citrus, Colavita, and Pratt. Alignment with vendors such as these ensures sustainability in all steps of the supply chain. With thanks to their suppliers, HelloFresh recognizes a 31% lower life-cycle carbon footprint in their meal kits than those of a similar size from most supermarkets ([HelloFresh, 2025f](#)). HelloFresh applies a direct-to-consumer approach to distribution that aligns with their sustainability goals. Their supply chain includes about 1,500 suppliers who have all undergone an extensive assessment to determine the quality and sustainability of their ingredients. Differing from their competitors, HelloFresh uses a farm-to-fridge distribution process, meaning that ingredients are pulled from farms and make a single stop at a manufacturing center before being shipped directly to consumers' doorsteps. HelloFresh's simple supply chain/distribution process allows for ingredients to remain fresh and products to be delivered efficiently ([HelloFresh Group](#)).

## **PROMOTIONAL TOOLS**

HelloFresh uses the power of people to create brand awareness. The company works with many influencers to showcase their meal kits across various social media platforms such as TikTok, Instagram, Facebook, etc. With their audience being mainly women, HelloFresh capitalizes on this and targets their influencer campaigns towards busy moms and young college students and professionals who care about healthy eating. These influencers typically post videos where they showcase the meal kit and explain what comes inside it, cook the meal, and offer a discount code at the end. By using this code, first-time customers receive a discount on their first month of meal kits. This tactic allows for the company to reach new markets of consumers through influencer promotions and entice these consumers to sign up by providing them with a discount code. HelloFresh employs a similar strategy with celebrities. The company pays celebrities to endorse their products in interviews or through social media content. While marketing through influencers and celebrities is a big part of their advertising strategy, HelloFresh has adopted another advertising strategy to gain more awareness. The company spends millions of dollars

annually to essentially be everywhere. Whether through traditional methods like television commercials, magazine ads, and direct mailings, or nontraditional methods like billboards, subway signs, or even in-app offers on Spotify, HelloFresh is doing whatever they can to place themselves in consumers' minds. A final way HelloFresh promotes their product is through referrals. With this strategy, customers are turned into influencers and tasked with encouraging friends and family to sign up. If successful, both parties receive a monetary discount ([Extole](#)). HelloFresh is doing everything right to make themselves known. When it comes to brand awareness in the United States, the company is at 74% ([Statista](#)). Their high brand awareness is one of the reasons why HelloFresh is a top competitor in the online grocery meal kit market.

## **EFFECTIVENESS OF MARKETING STRATEGY**

HelloFresh has reached an extremely wide audience through the diversification of its brand and securing its reputation using quality and convenient ingredients. The consistent brand image it offers features visually appealing images, fonts, and colors across packaging, the company website and marketing campaigns. The use of these eye-catching components has continually strengthened brand recognition and maintained the value the company shares in their products. By engaging customers through recipes, blogs, and nutritional resources, they have held their position as the leading brand in the meal-kit market. This multi-brand strategy enhances HelloFresh's appeal, drawing in various consumer segments like: budget conscious consumers, health conscious consumers and those looking for quick pre-made meals. This well-rounded approach has been the backbone for customer retention and brand loyalty.

HelloFresh's pricing strategy balances valuable factors such as affordability, convenience, and quality. These key elements make it an attractive option for consumers compared to competitors. The use of a subscription based model has been a successful approach to a recurring revenue stream while maintaining long-term customer relationships. Their direct-to-consumer approach reduces costs, making it a more sustainable practice, sold at affordable prices. Pre-portioned ingredients and easy-to-follow recipe cards add value by saving customers both time and effort. Their flexible pricing structure, which depends on meal quantity and family size, appeals to consumers' varying budgets, making the service widely accessible to all. By positioning itself as a cost-effective yet premium meal solution, HelloFresh effectively differentiates itself from competitors and maintains strong brand loyalty.

HelloFresh's distribution strategy is efficient, while ensuring sustainability and freshness. The farm-to-fridge distribution process helps the company reduce food waste and maintain ingredient quality. By partnering with reputable suppliers, HelloFresh's commitment to greener practices strengthens and enhances its brand reputation among eco-conscious consumers. This improves customer satisfaction by delivering fresh, high-quality ingredients directly to their doorsteps. The efficiency and transparency of

HelloFresh's distribution process give it a competitive advantage, differentiating the company from traditional supermarkets and other meal kit services.

HelloFresh's promotional strategy helps increase its brand awareness and customer relationships. The company leans into the voices of trusted influencers and celebrities from collaborations to show the convenience and quality of HelloFresh meal kits, making the products more appealing to target demographics like busy moms and young professionals. The combination of traditional advertising and digital advertising ensures HelloFresh reaches a wide audience. Additionally, referral programs turn existing customers into brand advocates, further driving word-of-mouth marketing. With a 74% brand awareness rate in the U.S., HelloFresh's diverse promotional strategy successfully positions the company as a dominant player in the meal kit market industry.

## **RECOMMENDATIONS**

When drafting the marketing plan for HelloFresh, we identified some opportunities that the company can take advantage of which have the potential to improve its overall brand. The first way we think HelloFresh can expand is by introducing HelloFresh meal kits in grocery stores. While the subscription model is effective, this could attract new customers who may be hesitant about committing to a subscription. Offering single-purchase kits would allow potential customers to try the product before subscribing. To ensure success, HelloFresh could partner with major grocery chains such as Whole Foods, Target, or Walmart to place its products in high-traffic areas. By starting with seasonal offerings or limited-time in-store meal kits, this could create a sense of urgency and drive initial sales.

Another recommendation for HelloFresh, is to expand partnerships with wellness programs or fitness brands, and even schools to reach new audiences. Bundling meal plans with fitness subscriptions or providing schools with discounted pre-made meal kits could position HelloFresh as an essential lifestyle brand and restore the brand's value rooted in community and outreach. HelloFresh could collaborate with popular fitness apps like MyFitnessPal or Peloton to provide exclusive discounts or meal plans tailored to different fitness goals. Schools and universities could benefit from partnerships with HelloFresh, with meal plans designed specifically for students.

Finally, HelloFresh could roll out special "test-kitchen" boxes at a discounted rate when proposing new recipe ideas. This could allow for consumers to give direct feedback about recipes the company is interested in introducing and allow space for constructive criticism to adjust recipes further. By doing this, they can use it as a tool to better understand consumer wants and needs and also measure the likability of products contributing to their data driven marketing strategies. Additionally, they can promote recipe generation by doing customer promotions, encouraging customers to submit their own

recipe ideas and choosing a “winning” recipe to be featured for a limited time with credit given to the recipe creator.



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