Meal kit delivery

+17,000 reviews show what customers expect from
their meal kit delivery experience

gousto

SIMPLY COOK
home cooking re-invented

Hello FRESH

Mindful Chef

HOME CHEF
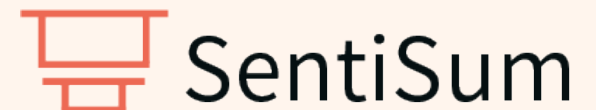
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Contents

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Methodology

Background

Meal kit delivery services appeal to people who want to eat good quality, healthy food without the hassle of grocery shopping or meal planning. Others use delivery meals to diet effectively.

There has been a significant increase in popularity of meal kit services in recent years, with further momentum thanks to COVID-19 lockdown measures and the closure of restaurants.

Research goals

To utilise publicly available data (online customer reviews) to study prevailing customer experience trends.

Our approach

We trained our AI model to the industry and used machine learning to identify and recognize topics in the data. This meant that thousands of reviews could be categorized in minutes.

Channel

Trustpilot reviews

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Data

Data overview

We analysed 17,000 reviews.

Companies	Volume
Gousto	3,928
Simply Cook	4,878
Hello Fresh	1,298
Home Chef	2,482
Mindful Chef	4,370

Themes

Which split into 4 main themes.

Themes	% of reviews
Customer Service	10%
Value for Money	11%
Buying experience	12%
Meal Experience	67%

Topics overview

And further into 26 sub-topics.

| Themes	Topics
Meal experience	Damaged ingredient, ease of cooking, meal choice, meal quantity, missing ingredient, nutrients, etc.
Customer service	Refund, staff resolution, staff responsiveness, etc.
Buying experience	Ease of ordering, ease of payment, delivery, item not arrived, packaging, etc.
Value for money	Subscription, value for money

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Customer expectations

+17,000 reviews fell into four categories (themes)

Volume of reviews

% of volume of meal experience reviews

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Meal Experience

Results from 12,000+ reviews about 'meal experience'
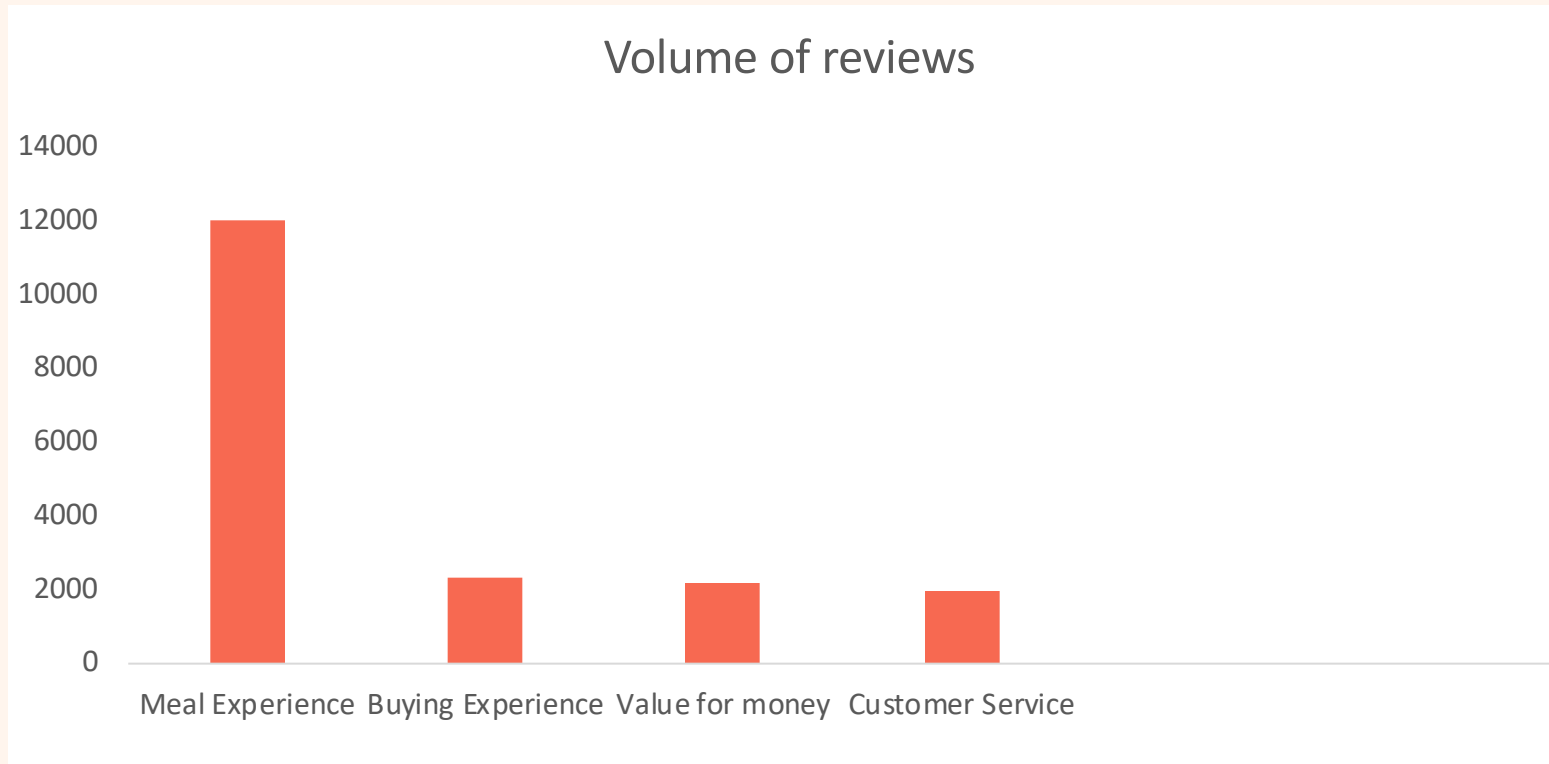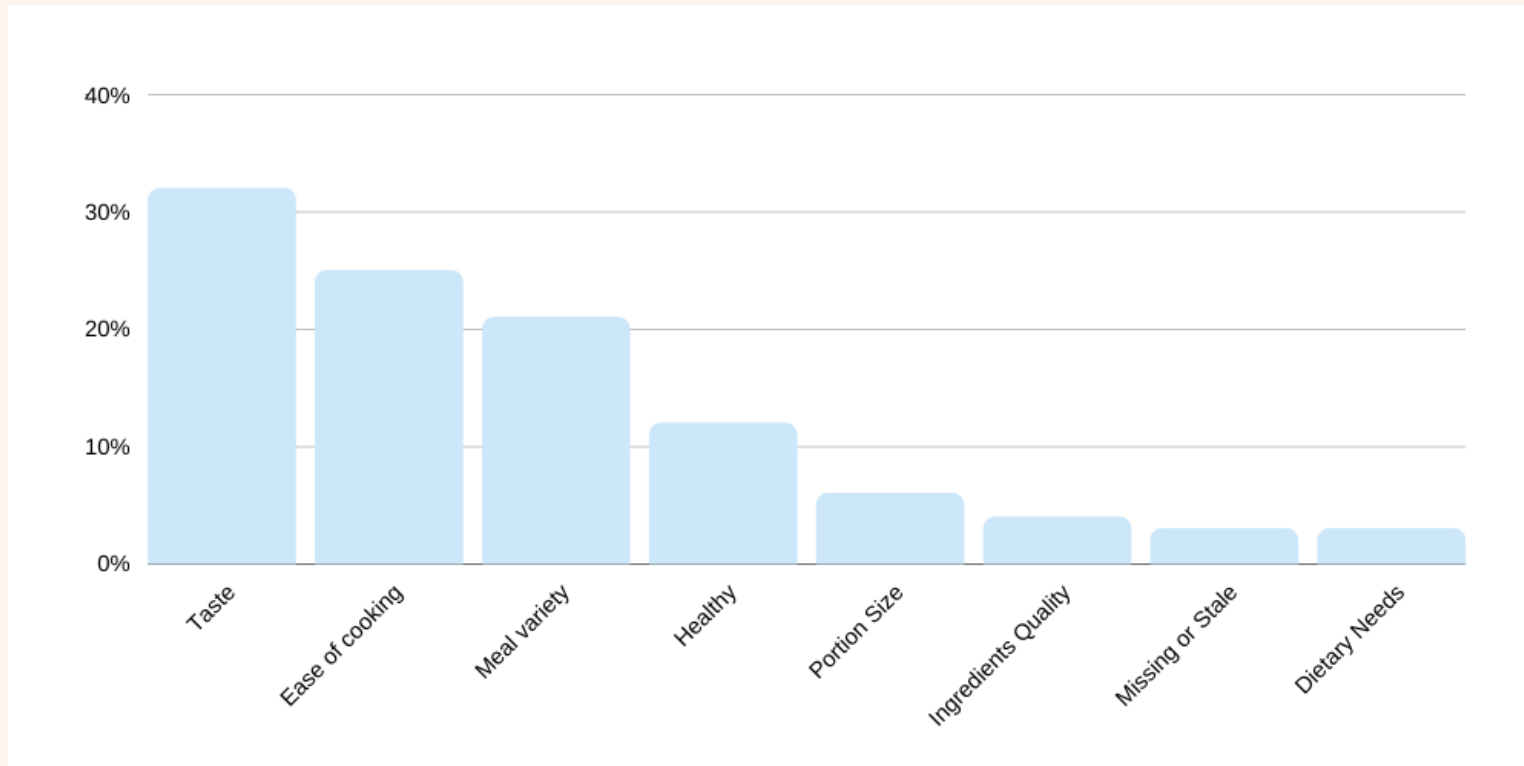
% of volume of meal experience reviews

Meal Experience related reviews consists of 67% of the total data across meal delivery companies. The analysis indicates that taste and ease of cooking are more important than any other factor for driving positive sentiment.

It's interesting to note that consumers focus on sensory experience (variety, taste, ease) in reviews more than healthiness or contribution to dietary requirements.

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Ease of cooking

4,348

Reviews mention ease of cooking. Among the companies selected, Simply Cook had the highest percentage of mentions for this theme (37%).

"[Simply Cook] transformed our dinners from bland to bistro style chef cooking. I never thought I could cook, no it's so easy and quick." – Trustpilot Review
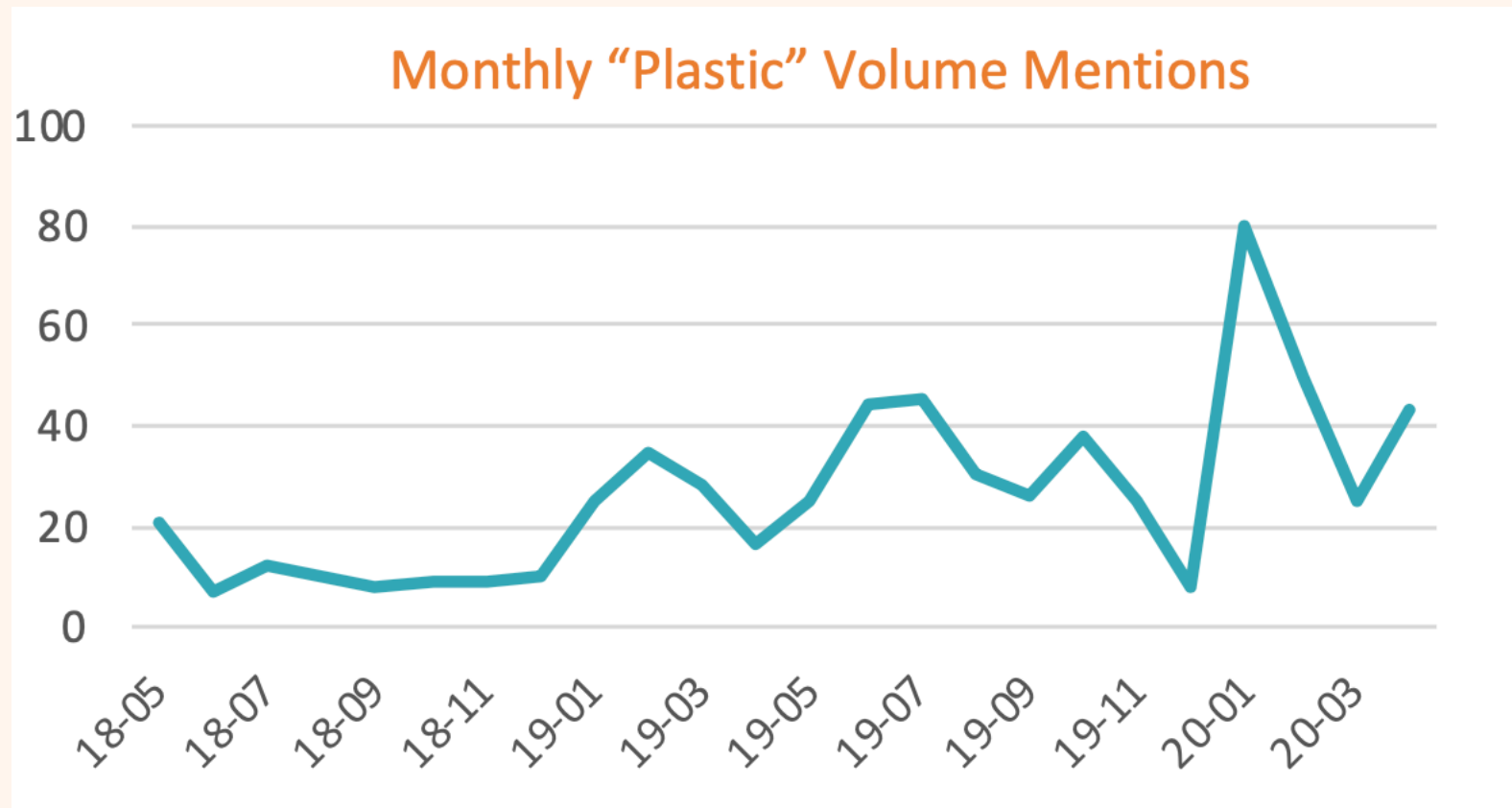
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Missing/ Stale ingredients

588

Reviews mention this topic. Among the companies selected, Hello Fresh received the highest percentage of mentions for missing ingredients (9%).

*"Had items missing. Such a shame as most of the meals are nice."*

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Environmental impact

Monthly "Plastic" Volume Mentions

We saw a rapid spike in the number of mentions of plastic between Jan 2020 and Feb 2020. Indicating a rising awareness of the impact of our consumption choices on the planet.

"Really wonderful service but please tackle plastic waste better! No need to have the ingredients in the meals for 4 separated. Can reduce plastic waste by half!."

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Impact of COVID-19

NUMBER OF REVIEWS EVERY QUARTER

REVIEWS MENTIONING COVID19
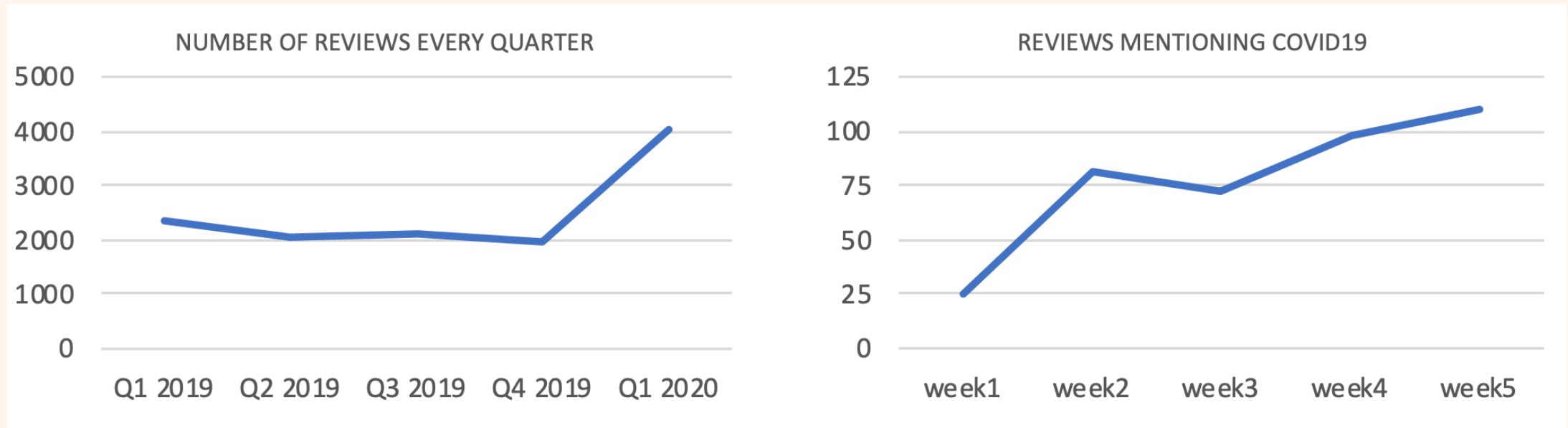
There was 100% increase in the number of reviews in Q1 2020 vs Q4 2019.

There was a significant increase in reviews in 2020 talking about COVID-19. Especially those appreciating the continuity of service during the lockdown.

"During COVID-19 we are lucky to have any deliveries, totally reliable during the pandemic- we are so thankful to be eating so well!"

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Other findings

3/5   Consumers have concerns about packaging

13%   Reviews under the theme of 'delivery' are about 'on-time delivery'.

4%   Reviews under the theme of 'service' implied a 'lack of responsiveness'.

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Thank you

SentiSum is a customer analytics software platform.

Your customer feedback data (the contents of support tickets, NPS surveys and customer reviews) is analysed by our NLP engine, which automatically tags each data point with a topic and sentiment.

Our SaaS dashboard then allows you to understand drivers of customer contact, complaints, and frictions in their journey at the click of a button. You'll have the ability to respond to events in real-time, while also tracking long-term trends affecting your customers.

Reach out directly at ben@sentisum.com and we'll show you what we do. We back our AI tech, so we offer a free trial so you can prove value yourself.

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