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Type	Direct Competitor	Direct Competitor	Partial Competitor	Partial Competitor	Indirect Competitor
Link to their website or app	https://www.mealime.com/	https://www.plantoeat.com/	https://www.yummly.com/	https://www.fooducate.com/	https://www.hellofresh.com/
Products/Service	<ul style="list-style-type: none">Personalized Weekly meal plansCreate shopping listsProvide shoppable recipes and grocery delivery integrations.	<ul style="list-style-type: none">Recipe OrganizerMeal plannerShopping list	<ul style="list-style-type: none">Recipes recommendationMeal plannerSmart thermometerSmart shopping listsFood blogger	<ul style="list-style-type: none">Health trackerHealthy Diet TipsFood finderRecipe shareFood community	<ul style="list-style-type: none">Meal kit delivery service
Cost	<ul style="list-style-type: none">Free version: freeUpgraded version: \$2.99 a month	<ul style="list-style-type: none">Free 30-day trial\$39/year(\$4.95/month)	<ul style="list-style-type: none">Annual plan: \$2.49/mo (\$29.99 per year)Monthly plan: \$4.99/mo	<ul style="list-style-type: none">Free for basic versionPro :<ul style="list-style-type: none">lifetime\$89.99Annually: \$34.99monthly:\$6.99Pet food: one-time: \$9.99	<ul style="list-style-type: none">\$8-11 per meal/ per person\$55 per week for 2 person, plus \$8.99 shipping fee
Strengthens	<ul style="list-style-type: none">Save timeFree for basic versionVisual meal plans with photosRecipe database and suggestionsgenerate shopping lists based on recipeImport recipes from the webShoppable recipes easily imported to delivery apps such as Amazon Fresh	<ul style="list-style-type: none">Flexible and intuitive meal calendarsSmart plugin to import recipes from websImport recipes from files(html/csv)Manually add recipesPersonalized notes including nutrition intakesFiltered by tags	<ul style="list-style-type: none">Bottom-up ingredients recipe searchOne of the largest recipe databaseIngredients Recognition(easy to scan and search)Suggested recipes based on likes and dislikesShoppable recipes with Instacart deliveryRecommendations to use up food ingredientsInstructional VideosNutritional informationFood bloggers	<ul style="list-style-type: none">Scan UPC codes(bars) to search food and get dietary informationTrack nutrition intake, exercises, sleep, mood and measuresGive food recommendations by seeing how a food is rated based on its nutrition facts and if it is fit to personal dietary goalsShared recipe community and nutrition tips articles	<ul style="list-style-type: none">Save time in shopping groceries and preparing foodMeal kit service that deliver groceries and recipes directly to the doorA variety of flavorful, easy-to-prepare mealsOffer vegetarian, pescatarian, and reduced-calorie meal plansStudent price for every box
Weaknesses	<ul style="list-style-type: none">Not allow manual addition of recipesNo meal calendarsLimited scope in meal plan length: can create and access only 2 weeks’ meal plansLimited recipesno nutrition trackingno plan historyNo budget trackMonthly payment is required for an upgraded version.	<ul style="list-style-type: none">No preset recipe databaseNo recipe suggestionsContent density overloadWord-base calendar instead of visual calendarHigh cost annually	<ul style="list-style-type: none">No meal calendarsContent density overloadToo many food options for average user/students to browse	<ul style="list-style-type: none">Requires monthly/lifetime subscription for other nutrition and health track features.No preset recipe databaseNo step by step instructionsNo meal calendar and plannerRough design for communities	<ul style="list-style-type: none">Still need cookingShipping feeLimited choices on recipes every weekToo much boxes left
Key brand differentiators 1. Strategy 2. Technology 3. metrics 4. design 5. branding 6. positioning 7. messaging	<ul style="list-style-type: none">Strategy<ul style="list-style-type: none">Customized smart recipes which can be cooked in 30 mins or lessTechnology<ul style="list-style-type: none">Algorithms create meal plans that help save money and reduce food wasteVarious filters to accommodate many dietary restrictionsMotion detection and gesture recognitionMetrics<ul style="list-style-type: none">Profitable revenue for its proper price on Mealime ProDesign<ul style="list-style-type: none">Clean appMice-image dominant interfacesHands-free cooking mode for instructionsBranding<ul style="list-style-type: none">Very popular in United StatesPositioning<ul style="list-style-type: none">Strong, top rank of healthy meal planner and grocery list appMessaging<ul style="list-style-type: none">“Meal planning made easy and personalized”“Grocery shopping simplified”“Cook stress-free”	<ul style="list-style-type: none">Strategy<ul style="list-style-type: none">Plan to Eat focuses on making cooking at home easier for people who have already had a pretty decently sized recipe collection or even for those who love to look around on the internet for new recipes.Technology<ul style="list-style-type: none">Web plugins to add recipeDrag and drop interfacesDevice agnosticoffline capabilitiesMetrics<ul style="list-style-type: none">Great profit margins for membershipDesign<ul style="list-style-type: none">Weekly meal plan drag and drop interfacesNice color matching interfacesEasy to used pluginsBranding<ul style="list-style-type: none">Great, good quality of reviews and promotionPositioning<ul style="list-style-type: none">Strong among paid meal plan appsMessaging<ul style="list-style-type: none">“It’s not just about cooking, it’s about connection”.“Eat Better, Eat Together, and Save Money”	<ul style="list-style-type: none">Strategy<ul style="list-style-type: none">Yummly is a personalized food discovery platform, as “your smart cooking sidekick”. They are helping people to discover what to eat based on personal preferences, data and technology.Technology<ul style="list-style-type: none">Algorithm to suggest recipesBig dataSmart thermometerMetrics<ul style="list-style-type: none">\$28.8M, outstanding among other food appsDesign<ul style="list-style-type: none">Interaction with funTop notch interface and designBranding<ul style="list-style-type: none">Successful, and it’s Editor’s choice in Apple App StoreVery big user population around the worldPositioning<ul style="list-style-type: none">Well-recognized, ranked top of food appsMessaging<ul style="list-style-type: none">“Our mission is to be the smartest and most helpful food platform in existence”	<ul style="list-style-type: none">Strategy<ul style="list-style-type: none">They are marketing as a eat better coach to empower people’s diet, health, and fitness goal, and help people lose weight.Technology<ul style="list-style-type: none">UPC bar code scannerAlgorithm on food informationMetricsDesign<ul style="list-style-type: none">Clear products and categoriesGreat interaction design in trackerPoor web design for recipe and diet tips pagesBranding<ul style="list-style-type: none">Quite well, media praise by USA Today, NYTimeRecommended by doctors.Positioning<ul style="list-style-type: none">outstanding , 1st prize for US Surgeon General Healthy App ChallengeMessaging<ul style="list-style-type: none">“Eat better. Lose weight. Get healthy”.“Let Fooducate be your diet toolbox.”	<ul style="list-style-type: none">Strategy<ul style="list-style-type: none">They tend to ensure fresh food is available and accessible for people and make them eat more freshness, tasty but with less money.Technology<ul style="list-style-type: none">Cell phone/labtopMetrics<ul style="list-style-type: none">Strong gross margin, constant currency revenue growth of 116% to 1.44bn.Design<ul style="list-style-type: none">nice and straightforward visual cues of food ingredientsColor scheme matches with the concept “Fresh”Branding<ul style="list-style-type: none">Very recognizedPositioning<ul style="list-style-type: none">America’s #1 meal kitsMessaging<ul style="list-style-type: none">“We change the way people eat forever”