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# **Survey Report on Healthy Food Delivery Platforms and Cloud Kitchen Models**

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**ABSTRACT:** Healthy eating has become an essential aspect of modern urban lifestyles, with consumers increasingly seeking convenient, nutritious, and customizable meal solutions. Cloud-kitchen-based food delivery platforms have emerged as a major innovation in the food industry, providing healthy and hygienic meals directly to consumers without the need for dine-in infrastructure. This survey explores existing healthy food delivery systems and platforms such as EatFit, FreshMenu, and Thrive Market to identify their features, strengths, and limitations. The objective is to derive insights that can help design better, scalable, and customer-centric healthy food delivery solutions. It also examines the challenges and future opportunities within India's rapidly evolving cloud kitchen and health-food ecosystem.

**KEYWORDS:** Cloud Kitchen, Healthy Food Delivery, Personalization, Nutrition, Meal Planning, Food Technology

## **I. INTRODUCTION**

Urbanization and changing lifestyles have led to an increasing demand for convenient yet healthy eating options. Consumers today prefer food services that are quick, reliable, and aligned with their dietary preferences such as vegan, keto, or high-protein diets. Cloud kitchens have revolutionized the food delivery sector by removing the need for dine-in facilities, enabling brands to focus on food quality, affordability, and scalability. This survey report reviews leading healthy food delivery platforms to evaluate existing practices, identify operational gaps, and suggest strategies for future improvements in this domain.

## **II. NEED OF THE STUDY**

Although several food delivery platforms exist, few provide complete nutritional transparency or true personalization. Many services emphasize convenience rather than health outcomes, which reduces long-term engagement from health-conscious users. Dependence on third-party aggregators further limits brand control, pricing, and customer relationships. There is a need for research into how technology, personalization, and efficient cloud kitchen operations can be combined to deliver affordable, healthy, and sustainable meal options.

## **III. RESEARCH METHODOLOGY**

### **A. Background**

The study explores the operations of existing healthy meal delivery and cloud kitchen models through secondary research, user feedback analysis, and platform feature comparison. Platforms such as EatFit, FreshMenu, and Thrive Market were analyzed for their approach to health-oriented food services, technological adoption, and customer engagement methods. This comparative study highlights strengths and challenges that define success in this growing sector.

### **B. Survey of Existing Platforms**

1. EatFit: Focuses on healthy, balanced meals developed with nutritionists. Offers curated menus tailored to different fitness goals and operates primarily through Curefoods' cloud kitchen network.

2. FreshMenu: An early Indian cloud kitchen platform that delivers freshly prepared meals with a rotating menu. It is known for its wide cuisine range and delivery efficiency but less for nutritional customization.

3. Thrive Market: A U.S.-based online membership platform offering organic and healthy grocery products. Although it does not directly provide meals, it serves as an example of strong brand trust and customer loyalty within the healthy living segment.

#### IV. RESULTS AND DISCUSSION

| Platform      | Strengths                                                                                            | Weaknesses                                                                              | Limitations                                                                    | Future Scope                                                                                      |
|---------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| FreshMenu     | Early mover in Indian cloud kitchen market; agile menu innovation; owns kitchens and delivery fleet. | Heavy dependence on aggregators; highly competitive; affected by pandemic recovery.     | Limited to major metros; quality consistency issues.                           | Expand to new cities; introduce subscription-based healthy meal plans; build direct customer app. |
| EatFit        | Strong healthy-food brand identity; backed by Curefoods network; nutrition-focused menus.            | Higher price sensitivity among consumers; maintaining hygiene across multiple kitchens. | Delivery-only model limits visibility; rapid expansion may affect consistency. | Expand into smaller cities; integrate meal subscriptions and offline tie-ups with gyms or cafes.  |
| Thrive Market | Strong ethical brand; clear dietary filters; membership model builds loyalty.                        | Membership fee may deter casual users; limited fresh produce options.                   | US-only; narrower product range than supermarkets.                             | Expand globally; integrate personalized recommendations and subscription boxes.                   |

#### V. CONCLUSION

The survey highlights that while platforms such as EatFit, FreshMenu, and Thrive Market cater to the growing demand for healthy and convenient food options, each has distinct operational models, challenges, and market scopes. The analysis indicates that success in the healthy food delivery industry depends on a combination of nutritional transparency, reliable logistics, and user-centric technology. As consumer awareness toward health and sustainability increases, there remains significant potential for innovation in personalized meal planning and efficient cloud kitchen operations.

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The authors would like to acknowledge the contributions of online publications, research articles, and official resources from EatFit, FreshMenu, and Thrive Market that provided valuable insights for this study.

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