

Company Analysed: Huel

Niche: Health -> Weight Loss -> Meal Replacement Shakes

Market Research

"In an ideal world, we'd all have time to select, buy, prep and cook a meal made with whole foods, and have the knowledge to ensure we're getting the complete nutrition we need. But this is unfortunately not always possible, especially when we're on the go or in a rush.

So most people often resort to "junk food" that is quick, but very unhealthy - think snacking on a bag of crisps or a chocolate bar or grabbing a sandwich or a cheeseburger for lunch. Sadly all this food is optimised for taste over nutrition, which is the essential value of food.

The result is that over 64% of adults are overweight or obese, and obesity-related conditions are on the increase."

Now we're clear on the "why" you might ask when, where and how to use Huel. It's simple, Huel is ideal for those time-pressured meals, when you're on the go, in a rush, and away from the kitchen. Typically this means breakfast or lunch during the working week, leaving room to enjoy a more "traditional" meal with family and friends in the evening or at the weekend.

Find out below what our Hueligans have to say...

"Reduces my tendency to eat unhealthy food for lunch"

"Cheap, nutritious food, no more sandwiches and crisps for lunch"

"Huel has genuinely changed my life. I get to eat healthy, eat ethically, and save money."

"It's easy, tasty, convenient and just fantastic. I get so much more done with Huel in my diet!"

Being supported by experts

Huel was formulated by Registered Nutritionist and Dietitian James Collier BSc (Hons), and approved by a number of dietitians and nutritionists globally. Here is what some other Registered Dietitians have to say...

"Real food is essential for me. Huel products have real ingredients like oats, coconut oil, pea protein and is easy to prepare to have on the go. Other products on the market often contain fillers and lack the phyto-chemicals that whole foods or a product like Huel provides." Michelle Meyer, fitness consultant

"Decades of research have supported adopting a plant-rich diet to increase longevity and enhance general well-being, and now we are all looking for ways to reduce our carbon footprint. Huel's 100% vegan recipe will do both, while helping you to take control of your own eating habits." Sharon Palmer, author of the book "The Plant-Powered Diet"

"What I love about Huel is the versatility of the products. It provides a comprehensive nutrient profile with a balanced blend of macronutrients, along with the complete vitamin and mineral profile. It can be used as a meal for very active people and people with a busy schedule." Tavis Piattoly, founder and director of several companies devoted to sports and nutrition

"Time is my biggest commodity, but isn't it everyone's? I don't always have time to cook a meal in the kitchen. As a cookbook author and working mother of three children, I too can get overwhelmed with the day. Still, I want complete nutrition in my meal and that's my time for turning to Huel." Toby Amidor, bestselling author of numerous cookbooks

Notes:

- Most likely people to buy would be full-time college/uni students, people who work in an office setting, people with skilled demanding jobs (e.g. military service men, firefighters, policemen), and people with chronic diseases like Type 2 Diabetes and injuries that impair eating ability.
- Common characteristics for target market include: busy full-time schedules, no time for meal prep or cooking during weekdays, overweight/obese people, working while raising children (for families with both working mum and dad), and mostly educated working class men because of the brand's emphasis on sustainability, healthy nutrition, and other health facts

Avatar

- Joe is a 35 year old accountant living in downtown LA with his wife and 2 kids.
- He used to play tennis during his uni years so he used to be fit. Unfortunately from being 5'9" and having 155 lbs he now weighs 190 lbs.
- Joe has a long face with round eyes. He's got somewhat messy hair that usuallu doesn't get fixed unless he takes a shower. However, his beard has been neatly shaven. On a weekday he'd usually wake up at 6:30 am, wash his face, and most of the time leave the bed unfixed. He'd check on his teenage boys for a while and prepare toast and butter for breakfast with milk. At past 7am he would drive his wife first to work before heading over to his office before 8. He usually finishes at 5pm but gets home at almost 7pm because of the rush hour after work.
- Family time is still important to him. Every weekend he'd go out with his wife to dinner while his boys played for their high school's basketball team. Either he and his wife watch their games together on a Sunday or they take a drive to the beach together because they love the beaches. He values working efficiently and working on ideas on the spot.
- The traffic he usually encounters going to work influences how much time he gets to spend at home with the family. When ideas come to him he often gets bombarded mentally by many tasks which is why it's hard for him to organise. He also usually starts his day and finishes it with scrolling on social media after waking up and before going to bed for him to sleep. His interactions with his wife get affected at times.
- A lot of the family budget for groceries and food goes into either eating outside or in their workplace cafés because he and his wife prefer buying outside instead of spending too much time preparing a meal.

- Joe wants to efficiently get through the day without any trouble specifically with what to eat on weekdays while also saving significant amounts of money for their family budget and future plans of traveling to other states.
- He and his wife want to have more money saved for their family travels over the summer by not spending so much on food.

Questions for Huel

Why buy products from Huel?

- Provide nutritionally complete, ready-to-eat meals/drinks for breakfast, lunch, dinner
- Environmentally sustainable (ingredients sourced responsibly)
- Vegan ingredients
- Affordable prices, starting from £1.10 powders
- Fast shipping
- Discounts for various market demos like student discounts

Where does attention come from?

- Social media: TikTok, Instagram, YouTube, Twitter
- Press coverage from outlets like The Sun, CNN, Cosmopolitan, etc.
- Own subscription newsletter

How is attention monetised?

- Regular social media engagement from viewers
- Free quiz in IG start page directs to recommended products and subscription to their newsletter
- Raffle prizes regularly launched by Huel available on social media for participation
- Referral system for referring friends incentivises customers.

How is Huel different from the competition?

- They sell ready-to-eat vegan meals unlike other brands such as Garden of Life and Soylent.
- Nutritionally complete protein powders: Huel sells products with a complete set of nutrients compared to most other competitors.
- With their other merch (including shake cups and clothes), Huel is transparent as to the location of the mills and factories where they are made.

Mistakes done?

- Recently Huel had to pull back on ads for maintaining their claim on having low cost meal replacement alternatives as they 'misled' consumers. This resulted in bans in countries like Canada and Australia.

What can other brands do?

- Be careful with misleading claims in advertising. Use context. For example, Huel could've not stuck too much with the 'cheap meal replacement' rhetoric during a time of recovery from pandemic effects.
- Try other products/methods to promote the same end goal. In this case, Huel also sold ready-to-eat meals.