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Why ready-to-eat, home-cooked meals next big thing in food delivery

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As food delivery matures into a $75.8â?¯B market in North Americaâ??with a CAGR of about 12 per cent through 2033 consumer priorities are shifting from convenience to authentic, healthy, and comfort of home meals. Torontoâ??s leading tiffin marketplace, TiffinStash believes this signals a pivotal shift: home kitchens, not dark or ghost ones, are poised to define the next wave of food tech.

â??TiffinStash isnâ??t just solving a food problemâ??weâ??re bridging emotional gaps,â? says Krish Shah, Founder & CEO of TiffinStash. â??People miss the comfort of familiar meals made with care. They want something that feels like home, from someone who understands their pace of life and what real food means to them.â?

North Americaâ??s online food delivery market reached $38â?¯billion in 2024, projected to grow to $110â?¯billion by 2034, with ethnic and home-style meals emerging as the fastest-growing subcategories according to Future Market Insights. Despite this boom, most consumers still value the comfort of home-cooked mealsâ??something missing from most restaurant-style delivery menus. TiffinStash understands this growing shift in how people want to eat. In response, it became the first platform in Canada to help home-based chefs get licensed and to publicly list verified, hygiene-compliant home kitchensâ??ensuring safety, dignity, and trust not just for convenience, but communities.

In the aftermath of COVID, cook-and-eat meal kits surged in popularity as more people stayed home and embraced cookingâ??making up 61 per cent of the market in 2023 (approx. $12 billion) according to Wikipedia. But as life returns to its usual pace, consumer preferences are rapidly shifting. The ready-to-eat meals segment is now the fastest-growing in North America, projected to reach $16.39â?¯billion by 2025, growing at an 11.66 per cent CAGR through 2029, according to

Statista.

TiffinStash caters to this demand by delivering freshly prepared, home-style heat-and-eat meals dailyâ??combining authenticity with everyday convenience.

As consumers grow more conscious about what they eat, the demand for meals that are both nourishing and culturally familiar is rising. Research from the Harvard School of Public Health shows that home-cooked meals are typically lower in sodium, added sugar, and processed ingredients compared to restaurant or takeout options, contributing to better overall health outcomes.

TiffinStash brings that balance to the tableâ??offering a curated range of healthy, protein-rich tiffin mealsâ??both vegetarian and non-vegetarian. From quinoa and tofu to grilled chicken and seasonal sabzis, these healthy meals balance taste and nutrition without the need for calorie counting or compromise.

Since launch, TiffinStash has redefined tiffin delivery by enabling 60+ licensed seller listings to serve thousands of South Asian meals across the Greater Toronto Area, with 75 per cent of repeat customers. Built without venture capital, the platform runs on a tech-enabled, trust-first model that balances affordability and cultural authenticity.

â??We didnâ??t raise venture capital, but we raised something more powerfulâ??trust,â? adds Krish Shah. TiffinStash isnâ??t just delivering tiffinâ??itâ??s building a movement powered by comfort food, community empowerment, and cultural pride.