

Branded market report

Executive summary

This report evaluates whether MealTrail should run a 12-week reusable-box pilot in three Santiago communes (Providencia, Ñuñoa, and Santiago Centro). Based on a customer survey, 156 of 240 respondents expressed willingness to try a deposit-backed reusable box, indicating meaningful demand. The estimated pilot cost is USD 18,500 for 1,000 boxes, with assumptions of 6 rotations per box, an 82% return rate, and USD 1.15 cleaning cost per returned box. Competitive activity includes three meal-delivery brands advertising reusable-container pilots in Santiago in H1 2026, with two using refundable deposits and one using a subscription add-on. The decision is to proceed with the pilot, but with careful monitoring of return rates and cost assumptions, as the evidence does not include retention or profitability data from competitors.

Market definition

The market for reusable delivery packaging in meal-kit services in Santiago, Chile, encompasses the provision of durable, returnable containers for meal-kit deliveries, aimed at reducing single-use packaging waste. This market is defined by the three communes targeted in the pilot: Providencia, Ñuñoa, and Santiago Centro. The product includes deposit-backed reusable boxes, which require customers to pay a refundable deposit, and subscription-based reusable containers. The market is currently nascent, with limited public data on adoption and profitability, as evidenced by the Fictional Circular Commerce Observatory report.

Sources: S1, S3

Method

This report synthesizes evidence from four sources: a customer survey (S1), a cost model (S2), a competitive landscape report (S3), and a brand usage note (S4). The survey was conducted among 600 active customers, with 240 responses, covering the three target communes. The cost model provides a 12-week pilot estimate. The competitive landscape report was published by the Fictional Circular Commerce Observatory. All evidence is synthetic and provided in the closed corpus. No external data was used. The analysis focuses on demand, operating economics, competitive context, and uncertainty.

Sources: S1, S2, S3, S4

Segments

Customer segments are based on survey responses: 156 respondents (65% of respondents) indicated willingness to try a deposit-backed reusable box, 48 (20%) would not, and 36 (15%) were unsure. These segments are geographically distributed across Providencia, Ñuñoa, and Santiago Centro. The pilot would target the willing segment, with a focus on understanding conversion and return behavior. The cost model assumes a 1,000-box pilot, which would serve a subset of the willing customers.

Sources: S1, S2

Demand and trends

Demand for reusable packaging is indicated by the survey: 156 of 240 respondents (65%) expressed willingness to try a deposit-backed reusable box. This suggests a strong initial interest. Trends in the market include the emergence of reusable-container pilots by three meal-delivery brands in Santiago during H1 2026, with two using refundable deposits and one using a subscription add-on. However, the source does not report retention or profitability, indicating uncertainty about long-term demand sustainability.

Sources: S1, S3

Competitive landscape

The competitive landscape includes three meal-delivery brands that publicly advertised reusable-container pilots in Santiago during the first half of 2026. Two of these used refundable deposits, and one used a subscription add-on. The Fictional Circular Commerce Observatory report does not provide data on retention or profitability, so the competitive impact is uncertain. MealTrail's pilot would enter a market with active experimentation, but without clear evidence of success.

Sources: S3

Charts

Chart-ready values are provided in the tables section. Table 1 shows survey response distribution, and Table 2 shows pilot cost assumptions. These tables contain the data for charts, such as a bar chart of survey responses and a cost breakdown.

Sources: S1, S2

Decision implications

The evidence supports proceeding with the 12-week reusable-box pilot in the three communes. Demand is present (65% willingness), and the cost is estimated at USD 18,500. However, the pilot should include clear metrics for return rate and cleaning costs, as the model assumes 82% return and USD 1.15 per return. Competitive activity suggests market interest, but without retention data, the pilot should be treated as a learning experiment. The brand usage note authorizes use of MealTrail's name and assets for this internal report only.

Sources: S1, S2, S3, S4

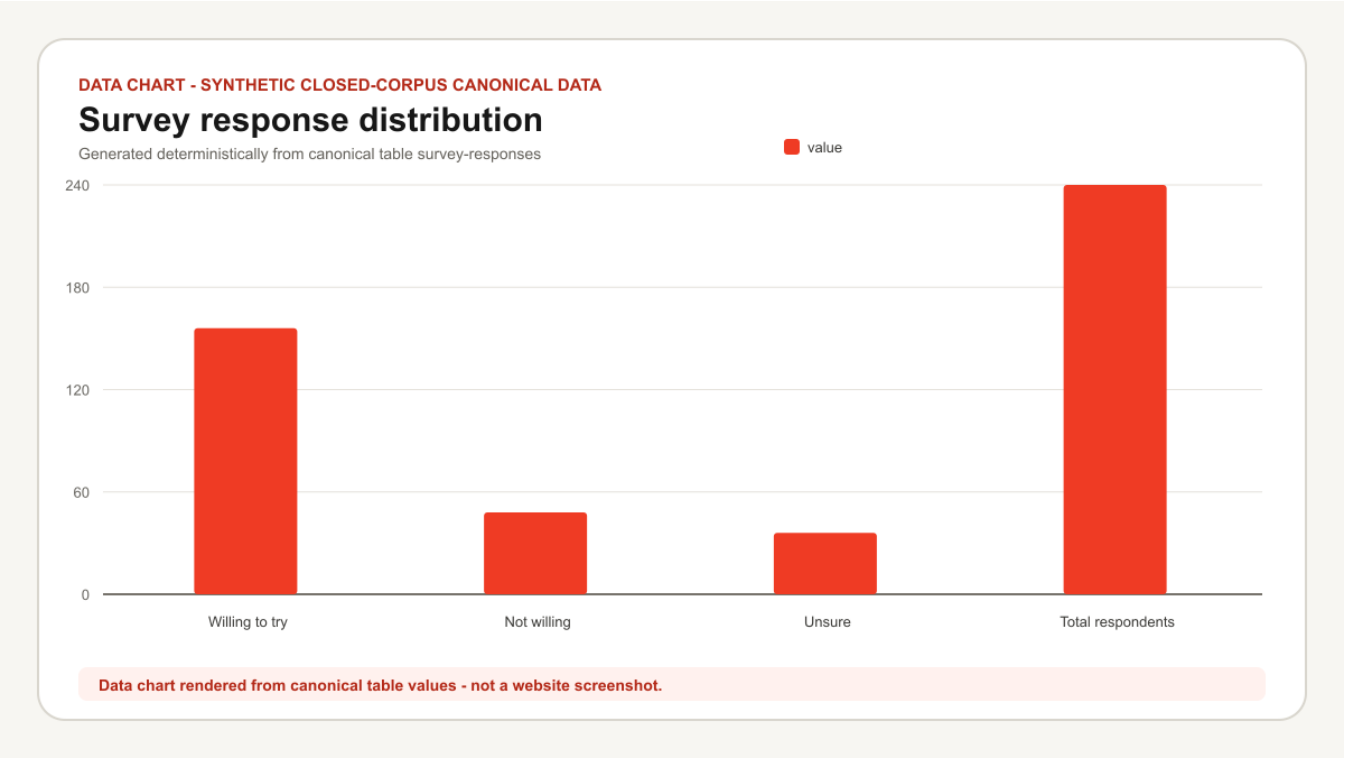
Survey response distribution

segment	metric	value	source
Willing to try	count	156	S1
Not willing	count	48	S1
Unsure	count	36	S1
Total respondents	count	240	S1

Pilot cost assumptions

assumption	metric	value	source
Pilot duration	weeks	12	S2
Boxes	count	1000	S2
Total cost	USD	18500	S2
Rotations per box	count	6	S2
Return rate	percent	82	S2
Cleaning cost per return	USD	1.15	S2

Data chart: Survey response distribution



Data chart rendered from canonical table values - not a website screenshot.

Sources

S1 — MealTrail customer packaging survey

<https://mealtrail.example.test/evidence/packaging-survey>

Of 600 active customers invited, 240 responded.

156 respondents said they would try a deposit-backed reusable box.

48 said they would not, and 36 were unsure.

Results cover Providencia, Ñuñoa, and Santiago Centro.

S2 — Reusable-box pilot cost model

<https://mealtrail.example.test/evidence/pilot-costs>

A 12-week, 1,000-box pilot is estimated to cost USD 18,500.

The model assumes 6 rotations per box, an 82 percent return rate, and USD 1.15 cleaning cost per returned box.

It excludes warehouse expansion.

S3 — Santiago reusable delivery landscape

<https://circular-observatory.example.test/reports/santiago-2026>

Three meal-delivery brands publicly advertised reusable-container pilots in Santiago during the first half of 2026.

Two used refundable deposits and one used a subscription add-on.

The source does not report retention or profitability.

S4 — MealTrail brand usage note

<https://mealtrail.example.test/brand/authorized-use>

MealTrail authorizes use of its name, warm red primary color, and Source Sans typography for this internal leadership report only.

Limitations

- All data is synthetic and provided in the closed corpus; no external validation was performed.
- The survey response rate was 40% (240 of 600), which may introduce non-response bias.
- The cost model excludes warehouse expansion, which could affect total costs.
- The competitive landscape source does not report retention or profitability, limiting competitive analysis.
- The pilot cost estimate is based on assumptions that may not hold in practice, such as the 82% return rate.