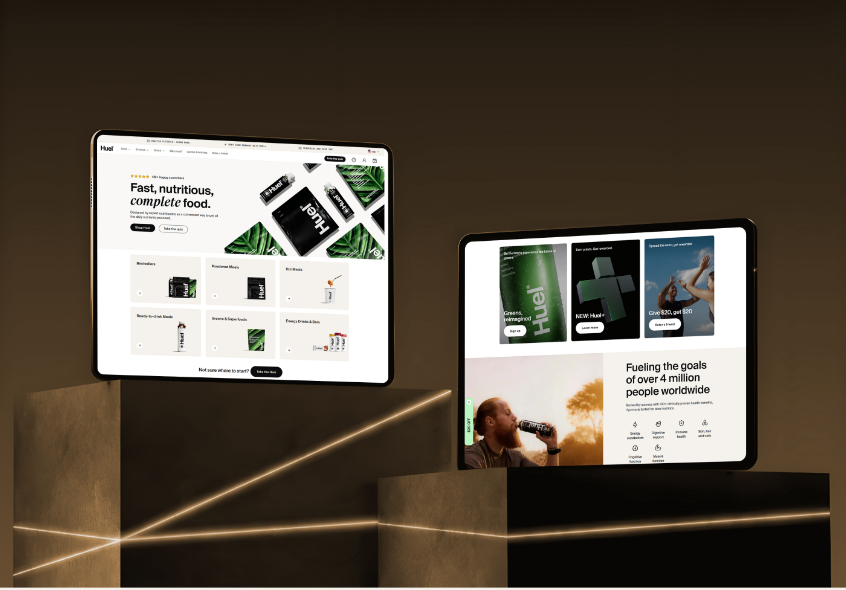
HSA/FSA ELIGIBLE: LEARN MORE.
+ NEW! EARN REWARDS WITH HUEL+
SUBSCRIBE AND SAVE 20%
US
Huel
Shop
Science
About
Why Huel?
Guides & Articles
Refer a friend
Take the quiz
★★★★★ 4M+ happy customers
Fast, nutritious, complete food.
Designed by expert nutritionists as a convenient way to get all the daily nutrients you need.
Shop Huel
Take the quiz
Bestsellers
Powdered Meals
Hot Meals
Ready-to-drink Meals
Greens & Superfoods
Energy Drinks & Bars
Not sure where to start?
Take the Quiz
Be the first to experience the future of greens
Greens, reimagined
Sign up
Earn points. Get rewarded.
NEW: Huel+
Learn more
Spread the word, get rewarded
Give $20, get $20
Refer a friend
$20 OFF
Fueling the goals of over 4 million people worldwide
Backed by science with 100+ clinically proven health benefits, rigorously tested for ideal nutrition.
Energy metabolism
Digestive support
Immune health
Skin, hair and nails
Cognitive function
Muscle function

Projet Overview

Huel is a global leader in nutritionally complete food products. The redesign aimed to streamline the online shopping experience, highlight Huel's nutritional benefits, and make the brand more accessible to new and returning customers.

Challenge

Existing website was information-heavy, making first-time visitors feel overwhelmed. Product navigation lacked a clear flow for discovery and purchase. Mobile shopping experience needed optimization for faster decision-making. Brand story and sustainability mission were not strongly integrated into the shopping journey.

Home Page

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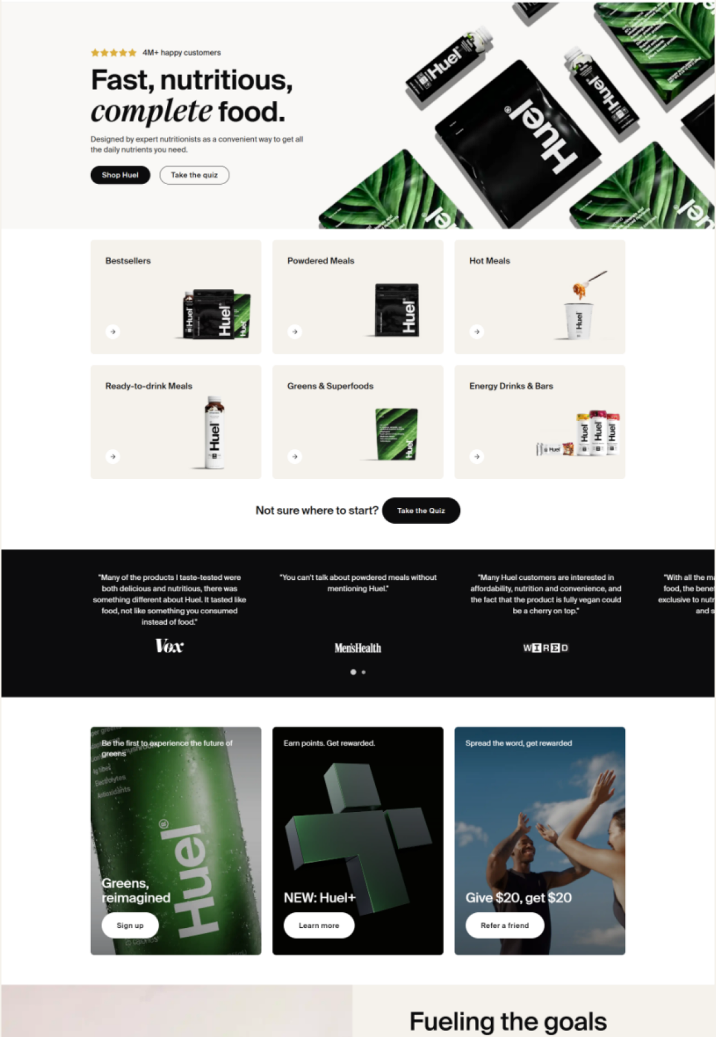


★★★★★ 4M+ happy customers

Fast, nutritious, *complete* food.

Designed by expert nutritionists as a convenient way to get all the daily nutrients you need.

Shop Huel
Take the quiz

Bestsellers
Powdered Meals
Hot Meals
Ready-to-drink Meals
Greens & Superfoods
Energy Drinks & Bars

Not sure where to start?

Take the Quiz

"Many of the products I taste-tested were both delicious and nutritious, there was something different about Huel. It tasted like food, not like something you consumed instead of food."

Vox

"You can't talk about powdered meals without mentioning Huel."

Men'sHealth

"Many Huel customers are interested in affordability, nutrition and convenience, and the fact that the product is fully vegan could be a cherry on top."

WIRED

"With all the m
food, the bene
exclusive to nutr
and s

Be the first to experience the future of greens

Greens, reimagined

Earn points. Get rewarded.

NEW: Huel+

Spread the word, get rewarded

Give $20, get $20

Refer a friend

Fueling the goals

$20 OFF

# of over 4 million people worldwide

Backed by science with 100+ clinically proven health benefits, rigorously tested for ideal nutrition.

- Energy metabolism
- Digestive support
- Immune health
- Skin, hair and nails
- Cognitive function
- Muscle function

See all health benefits

Made with the world's most powerful *superfoods*

We carefully select nutrient-packed ingredients to support your whole body, from your muscles to your metabolism.

Pea protein

Flaxseed

Oats

Faba bean protein

Coconut

- No artificial flavor
- No artificial colors
- Non-GMO
- 100% vegan

Recommended by top performers and nutrition *experts*

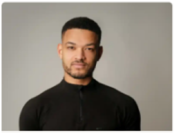
No. 1 choice for the world's top health, nutrition and human performance experts

"What you put into your body really matters. In today's world life is pretty busy, and to have a suite of products that I can trust - that fill the gaps in times where I can't get a full meal - gives me that level of assurance I feel really good about."

Kristen Holmes ✓
Principal Scientist at WHOOP

"I've been a Hueligan for several years now, starting my journey while preparing for my role in Thor. I believe in their mission to deliver nutritionally complete food, sustainably."

Idris Elba ✓
Actor & Huel Investor



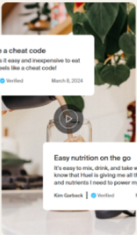
"Huel is an ally on my busiest days. Even when I'm pursuing my professional goals; my health goals can be pursued at the same time."

Steven Bartlett ✓
Entrepreneur

★★★★★ 4,000,000 happy customers

Over 500,000,000 meals sold

Here's why we're the No.1 Complete Food brand in the world.



Feels like a cheat code

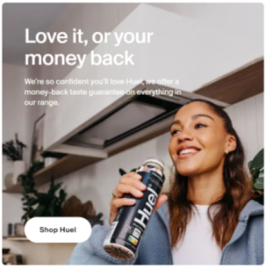
Huel makes it easy and inexpensive to eat healthy, it feels like a cheat code!

Eric Lasp | Verified March 8, 2024

Easy nutrition on the go

It's easy to mix, drink, and take with me. I know that Huel is giving me all the vitamins and nutrients I need to power my day!

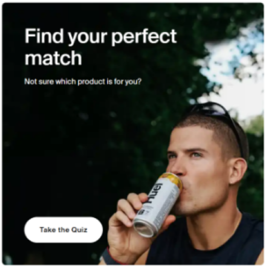
Kim Garback | Verified March 7, 2025



Love it, or your money back

We're so confident you'll love Huel, we offer a money-back taste guarantee on everything in our range.

Shop Huel



Find your perfect match

Not sure which product is for you?

Take the Quiz

Join the Huel family

Get the scoop on exclusive offers and product launches.

Your e-mail *

example@domain.com

Sign up

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. You can unsubscribe at any time. Huel Privacy Policy.

Certified B Corporation

Plant-based nutrition to help the planet thrive

All Huel products are 100% vegan, designed for low-carbon eating.

See our commitments

Food

- Powdered meals
- Hot meals
- On-the-go
- Huel Daily Greens
- Snacks
- Nutrition
- Accessories

Company

- FAQs and help center
- Contact us
- Delivery & returns
- Huel+
- Terms
- Privacy
- Reviews
- Huel discount codes
- Modern slavery statement

Support

- Press
- Careers
- Medical staff discount
- Student discount
- Partnerships
- Store locator
- Sustainability
- Forum

$20 OFF

United States

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Huel®

Details on health claims:

Huel meals and bars provide the right amount of protein, essential fats, carbohydrates, fiber, vitamins & minerals as part of a balanced diet

Energy Source of biotin to contribute to normal energy-yielding metabolism

Digestion Source of calcium to contribute to the normal function of digestive enzymes

Immune system Source of vitamin C to contribute to the normal function of the immune system

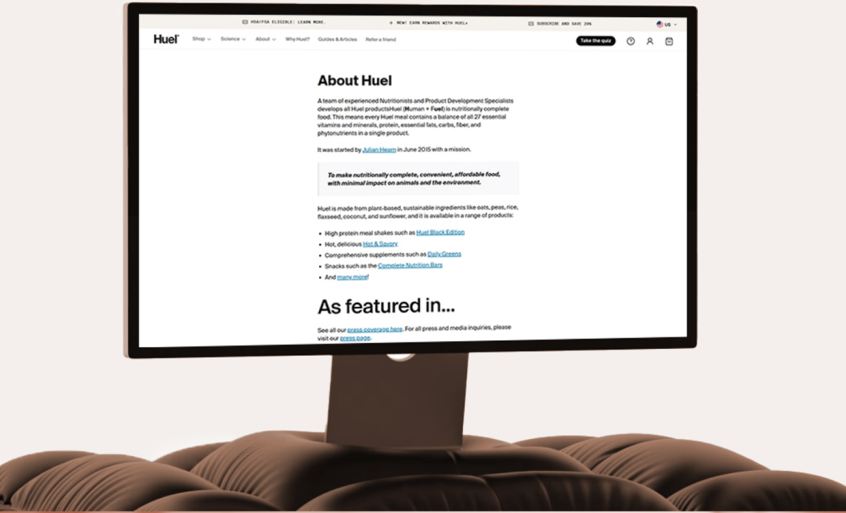
Skin health Source of zinc to contribute to the maintenance of normal skin

Cognitive function Source of iron to contribute to normal cognitive function

Muscle function Source of magnesium to contribute to normal muscle function

Design Strategy

Huel is a global leader in nutritionally complete food products. The redesign aimed to streamline thCreated a top navigation structure that balances shop, learn, and community content, making it easy for users to explore.e online shopping experience, highlight Huel's nutritional benefits, and make the brand more accessible to new and returning customers.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About Huel

A team of experienced Nutritionists and Product Development Specialists develops all Huel productsHuel (**H**uman + **Fuel**) is nutritionally complete food. This means every Huel meal contains a balance of all 27 essential vitamins and minerals, protein, essential fats, carbs, fiber, and phytonutrients in a single product.

It was started by Julian Hearn in June 2015 with a mission.

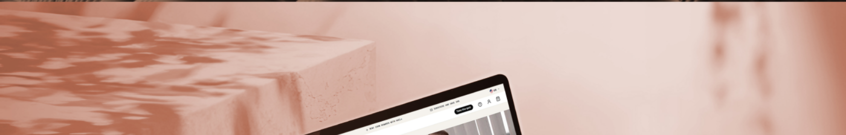
> ***To make nutritionally complete, convenient, affordable food, with minimal impact on animals and the environment.***

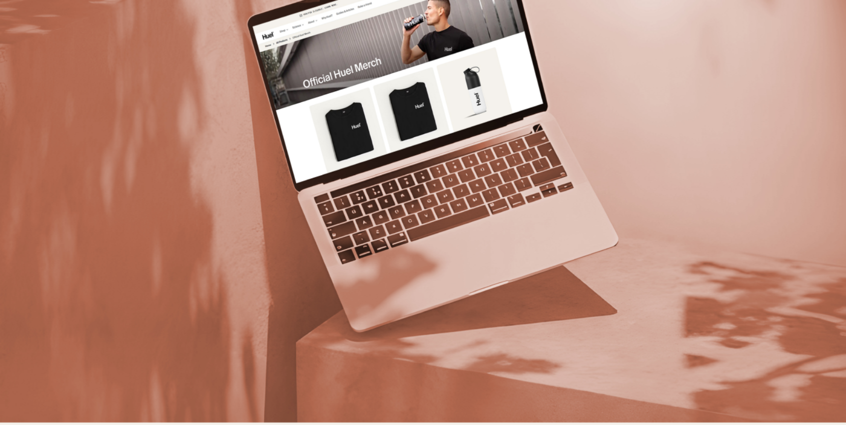
Huel is made from plant-based, sustainable ingredients like oats, peas, rice, flaxseed, coconut, and sunflower, and it is available in a range of products:

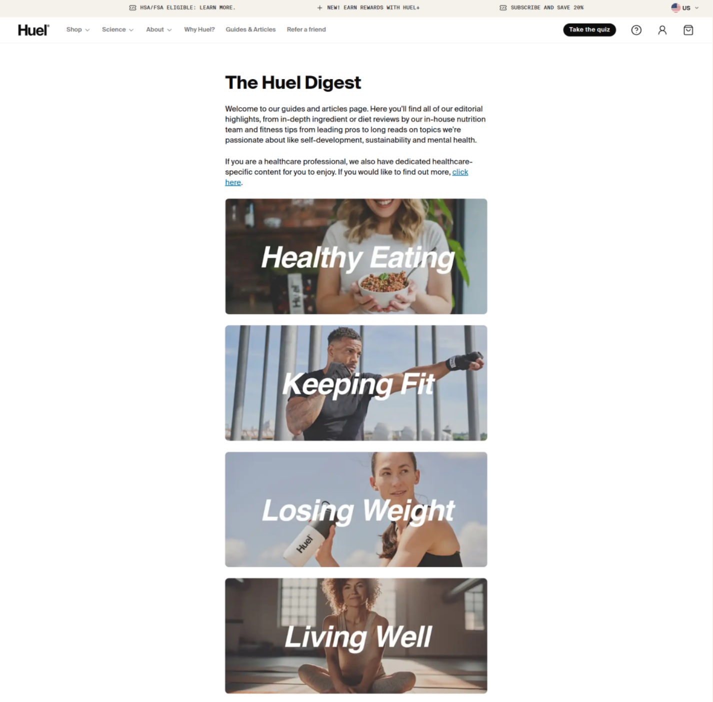
- High protein meal shakes such as Huel Black Edition
- Hot, delicious Hot & Savory
- Comprehensive supplements such as Daily Greens
- Snacks such as the Complete Nutrition Bars
- And many more!

As featured in...

See all our press coverage here. For all press and media inquiries, please visit our press page.




Huel
Official Huel Merch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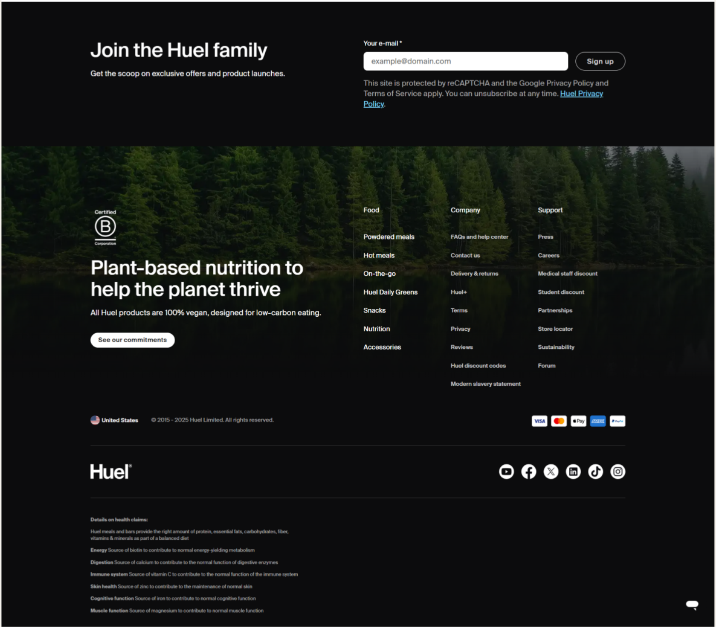
The Huel Digest

Welcome to our guides and articles page. Here you'll find all of our editorial highlights, from in-depth ingredient or diet reviews by our in-house nutrition team and fitness tips from leading pros to long reads on topics we're passionate about like self-development, sustainability and mental health.

If you are a healthcare professional, we also have dedicated healthcare-specific content for you to enjoy. If you would like to find out more, click here.

Healthy Eating
Keeping Fit
Losing Weight
Living Well



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Get the scoop on exclusive offers and product launches.

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example@domain.com

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Certified B Corporation

Plant-based nutrition to help the planet thrive

All Huel products are 100% vegan, designed for low-carbon eating.

See our commitments

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Huel®

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Huel meals and bars provide the right amount of protein, essential fats, carbohydrates, fiber, vitamins & minerals as part of a balanced diet

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