

## Cooking Enthusiasts - US - October 2013

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“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so.

Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation and give her opportunities to customize recipes and use resources that make cooking the easiest and most fun for her.”

– Gretchen Grabowski, Travel & Leisure Analyst

### This report looks at the following areas:

- Who cooks and how often
- What it means to be a Cooking Enthusiast
- Approaches to cooking
- Reasons to cook at home

What may have initially been motivated out of financial necessity during the difficult economy, enthusiasm for cooking has not dissipated—in fact, cooking at home, and pride in culinary skills and preparing original meals, appears to have gained in popularity over the past few years. Most Americans spend at least some time cooking at home, and many say that they enjoy it. Some 46% of Mintel respondents are categorized as Cooking Enthusiasts. If translated to the U.S. population, this percentage would equate to 111 million Americans. The vast majority of Cooking Enthusiasts want to have a personalized experience in the kitchen and make creative, customized meals of which they can feel proud. Cooking skill level, reasons for cooking at home, and resources used to learn new recipes depend on a variety of factors, such as gender, age, and parental status.

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Source: Mintel

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