

Cooking Enthusiasts - US - October 2014

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“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there are other factors that motivate consumers to cook at home.”
 – Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Single adults (which now make up more than half of the adult population) cook less than their paired off peers
- A new study finds the stress of cooking may outweigh the benefits
- US restaurants are doing better - does this mean a decline in cooking?

About three quarters of Americans cook at least once per week and more than half say cooking is something that they enjoy. Cooking skill levels, reasons for cooking, preferences, and attitudes toward cooking depend on a variety of factors, such as gender, age, and presence of children in the household.

The recession fueled a surge in cooking at home as consumers looked for ways to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there are other factors that motivate consumers to cook at home.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Characteristics

Opportunity

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Characteristics

Opportunity

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