

Cooking Enthusiasts - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"In 2016, 45% of Americans aged 18+ are considered *Cooking Enthusiasts* – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they *want to* rather than because they *have to*."

Gina Cavato, Research Analyst, Lifestyle and Leisure

This report looks at the following areas:

For the purposes of this Report, Mintel has used the following definitions:

- Cooking Enthusiasts**
 are those who cook, say they either like or love cooking, have at least basic cooking skills, and typically cook because they want to rather than because they have to. 45% of American adults aged 18+ are Cooking Enthusiasts, which equates to roughly 112 million adults.
- Infrequent Cooks**
 are those who rarely cook. 11% of American adults aged 18+ are Infrequent Cooks, which equates to about 26.4 million adults.
- Conflicted Cooks**
 are those who are on the fence about their enthusiasm for cooking. While they do cook, like or love cooking, and have at least basic skills, they typically cook because they have to (not because they want to). Moreover, some Conflicted Cooks like or love to cook but don't have any skills, while others dislike cooking but have advanced or very advanced skills. 23% of American adults aged 18+ are Conflicted Cooks, which equates to about 55.9 million adults.
- Unenthusiastic Cooks**
 are those who cook occasionally or frequently but don't mind or dislike it. 16% of American adults aged 18+ are Unenthusiastic Cooks, which equates to roughly 39 million adults
- Non-Cooks**
 are those who never cook. 6% of American adults aged 18+ never cook, which equates to roughly 14.7 million adults.

This Report builds on the analysis presented in Mintel's *Cooking Enthusiasts – US, November 2015*, as well as the October 2014, October 2013, October 2012, and October 2011 Reports of the same title. Readers may also be interested in Mintel's *Hispanic Cooking Enthusiasts – US, October 2015*.

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DID YOU KNOW?

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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Cooking Enthusiasts

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- Food-related activities are not simply reserved for the kitchen
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All About Cooking – Frequency, Enjoyment, Skills, and Motivation

- Cooking is more of a "want to" than a "have to" for most adults

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