

Attitudes towards Cooking in the Home - UK - July 2018

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“People’s preference for cooking over prepared meals, and for meals which are quick and easy to prepare, fuels considerable demand for products offering shortcuts to preparing/cooking meals.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Room for brands and retailers to help home cooks with planning meals for the week
- Overcoming barriers to expanding meal repertoires through focusing on factors influencing meal choice
- A range of products can help offer shortcuts to scratch cooking

Despite the time-pressed lifestyles of many consumers, cooking at home remains an integral part of how Britain feeds itself. The preference for cooking over prepared meals, combined with the importance attached to everyday meals being quick and easy to prepare, fuels considerable demand for products that offer shortcuts when preparing/cooking meals, and prepared options that replicate scratch cooking when people are most pressed for time.

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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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The implications

Overcoming barriers to expanding meal repertoires through focusing on factors influencing meal choice

The facts

The implications

A range of products can help offer shortcuts to scratch cooking

The facts

The implications

The Market – What You Need to Know

Ageing population should benefit ingredients

Vast majority of main meals eaten at home

Growth in real incomes could mean people dining out a bit more

'Foodies' represent a large group of engaged consumers

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Meat reduction trend is changing meal choices

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'Foodies' represent a large group of engaged consumers

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Interest in naturalness and 'clean eating' influences meal choice

Meat reduction trend is changing meal choices

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Cook-in-the-bag and slow-cooked dishes see more launches

Meal kits offer convenient route to scratch cooking

'Easy' ingredients seen to offer a shortcut for scratch cooking

Bigger focus on premium in prepared meals

Catering for those looking for their 5-a-day

'Flexitarian' and vegan products are increasing

Supermarket campaigns focus on love of cooking

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Meat and poultry marketing focuses on recipes and ease of cooking

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Ease of use a big focus of NPD claims in protein categories

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Princes pushes canned foods for cooking

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Table sauces showcase versatility for cooking

Getting more people cooking Caribbean, a focus on the social aspect of Mexican food

Branston positions pickle as a cooking ingredient

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Knorr Flavour for All campaign raises issue of food poverty
 Meat and poultry marketing focuses on recipes and ease of cooking
 AHDB promotes "midweek" pork loin medallions
 Support for thin-cut steak continues focus on midweek meals
 QMS focuses on ease of cooking
 Asda spotlights hassle-free roast-in-bag chicken
 New marketing showcases ease of cooking with Quorn
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The Consumer – What You Need to Know

Cooking/meal preparation relevant to vast majority of population
 More than four in 10 mostly cook from scratch for evening meals
 Majority of people shop with specific meals in mind
 Weekly meal choices fairly fixed in most homes
 Ease of preparation top consideration for everyday meals
 More room for indulgence for leisure occasions
 Roasting, pan frying and boiling are top cooking methods
 Ready-to-cook shortcuts have strong appeal
 Strong demand for more recipe ideas
 Most people get enjoyment from cooking

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 Weekly meal choices fairly fixed in most homes...
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...but new meals are being added to those eaten regularly
 'Flexitarian' trend is changing meals
 Avoidance of recipes with expensive or too many ingredients is common
 Recipes with expensive ingredients put off women more
 Meal kits that save on preparation time being tried

Factors Most Important When Cooking Meals for Everyday and Leisure Occasions

Ease of preparation top consideration for everyday meals
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 Most people get enjoyment from cooking

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