

Consumer Attitudes Towards Cooking in the Home - UK - February 2014

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“Men are markedly less likely than women to have responsibility for cooking foods in British households. So it is interesting that men are more likely to feel pride from cooking a meal. Food marketers could harness this through messages urging men to be bold and ‘have a go’, portraying the meal preparation as a man’s audacious mission to feed his loved ones.”

– Alex Beckett, Senior Food Analyst

This report looks at the following areas:

- What do food marketers need to know about men's attitudes towards cooking?
- How do 16-24s see cooking?
- To what extent do TV shows inspire people to cook?
- Which marketing themes could be more widely explored by food brands?

Encouragingly, consumers are more likely to associate cooking in the home with feeling confident, valued and relaxed, as opposed to more negative feelings like stressful, boring and annoying, highlighting the pleasure which people generally gain from cooking meals at home.

And illustrating an enthusiasm among consumers for scratch cooking, one in three adults who have/ share responsibility for cooking in the home eat meals cooked completely from scratch five times a week or more.

This report also uncovers some illuminating consumer attitudes and behaviours towards cooking in the home. For example, 16-24s are less likely than older groups to have a confident perception of cooking, and are more likely to find it stressful, while the presence of vegetables in meals declines in importance among lower socio-economic groups and lower earners.

Meanwhile, men are more likely than women to feel pride and adventurousness from cooking, potentially influencing the messaging for the marketing activity of food companies and retailers.

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