

Cooking Enthusiasts - US - November 2015

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"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

- Fiona O'Donnell, Category Manager
Multicultural, Lifestyles, Leisure and Travel

This report looks at the following areas:

- Slight decline in share of Americans adults who are Cooking Enthusiasts
- Many moms are burnt out on cooking
- Relatively strong consumer confidence drives increased restaurant visits
- Recipes continue to be a great source of ideas but are often too complicated
- The blurring line between meals and snacks could decrease cooking frequency

About four in 10 Americans can be classified as Cooking Enthusiasts. Macroeconomics and lifestyle play a role in people's cooking habits, sometimes in opposition to one another when motivating people to cook. While a stable and growing economy is driving restaurant visits, the desire for healthful and fresher ingredients, and the need to control the quality of the meal – along with an actual liking for cooking – help keep many households cooking regularly at home. Even though some restaurants and services are offering fresh and organic ingredients or freshly cooked meals for delivery or pickup, the cost implications may still be a barrier which keeps those options from having a dramatic negative impact on home cooking.

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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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Abbreviations

Terms

Appendix: Qualitative Research

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