

Attitudes towards Cooking in the Home - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Enjoyment and ingredient control are as important as saving money in prompting people to cook. Marketing messages centred on enjoyment provide a means to tap into the emotional aspect of cooking, while addressing concerns surrounding ingredients remains paramount for operators in prepared products.”
– Anita Winther, Research Analyst

This report looks at the following areas:

- Wanting control of ingredients drives 49% to cook
- Young adults are less confident cooks
- The emotional dimension of cooking suggests strong grounds for marketing messages

Most adults take some responsibility for preparing meals at home, with just a small minority reporting to have no role in this. Scratch cooked meals feature near universally on weekly household menus, with many cooking from scratch most days. Meals combining prepared and raw ingredients also feature on the weekly menu for many households, though less often than scratch cooking.

While many cook to save money, the popularity of scratch cooking stems also from the enjoyment many home cooks derive from cooking. Wanting to control ingredients is also an important reason for many. The importance of these drivers should help to continue to support interest in scratch cooking as family finances improve.

Marketing focusing on the enjoyment aspect of cooking should give brands a means to connect with scratch cooks. Meanwhile, transparency remains important for prepared products to win over home cooks.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Attitudes towards Cooking in the Home - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Topics covered in this Report

Executive Summary

The market

Scratch cooking trend continues

Aging population bodes well for scratch cooking

Ingredient control a key driver for cooking

Companies and brands

Protein category sees a rise in ease-of-use claims

Figure 1: New product launches in the processed fish, meat & egg products markets with an 'ease-of-use' claim, 2012-16*

Products look to leverage interest in scratch cooking

Recipe boxes lend a helping hand to time-poor cooks

Retailers partner with celebrity chefs

Brands tap the emotional side of home cooked meals

The consumer

Most adults take some responsibility for preparing meals

Figure 2: Responsibility for cooking/preparing meals in the household, December 2013 and February 2016

Most people scratch cook in a typical week

Figure 3: Frequency of cooking in the home, by type of meal, February 2016

50% cook because they enjoy cooking

Figure 4: Reasons for cooking at home, February 2016

Friends and family are the no. 1 source of recipe and meal ideas

Figure 5: Sources of new recipes and meal ideas, February 2016

Young adults are less confident cooks

Figure 6: Behaviours relating to cooking in the Home, February 2016

People like experimenting with new cooking trends and ingredients

Over half of mums feel guilty not cooking from scratch

Scope to focus on cooking as a family activity

Figure 7: Attitudes towards cooking in the home, February 2016

Consumers want advice for leftovers

What we think

Issues and Insights

Wanting control of ingredients drives 49% to cook

The facts

The implications

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Attitudes towards Cooking in the Home - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Young adults are less confident cooks

The facts

The implications

The emotional dimension of cooking suggests strong grounds for marketing messages

The facts

The implications

The Market – What You Need to Know

Scratch cooking trend continues

Aging population bodes well for scratch cooking

Ingredient control a key driver for cooking

Market Drivers

Scratch cooking trend continues

Figure 8: Household disposable income, consumer price index, consumer price index for food and consumer price index for catering, Q1 2010-Q4 2015

Dining-in under threat

Aging population bodes well for scratch cooking

Three in ten households have one member

Ingredient control a key driver for cooking

Companies and Brands – What You Need to Know

Protein categories see a rise in ease-of-use claims

Products look to leverage interest in scratch cooking

Recipe boxes lend a helping hand to time-poor cooks

Retailers partner with celebrity chefs

Brands tap the emotional side of home cooked meals

Launch Activity and Innovation

Protein categories see a rise in ease-of-use claims

Figure 9: New product launches in the processed fish, meat & egg products markets with an 'ease-of-use' claim, 2012-16*

Cooking pastes and bases look to leverage interest in scratch cooking

Birds Eye blurs the boundaries with Stir Your Senses

Recipe boxes lend a helping hand to time-poor cooks

Retailers expand ingredient offerings

Advertising and Marketing Activity

Asda signs up TV chef James Martin

Sainsbury's encourages experimentation with Little Twists

Brands tap the emotional side of home cooked meals

AHDB launches red meat campaigns

The Consumer – What You Need to Know

Most adults take some responsibility for preparing meals

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards Cooking in the Home - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Most people scratch cook in a typical week
 50% cook because they enjoy cooking
 Friends and family are the no. 1 source of recipe and meal ideas
 Young adults are less confident cooks
 People like experimenting with new cooking trends and ingredients
 Over half of mums feel guilty not cooking from scratch
 Scope to focus on cooking as a family activity
 Consumers want advice for leftovers

Cooking Responsibilities

Nine in 10 adults take some responsibility for preparing meals
 Figure 10: Responsibility for cooking/preparing meals in the household, December 2013 and February 2016
 Traditional patterns prevail for cooking responsibilities
 Figure 11: Responsibility for cooking/preparing meals in the household, by gender and age, February 2016

Frequency of Cooking Different Types of Meals

Most people scratch cook in a typical week
 Figure 12: Frequency of cooking in the home, by type of meal, February 2016
 Use of prepared products skewed toward Millennials
 Prepared meals' usage frequency is low

Reasons for Cooking

50% cook because they enjoy cooking...
 ... but an equal share cook for other reasons
 Figure 13: Reasons for cooking at home, February 2016
 Wanting control of ingredients drives 49% to cook
 Figure 14: Top three reasons for cooking at home, by frequency of cooking from scratch in the household, February 2016
 Focus remains on ingredient quality
 Demand for personalisation drives many to cook
 Many cook to save money
 Figure 15: "To save money" as reason for cooking at home, by financial situation, February 2016

Sources for Recipe and Meal Ideas

Friends and family are the no. 1 source of recipe and meal ideas
 Figure 16: Sources of new recipes and meal ideas, February 2016
 Two in five use cookbooks
 Over half of 16-34s get recipes and meal ideas online
 Cooking websites are the most common online source
 Figure 17: Online sources of new recipes and meal ideas, February 2016
 YouTube and social media can reach under-35s

Behaviours Relating to Cooking

Young adults are less confident cooks

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

Attitudes towards Cooking in the Home - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Behaviours relating to cooking in the home, February 2016

- People like experimenting with new cooking trends and ingredients
- Cooking with seasonal ingredients holds wide appeal
- Over half of mums feel guilty not cooking from scratch

Attitudes towards Cooking in the Home

Scope to focus on cooking as a family activity

Figure 19: Attitudes towards cooking in the home, February 2016

- Consumers want advice for leftovers
- Cooking temperature for meat is a concern for a quarter

CHAID Analysis

Methodology

Young parents are key demographic for pre-prepared ingredients

Figure 20: Target groups based on attitudes towards cooking – CHAID – Tree output, February 2016

Figure 21: Target groups based on attitudes towards cooking – CHAID – Table output, February 2016

Figure 22: Target groups based on reasons why people cook from scratch/partly cook from scratch – CHAID – Table output, February 2016

Figure 23: Target groups based behaviours relating to cooking – CHAID – Table output, February 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com