

Cooking Enthusiasts - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The share of the population identified as Cooking Enthusiasts has remained stable over the last three years, providing a solid base of consumers who cook at home regularly and enjoy it."

- Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- Unenthusiasm is on the rise
- Meal kits can't deliver
- Cooking tech adoption low

In 2018, Cooking Enthusiasts account for 45% of adults aged 18+, or about 113 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. However, the number of Unenthusiastic Cooks is rising, while the number of Conflicted Cooks is falling, which is important as Conflicted Cooks have the closest psychographic profile to Cooking Enthusiasts. A strong economy is luring people to dine out, so bringing these people back into the kitchen is a challenge for players in the at-home food industry.

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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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