

Cooking Enthusiasts - Canada - December 2018

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"It can be said that Canadians know their way around a kitchen given that virtually all Canadians (97%) claim to have at least a minimum of basic cooking skills."

Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- The dinner struggle is real, particularly for parents with younger children
- Canadians may not be so keen to experiment in the kitchen
- Dads cook for fewer reasons, marketing efforts must hit the right notes

Although the activity is one that most enjoy, time constraints and logistical considerations lead half the population to see the task as a chore. Retailers may be able to counter this by honing in on the mental wellness benefits consumers associate with cooking, as well as promoting under-utilized tools such as meal kits. While family recipes will keep being passed on from generation to generation, there is a clear movement towards digital sources amongst Canadian cooks of all ages.

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Key Players – What You Need to Know

- Canadians are entertaining regularly, holidays/celebrations are factors
- Home cooks have access to more resources than ever
- Canadians may not be so keen to experiment in the kitchen
- Retailers will up their marketing game

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Canadians know their way around the kitchen
 Consumers link cooking to mental health benefits
 The dinner struggle is real
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The dinner struggle is real

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Conflicted Cooks (19%)

Gains to be had by connecting with Conflicted Cooks

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Infrequent Cooks (9%)

Some potential lies in catering to Infrequent Cooks

Non-Cooks (4%)

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Appendix – Data Sources and Abbreviations

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Abbreviations

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