

Cooking in America - US - October 2019

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"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this only makes up about half of adults, leaving a lot of room for brands to spark more enthusiasm."

- Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- **Cooking is popular, but somewhat infrequent**
- **Cooks want to spend less time cooking**
- **Getting ingredients is a process**
- **Online sources attract younger cooks**
- **Cooks aren't all about cooking**
- **Health and money can de-emphasize time**

Cooking brands have a lot working in their favor: Americans are increasingly interested in improving their health with home cooking, and improving their Instagram feeds with pictures of their culinary creations. However, with so many demands on their time, even those who enjoy cooking struggle to cook more than a few meals a week. Thus, brands' first order of business to improve the cooking market is to help drive frequency among groups who already enjoy the process. This means helping them figure out what to make, where to get the ingredients, and how to get a meal on the table quickly.

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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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Yummly goes pro

Walmart debuts same-day delivery subscription

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Grocery store inspiration

"Kitchen hacks" to take a more literal meaning

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Gig workers are closer to becoming employees

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Potential for creativity has a role in cooking definitions

Younger cooks see cooking as open to interpretation

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Pop culture inspires cooks online

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