

Attitudes towards Cooking in the Home - UK - May 2016

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“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.

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