

## Cooking Enthusiasts - US - November 2017

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"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 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."

**Gina Cavato, Lifestyles & Leisure Analyst**

This report looks at the following areas:

- More feel they're cooking out of necessity rather than for enjoyment
- "Cooking" doesn't mean the same thing to everyone
- Female Cooking Enthusiasts are less trusting of others to buy their groceries

Innovation and competition in grocery retailing, along with low food prices, have made cooking at home cost-effective. However, while saving money is a motivation for cooking, Cooking Enthusiasts are more likely to cook because they enjoy the process. They are also driven to cook because they like to try new recipes and see cooking as a way to spend time with their family.

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What it means

### The Market – What you need to know

The share of Cooking Enthusiasts remained stable from 2016-17

Cooking Enthusiasts aren't defined by demographics

Increasing incomes may make dining out more attractive

More consumers are unmarried, in child-free homes, aging

Americans continue to expand (their waistlines)

Accessing recipes and grocery innovations make cooking easier

### The Cooking Enthusiasts Market

Overview of Cooking Enthusiasts

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Share of Cooking Enthusiasts stable from 2016-17

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### Cooking Segments

Overview

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Captured target – Cooking Enthusiasts

Opportunity target – Conflicted Cooks

Secondary opportunity target – Infrequent and Unenthusiastic Cooks

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Increased access to more food options

Cooking for others (and making money at the same time)

Unclear product claims may confuse some consumers

Connected kitchen appliances and customized cookbooks

Future of meal kits/grocery delivery services is promising

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Overview

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Key players

Trends

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Staple appliances most associated with cooking

Sweet spot for meal kits/grocery services is 25-44s and middle earners

Cooking Enthusiasts prepare to grocery shop and enjoy the process

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Figure 55: Online activities – Food/cooking/recipes, 2014-17

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