

## Attitudes towards Cooking in the Home - UK - July 2018

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“People’s preference for cooking over prepared meals, and for meals which are quick and easy to prepare, fuels considerable demand for products offering shortcuts to preparing/cooking meals.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Room for brands and retailers to help home cooks with planning meals for the week
- Overcoming barriers to expanding meal repertoires through focusing on factors influencing meal choice
- A range of products can help offer shortcuts to scratch cooking

Despite the time-pressed lifestyles of many consumers, cooking at home remains an integral part of how Britain feeds itself. The preference for cooking over prepared meals, combined with the importance attached to everyday meals being quick and easy to prepare, fuels considerable demand for products that offer shortcuts when preparing/cooking meals, and prepared options that replicate scratch cooking when people are most pressed for time.

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Table sauces showcase versatility for cooking

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Knorr Flavour for All campaign raises issue of food poverty  
 Meat and poultry marketing focuses on recipes and ease of cooking  
 AHDB promotes "midweek" pork loin medallions  
 Support for thin-cut steak continues focus on midweek meals  
 QMS focuses on ease of cooking  
 Asda spotlights hassle-free roast-in-bag chicken  
 New marketing showcases ease of cooking with Quorn  
 Charlie Bigham's promotes ready meals as shortcuts to weekday meals

## The Consumer – What You Need to Know

Cooking/meal preparation relevant to vast majority of population  
 More than four in 10 mostly cook from scratch for evening meals  
 Majority of people shop with specific meals in mind  
 Weekly meal choices fairly fixed in most homes  
 Ease of preparation top consideration for everyday meals  
 More room for indulgence for leisure occasions  
 Roasting, pan frying and boiling are top cooking methods  
 Ready-to-cook shortcuts have strong appeal  
 Strong demand for more recipe ideas  
 Most people get enjoyment from cooking

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...but new meals are being added to those eaten regularly  
 'Flexitarian' trend is changing meals  
 Avoidance of recipes with expensive or too many ingredients is common  
 Recipes with expensive ingredients put off women more  
 Meal kits that save on preparation time being tried

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Ease of preparation top consideration for everyday meals  
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