

## Attitudes to Cooking/Meal Preparation - Ireland - June 2018

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“Consumers struggle to find time to prepare meals every day and eat a healthy diet, nonetheless cooking from scratch continues to be enjoyed by Irish consumers despite the ongoing popularity of convenience snacking, ready meals and eating out.”

- Joanna Kempniak, Research Analyst

This report looks at the following areas:

A vast majority of Irish consumers claim to take a full responsibility for cooking or share it with someone else. Dishes created completely from scratch are prepared on numerous occasions throughout the week, while meals combining raw ingredients and prepared food have a wide appeal amongst Millennials who are likely to have lower culinary skills and cooking confidence.

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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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## The Consumer – What You Need to Know

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Irish consumers share cooking responsibilities

Cooking from scratch popular in a typical week

Scratch cooking perceived as a healthier option

Irish consumers confident in using various available ingredients and modifying recipes

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