

## 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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Cooking is popular, but somewhat infrequent

Figure 1: Cooking habits, August 2019

Cooks want to spend less time cooking

Figure 2: Actual and desired cooking times - dinner, August 2019

Figure 3: Profiles of cooks who want to take less than 30 minutes to make dinner, August 2019

Getting ingredients is a process

Figure 4: Cooking barriers and approach to grocery shopping, August 2019

The opportunities

Online sources attract younger cooks

Figure 5: Online sources of cooking information, by age group, August 2019

Cooks aren't all about cooking

Figure 6: Over- and under-indexed desktop travel websites visited in the last 30 days, people who really enjoy cooking vs people who don't, September 2019

Figure 7: Breakout of ad spending on TripAdvisor.com, by category, January-September 2019

Health and money can de-emphasize time

Figure 8: Attitudes toward cooking motivations, August 2019

What it means

### The Market – What You Need to Know

Americans like to cook, but don't do it often

One third of cooks are Enthusiastic, but one quarter are Avoidant

Restaurants are on the rise

Cooks aren't biting on the online grocery shopping hook

Shaky confidence can keep cooks at home

### America's Cooks

Fewer than half of adults cook 4+ times per week

Figure 9: Cooking frequency, August 2019

People generally like to cook

Figure 10: Cooking enjoyment, August 2019

People want to get better at cooking, especially the most skilled

Figure 11: Cooking skills, August 2019

Split in cooking motivations offers flexibility in messaging

Figure 12: Reasons for cooking, August 2019

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## Cooking Segments

Enthusiastic Cooks

Avoidant Cooks

Aspiring Cooks

Unenthusiastic Cooks

Non-Cooks

Figure 13: Cooking segments, August 2019

Figure 14: Cooking segments demographic index, August 2019

## Market Perspective

Home cooking has to contend with restaurant popularity

Slow adoption of grocery delivery impedes home cooking

Figure 15: Approach to grocery shopping, by age group, February 2019

Sudden shocks in confidence could bode well for cooking

Figure 16: Consumer Sentiment Index, January 2007-September 2019

## Key Players – What You Need to Know

Travelers love cooking

Blooming interest in plants

Storage joins the smart revolution

Meal kits evolve to stay relevant

Grocery stores have a difficult relationship with delivery

Shelf side inspiration

Tech concerns will hit the kitchen

“Green” grocers

Labor may jeopardize delivery

## Targeting Engaged Cooks

Crossover between travel and cooking interest

Figure 17: Over- and under-indexed desktop travel websites visited last 30 days, people who really enjoy cooking vs people who don't, September 2019

Opportunity Example: TripAdvisor

Figure 18: Breakout of ad spending on TripAdvisor.com, by category, January-September 2019

Figure 19: Kraft Heinz Lunchables ad run on TripAdvisor.com, July-September 2019

Figure 20: Kroger ad run on TripAdvisor, August-September 2019

## What's Happening

Plant-based proteins maintaining growth

Figure 21: Select dietary motivations, by gender, February 2019

Smart food containers make leftovers more appealing

Meal kits evolving with consumer demands

Blue Apron tries to keep up

The right service for you

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Yummly goes pro

Walmart debuts same-day delivery subscription

### What to Watch

Grocery store inspiration

"Kitchen hacks" to take a more literal meaning

Grocery retailers will have to play a part in sustainability

Gig workers are closer to becoming employees

### The Consumer – What You Need to Know

Cooking requires effort

Potential for creativity has a role in cooking definitions

Younger cooks see cooking as open to interpretation

30 minutes or less, or it's inconvenient

Pop culture inspires cooks online

Enthusiastic cooks use broader scope of cooking sources

Dads are starstruck

Time and resources are barriers

Cooks are driven by health and budget concerns

Knowledge could spur Avoidant Cooks

Looks matter, so listen

Bring the restaurant to Unenthusiastic Cooks

### What's "Cooking?"

"Cooking" is process-driven

Figure 22: Definition of "cooking," August 2019

Segments define cooking by effort, creativity

Figure 23: Definition of "cooking," by cooking segments, August 2019

Young cooks have a generous definition of cooking

Figure 24: Definition of cooking, by age group, August 2019

Men go for ease

Figure 25: Definition of cooking, by age and gender, August 2019

Figure 26: Select grilling attitudes and behaviors, by gender, April 2019

Dads see cooking everywhere

Figure 27: Number of methods considered "cooking," moms vs dads, August 2019

### It's About Time

Breakfast has the most room for lowering prep time

Figure 28: Actual and desired cooking times - breakfast, August 2019

Figure 29: Profiles of cooks who want to take less than 15 minutes to make breakfast, August 2019

Saving time at lunch may revolve around a standard weekly ingredient

Figure 30: Actual and desired cooking times - lunch, August 2019

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Figure 31: Profiles of cooks who want to take less than 15 minutes to make lunch, August 2019

Figure 32: Do Anything Sauce's Kale Pesto, March 2019

### In-store meal kits are a good option to save dinner time

Figure 33: Actual and desired cooking times - dinner, August 2019

Figure 34: Profiles of cooks who want to take less than 30 minutes to make dinner, August 2019

### Money is no issue

Figure 35: Actual and desired cooking times, \$100K+ HHI, by meal, August 2019

### Cooking segments still value their time, but inroads can be made

#### Breakfast

Figure 36: Actual and desired breakfast cooking times, by segment, August 2019

#### Lunch

Figure 37: Actual and desired lunch cooking times, by segment, August 2019

#### Dinner

Figure 38: Actual and desired dinner cooking times, by segment, August 2019

### Staying out of the kitchen

Figure 39: Rates of not cooking meals, by segment, August 2019

## Thought for Food

### Online cooking sources compete with tradition

Figure 40: Sources of cooking information, August 2019

### Family is the biggest source of inspiration and information

Figure 41: Sources of cooking information, by age group, August 2019

### Internet sources trade on pop culture

Figure 42: Online sources of cooking information, by age group, August 2019

### Classes as events

Figure 43: Popularity of cooking classes, by generation, August 2019

### More enthusiasm about cooking means more outlets

Figure 44: Sources of cooking information, by cooking segment, August 2019

### Twitch provides an opportunity to convert Avoidant Cooks

Figure 45: Streaming game viewing, by gender and age group, January 2019

### Dads are drawn by celebrity

Figure 46: Appeal of cookbooks, by gender and parental status, August 2019

## Barriers to Cooking

### Time and material constraints are biggest barriers

Figure 47: Barriers to cooking, August 2019

### Non-city dwellers at a loss for inspiration

Figure 48: Barriers to cooking, by area, August 2019

### Moms find cooking particularly daunting

Figure 49: Barriers to cooking, moms vs dads, August 2019

### Time and stress are universal, cooking knowledge isn't

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Figure 50: Barriers to cooking, by segment, August 2019

## Attitudes toward Cooking

**Improving health and saving money are prime motivations**

Figure 51: Attitudes toward cooking motivations, August 2019

**An ounce of preparation**

Figure 52: Attitudes toward meal prep, August 2019

**Look good, eat good**

Figure 53: Attitudes toward food presentation, August 2019

**Millennials are about the show**

Figure 54: Practical and aesthetic cooking attitudes, by generation, August 2019

**Co-branding's value is discovery**

Figure 55: Attitudes toward celebrity endorsed products, August 2019

**Hobbyist men make good co-branding targets**

Figure 56: Cooking attitudes, by gender, August 2019

**Dads are driving parental enthusiasm**

Figure 57: Attitudes toward cooking, by parental status and gender, August 2019

## Attitudes by Cooking Segment

**Aspiring Cooks are excited to cook**

**Aspiring Cooks are a good target for online communities**

Figure 58: Usage of online sources and attitudes toward celebrity endorsement, by segment, August 2019

**Financial concerns lead to drudgery**

Figure 59: Cooking motivations, by segment, August 2019

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Behavioral data

Direct marketing creative

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 60: GDP change from previous period, Q1 2007-Q2 2019

Figure 61: Disposable Personal Income change from previous period, January 2007-July 2019

Figure 62: Consumer Sentiment Index, January 2007-September 2019

## Appendix – The Consumer

Figure 63: TURF Analysis – Reasons for not cooking, August 2019

Figure 64: Table - TURF Analysis – Reasons for not cooking, August 2019

Methodology

Figure 65: Attitudes toward cooking, by segment, August 2019

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