

Cooking in America: Incl Impact of COVID-19 - US - December 2020

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“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands to understand different cooking segments to maintain widespread enthusiasm.”
– Ariel Horton, Lifestyle and Leisure Analyst

This report looks at the following areas:

- Americans are spending more time in the kitchen this year
- Saving money and filling time are reasons for increased cooking frequency
- A visual approach is important to attract young cooks
- Convenience helps combat cooking fatigue
- Parents are getting their kids involved in the kitchen

Increased amount of time spent at home has resulted in consumers cooking more frequently this year compared to last. This increased time in the kitchen has resulted in some cooking fatigue, emphasizing an already building trend of consumers saying they cook because they have to rather than because they want to. Brands will have to find new ways to connect with consumers by emphasizing great tasting ingredients and simple recipes to reverse this trend and maintain enthusiasm.

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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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