

Cooking in America - US - 2021

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This report looks at the following areas:

- Changes in cooking habits and behaviors over the past year
- Top sources for recipes and cooking inspiration
- The perceived benefits of cooking at home
- Existing hurdles keeping consumers from cooking more at home

The COVID-19 pandemic has profoundly impacted the circumstances that directly influence cooking at home, from safety concerns about dining out, increasing prices of groceries and added time spent at home. Surprisingly, even after over a year under these conditions, the majority of consumers still have a positive impression of cooking at home and link the act with an array of advantages such as saving money and feeling a sense of accomplishment. For brands, this is an ideal time to connect with and hold onto these consumers in order to help them maintain their current enthusiasm for cooking at home. However, the pandemic has not affected all consumers equally and, for certain groups, has made cooking at home yet another daily challenge that must be faced. To reach these consumers, it is more important than ever for brands to act as a resource to them. Brands can do this by offering simple solutions, like quick recipes and convenience options to help them cross the cooking task off of their list.



“Brands in the at-home food space are well positioned as the conditions surrounding the pandemic have led to an increased reliance on meals made at home. Currently, safety concerns around eating out combined with rising inflation are keeping consumers in their own kitchens.”

- **Klaudia Kondakciu,**
Consumers and Cultures
Analyst

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