This report looks at the following areas:

- The impact of COVID-19 on cooking in the home
- Cooking habits for the evening meal, including cooking completely or partly from scratch, and using prepared meals
- Reasons for cooking meals from scratch
- Behaviours of home cooks related to choice of meals and ingredients
- Interest in different types of recipes, cooking ideas and improving cooking skills
- Attitudes towards cooking

Home cooks’ keen interest in learning more offers a rich touchpoint for brand engagement. 73% of home cooks would like to have a wider range of meals they know how to cook, and 44% are interested in improving their cooking skills. A range of different recipe types offer opportunities for brands in cooking ingredients, with slow cooker recipes garnering the most interest.

COVID-19 lockdowns and restrictions keeping the nation at home during long stretches of 2020 and into 2021 meant more meals were eaten at home and an increase in cooking from scratch, a trend already being seen before the pandemic. This looks set to have an enduring effect as 50% of home cooks expect to be cooking from scratch more after the pandemic subsides than they did before the outbreak.

To make meals healthier is a reason for 57% of those who cook from scratch or partly from scratch. The COVID-19 pandemic has increased people’s focus on health, with 33% stating that eating healthily has become a higher priority since the outbreak. This makes it vital for prepared meals and sauces to polish and spotlight their health credentials.

The high demand for shortcuts when cooking, 56% of those with cooking responsibilities looking for these, echoes the finding that being easy and quick to prepare are home cooks’ priorities in meal choice. Cooking sauces and

“COVID-19 has resulted in more meals being eaten at home, and driven an increase in scratch cooking, a trend that was already being seen before the pandemic. Home cooks still place a high value on convenience and shortcuts to cooking though, offering good news for brands in prepared ingredients.”

– Richard Caines, Senior Food & Drink Analyst

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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