

# Cooking in America - US - 2022

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## This report looks at the following areas:

- Cooking motivation and frequency
- Cooking skills and desire to improve
- Cooking habits and attitudes
- Change in cooking-related behaviors in the past year
- Factors important to meal planning
- Cooking with children
- Reasons for choosing foodservice over cooking at home

The vast majority (96%) of US adults cook at home. The pandemic drove (for some, forced) many consumers to increase their cooking frequency, and even encouraged some to take on culinary hobbies (eg bread baking). Just as the novelty wore thin, expanded vaccination and foodservice openings enabled consumers to venture away from home for meals and snacks. However, a new concern will keep some shoppers in the kitchen out of the necessity of cost savings: inflation.

A second wave of home cooking will result from price hikes on food. However, this time, consumers are tired. Close to a third of those who've turned to restaurants in the past three months admit to being tired of cooking at home and consumers' expressed love of cooking has hit a low point. Brands have a renewed chance at resonating with home cooks, but they will need to do so by emphasizing convenience factors that ease the burden of cooking, including prepared and semi-prepared kitchen helpers. Ease of preparation (71%) and quick preparation (58%) lead factors important in meal planning, outpacing low price (33%).

Skills building remains an impactful means of engagement, with 72% of cooks interested in improving skill. Brands will win out by helping consumers build skills that enable time and cost savings more so than teaching them how to make the perfect pot roast. Turning skills building into a social activity can appeal to



"While the number of home cooks is higher than it's been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings."

– Carol Wong-Li, Director – Consumers and Cultures

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young adults, who are twice as likely as average to cook/bake with their friends as a form of social connection.

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