

Attitudes towards Cooking in the Home: Inc Impact of COVID-19 - UK - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on people's cooking habits.
- Types of meals cooked most often in households.
- Factors most important for meals by everyday and leisure occasions.
- Consumer attitudes towards cooking at home.

The changes to consumer behaviour brought about by COVID-19 are clearly evident in the fact that 33% of those who cook/prepare meals say they have been cooking from scratch more often since the outbreak. Some 80% of these say they intend to continue with this over the next 12 months, signalling the lasting impact of these shifts.

The COVID-19/coronavirus outbreak has seen more meal occasions take place at home, due to the lockdowns and restrictions imposed across the UK since March 2020. The latest wave of infections and the national lockdowns from January 2021 will see the same continue well into 2021. The calls for people to stay or work at home and limitations on and hesitance towards visiting foodservice have all played a role in more meals at home. This shift has fuelled rapid growth in food sales through retail. With people expected to continue to work from home in the future more than before, this will give a lasting uplift to at-home meal occasions beyond the outbreak.

Scratch cooking in the household rises sharply among over-55s, lesser time pressures a key factor here. The projected growth of over-55s thus spells good news for products catering to scratch cooking and puts pressure on prepared products. Meanwhile, however, the 'boomerang' trend of young adults living with their parents stands to have the opposite effect, curbing this group's involvement in cooking and hence their skillset, potentially driving the demand for prepared products in the long term.

Consumer interest in recreating restaurant-style meals at home presents opportunities for NPD and marketing, this demand fuelled by curbs to consumer



"The COVID-19 outbreak has meant people have found themselves cooking at home more, some out of necessity and some thanks to having more time in their day. Many have developed new skills and there's marked appetite among consumers for retaining these habits. The predicted lasting uplift in homeworking will create a permanent increase in at-home meal occasions."

Angharad Goode, Research

Analyst

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spending and worries around spending time in busy public spaces even once restrictions lift. Restaurant brands could look to expand their retail offering, while ingredient brands and grocers can appeal by catering to the interest in learning how to make homemade versions of takeaway favourites, cited by 60% of people who are responsible for cooking/preparing meals at home.

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