

Cooking and Baking Habits - China - November 2020

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This report looks at the following areas:

This Report explores consumers' changing habits towards cooking and baking. Cooking and baking habits in this Report include who is more likely to cook and bake at home, cooking methods of different types of foods in different regions, learning interest towards different types of cuisines and baking activities. Consumers' attitudes towards cooking and baking are also covered.

The COVID-19 outbreak has resulted in increased at-home time due to both temporary closures of restaurants and concerns about being exposed to the coronavirus. As a result, consumers have shifted their dining habits from eating out to cooking at home. Even young consumers, who used to take less cooking responsibilities and rely more on food delivery service before COVID-19, have stepped into the kitchen and cook at home. The rising cooking population and regional difference in cooking habits suggest market opportunities in customising cooking products and meal solutions to satisfy consumers' various demands better.

At the same time, continuous attention to healthy eating would change consumers' cooking and dining habits in the long term. Brands could upgrade their products with natural and minus claims under rising health awareness to help promote cooking in healthier ways.



"Most young consumers aged 18-24 have stepped into the kitchen and kept their cooking habits in the post-COVID-19 period. Ready-to-cook products and compound seasoning packs could target at these rising cooking population who are more convenience-driven."

– Roolee Lu, Research Analyst

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