

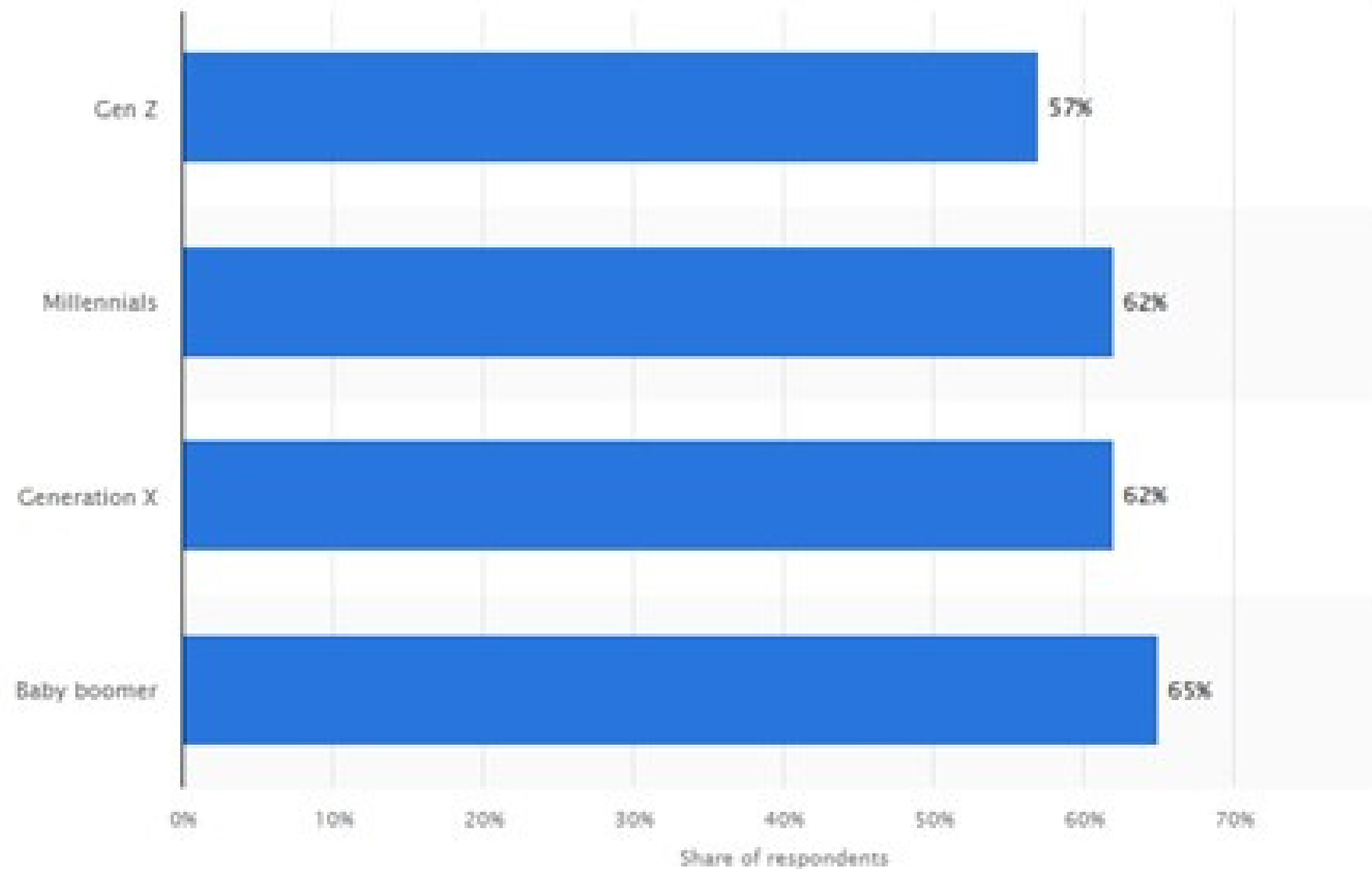


# SURVEY OF COOKING TRENDS



# United Kingdom's attitude towards cooking at home:

In this article, we will look at the UK's attitude towards eating healthily and cooking at home. When it comes to eating healthily, the percentage or number of people who are likely to eat healthily varies different generations, in the year 2022-23.





- Research conducted across the UK indicates that most of the people who live in the UK spend 6 hours a week cooking, 3 hours deciding what to cook, and almost 5 hours shopping. While the same task of cooking consumes more time if there are kids or pets in the house.
- Recent research from MINTEL has shown that compared to 51% of UK consumers, three in five (60%) of 16-34-year-olds are experimenting with new cooking trends and ingredients, leading to an increase in scratch cooking in the UK.
- Even though most young consumers love to cook, it is too difficult for almost half (46%) of 16-34-year-olds who agree that cooking from scrape causes too many washing procedures, compared to one-third (33%) of Brits overall. In addition, 44% are of the opinion that it is a challenge to prepare raw materials such as peeling and grinding.
- Although there's an age difference in kitchen skills, Mintel's research revealed that the nation has also been split as to how they seek recipe ideas. When looking for inspiration, cooks above the age of 16-34 years are more likely to look online (53%) or look in a recipe book (37%), while one-quarter (24%) of young consumers look for motivation using recipe apps. Cooks over the age of 55, however, still like cookbooks (49%) in preference to searching online (22%) or using an app (11%).

- In general, the most important source of inspiration to cook is friends and family in the United Kingdom. More than 44% of cooks turn to their friends and family for ideas when cooking from scratch or partially.
- <https://www.statista.com/forecasts/1388045/consumers-who-actively-try-to-eat-healthy-uk-by-generation>
- <https://www.hellofresh.co.uk/food-box/food-trends>

## References:

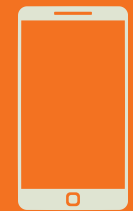
1. <https://www.statista.com/forecasts/1388045/consumers-who-actively-try-to-eat-healthy-uk-by-generation>
2. <https://www.hellofresh.co.uk/food-box/food-trends>
3. <https://brandclock.co.uk/scratch-cooking-in-the-uk-increasing/>

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