

HOME COOKING DURING COVID

INSPIRED OR TIRED?



More Time in the Kitchen

With more time in the kitchen this year, some have embraced the change, while others want to throw in the apron.

- **85%** of Americans made changes in the food they prepare and eat because of the COVID-19 pandemic
- **55%** eat at home more since the pandemic began
- **44%** eat breakfast at home daily vs. **33%** pre-pandemic



Inspired Home Chefs Experiment in the Kitchen

This past year, some recreated nostalgic, from-scratch favorites, while others discovered new ingredients and recipes to spice up their lives.

- **65%** cook from scratch regularly vs. **35%** pre-pandemic
- **56%** make healthier meals
- **22%** make more international cuisines
- **42%** enjoy cooking now, more than ever
- **45%** tried new recipes
- **57%** discovered a new ingredient in the kitchen



Cooking Tips

Consumers look to the internet and social media for cooking tips.

- **71%** use Facebook to look for new recipes
- **90%** say their online and social searches for food inspiration have increased during the pandemic
- **4 in 10** adults turned to online videos to make sure they are doing things correctly



Sharing Videos

Gen Z watch and share videos to add spice to their life.

- **73%** of 18-24-year-olds use YouTube to look for recipe inspiration
- **37%** say “Seeing a video of the recipe being made” makes them excited to cook
- **23%** say “Being able to share what I made on social media” makes them excited to cook



Tired Home Chefs Seek Quick-Fix Meals

Busy at-home schedules left many in search of convenient meal options for the whole family or restaurant alternatives for special occasions.

- **65%** are tired of cooking at home
- **58%** are bored with comfort foods



Easy Meal Options

Easy meal options for all occasions saw dollar growth year-over-year.

- Global Meal Kit services grew **17.8%** in 2020
- Frozen Pizza Kits: **+230%**
- Frozen Breaded Vegetables: **+105%**
- Frozen Meat Substitutes: **+52%**
- Frozen Fish/Seafood: **+42%**
- Frozen Breakfast: **+21%**



Sources: Datassential_ Investing in Innovation Post-Quarantine; Mintel Cooking in America, US - December 2020; Statista Changes in Consumer eating Habits; Mintel MEAL KITS, US – OCTOBER 2020; NielsenIQ: Home for the Holidays; HUNTER: Food Study Special Report Wave Two - America Keeps On Cooking; Mintel What America Eats - US - February 2021; www.prnewswire.com/news-releases/2020-the-year-of-the-comfort-food-comeback-301135720.html; www.businesswire.com/news/home/20200730005352/en/COVID-19-Impacts-Meal-Kit-Delivery-Services-Market-Will-Accelerate-at-a-CAGR-of-Over-18-Through-2020-2024-Growing-Use-of-Advanced-Analytics-Tools-to-Boost-Growth-Technavio; Global study found on Independent News; NPD Market Research