

Vypr

How are Brits
cooking from home
in 2024?

November 2023

Contents

- 2. Introduction
- 3. The Shift to home cooking
- 6. Shopping for Ingredients
- 8. Thoughts on pre-cut veg
- 9. Convenient meal boxes
- 11. Saving energy
- 12. Conclusion



Introduction

This report explores the current consumer trends and preferences of Brits cooking at home. It looks at which equipment they use and how they prepare home cooked meals. It also explores the convenience of pre-prepped veg and meal box schemes.

At Vypr, we aim to grasp how the COVID-19 pandemic and the increasing cost of living have altered consumers' attitudes and shopping habits. We used the Vypr product intelligence platform to ask questions, known as 'steers,' to learn how people are changing their cooking methods. We also looked at current trends to see how consumers are adapting to this evolving landscape.

Our research shows people are cooking more at home with affordable appliances like air fryers and microwaves. We also found that interest in ready-to-cook options is on the rise, but concerns linger about cost, quality, and sustainability.

Let's begin by taking a look at the shift towards home cooking.



Sustainability

The cost of living crisis is hitting many UK households hard. So, it's no surprise that more people are cutting down on eating out and doing more home cooking.

According to Vypr's research, 28% of UK consumers have been cooking more at home over the past year (October 2023). When asked about this shift, the results revealed that the majority of consumers have made the change to save money.

To stretch their food further, some households are now batch cooking and freezing meals for later. Others are even eating smaller portions. Most consumers who have turned to cooking at home to save money say they genuinely enjoy it.



You said you've been **cooking at home more** in the past 12 months. Why?



Changes in meal planning

We also wanted to understand how consumers are adjusting their meal planning due to the cost of living crisis. Some of the most common answers were:

- Using cheaper ingredients
- Meal planning / batch cooking
- Eating less meat
- Smaller portion sizes
- Using alternative cooking methods such as an air fryer or microwave

Here's what consumers said



It is cheaper to buy stuff in bulk and batch cook stuff to ensure there's more to eat rather than buying meal deals every day

Female aged 45-54



Because I like to cook, I found a newfound joy for it and also it's so much cheaper.

Male aged 35-54



Yes I have been cooking more in the past few months because I realised that I saved money when I cooked at home

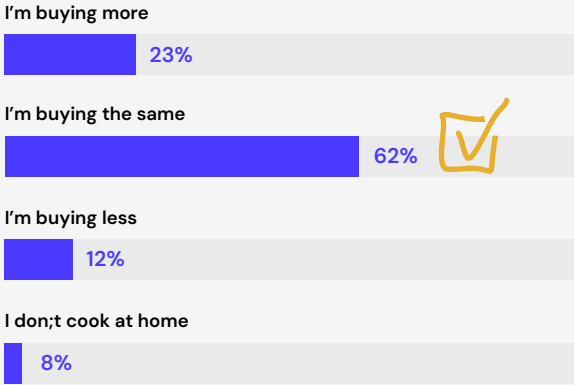
Female aged 25-34

Transparency & Trust

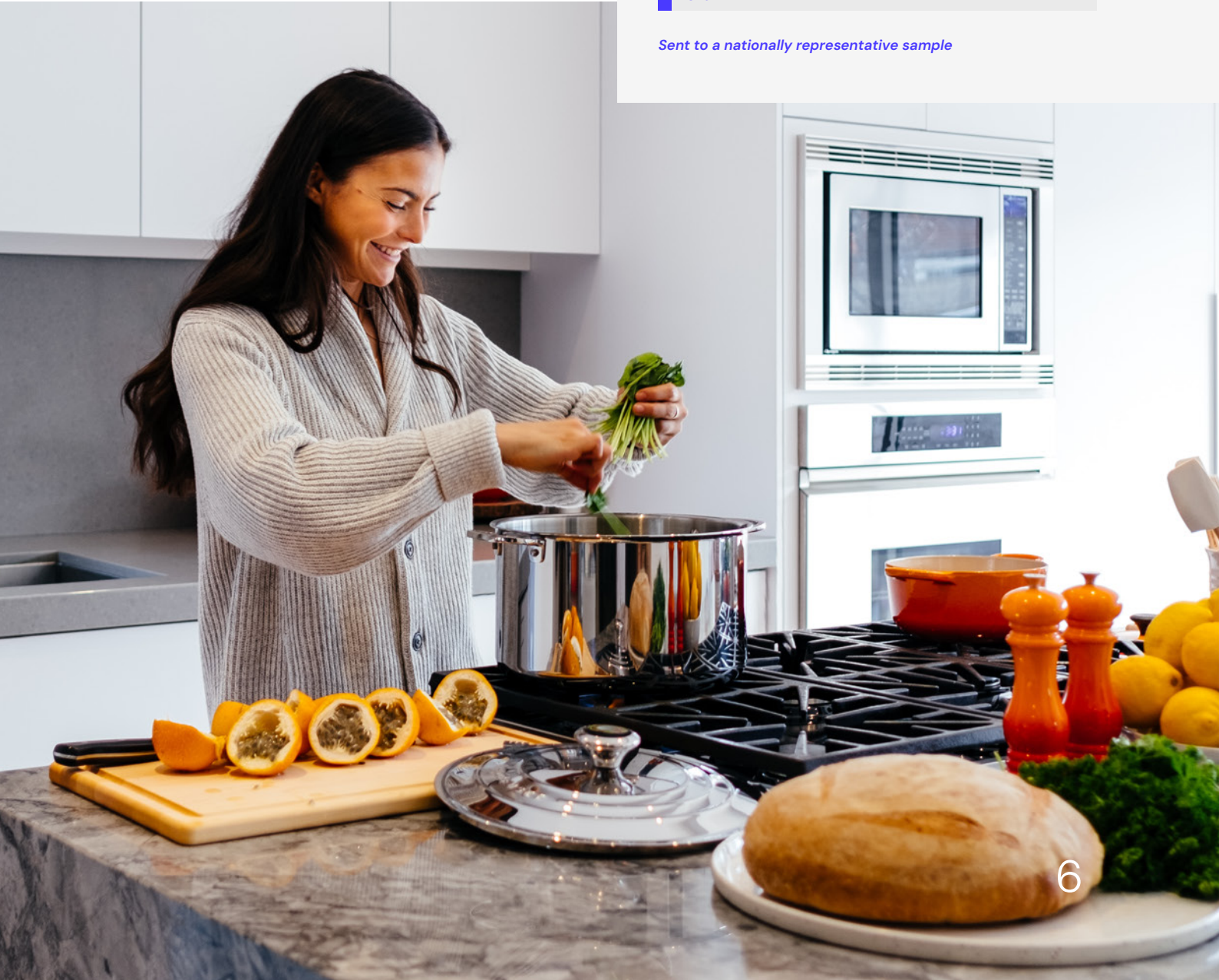
The grocery shopping landscape has changed and the surge in home cooking has naturally led to changes in shopping behaviours.

Based on the Vypr chart below, nearly a quarter of consumers are buying more ingredients for home cooking compared to the previous year. This highlights ample opportunities for retailers and manufacturers.

Are you buying more ingredients for home cooking compared to last year?



Sent to a nationally representative sample



Transparency & Trust

To better understand their shopping behaviours, we asked consumers how they save money when buying food. In the chart below, 41% of those we asked said they are looking for more offers, whilst 34% are buying fewer treats. This suggests that many currently have less disposable income.

How have your shopping habits changed due to the cost of living crisis?



Sent to a nationally representative sample



Preparing meals at home

Cooking from scratch can be more time consuming, so one solution open to consumers is to save a bit of time by using pre-cut fruit and vegetables. Some believe they are a convenient addition but are they worth the added cost?

We ran a sentiment steer to understand consumer attitudes towards these products. We found that some consumers appreciate the convenience of pre-cut fruits and vegetables for their meals and snacks. But, many of them are reluctant to pay extra for something they believe they can easily prepare themselves.

Some consumers also see issues in using pre-cut options due to increased packaging. Yet, for those needing smaller portions, pre-cut choices can reduce food waste.



What are your thoughts on pre-cut and pre-packaged fruit / veg?

Vypr

50%

Positive Responses

- Saves time, convenient and sometimes cheaper
- I buy pre-packed fruit and veg every week, it saves on waste and accommodates our needs
- They're handy for when you're in a hurry

23%

Negative Responses

- Expensive and sometimes the quality isn't great
- I never buy them, I think they're too expensive and it doesn't take that much time to peel and cut loose veg or fruit. Also it's unnecessary packaging
- They are a waste of money and contain preservatives which are unhealthy, so I never buy them

27%

Neutral Responses

- It's okay for convenience but not worth the price a lot of the time
- I don't usually buy it except for carrot and sude for ease I prefer to do my own to save money
- Great for convenience, don't stay as fresh for long though

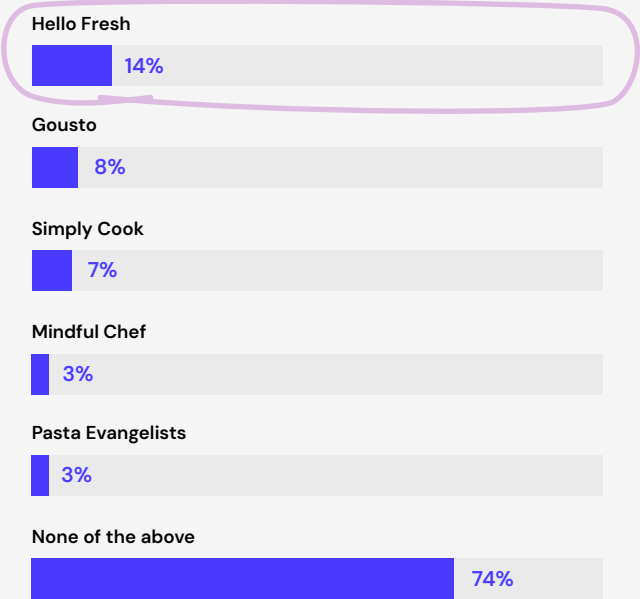
Sent to a nationally representative sample

Convenient Meal Boxes

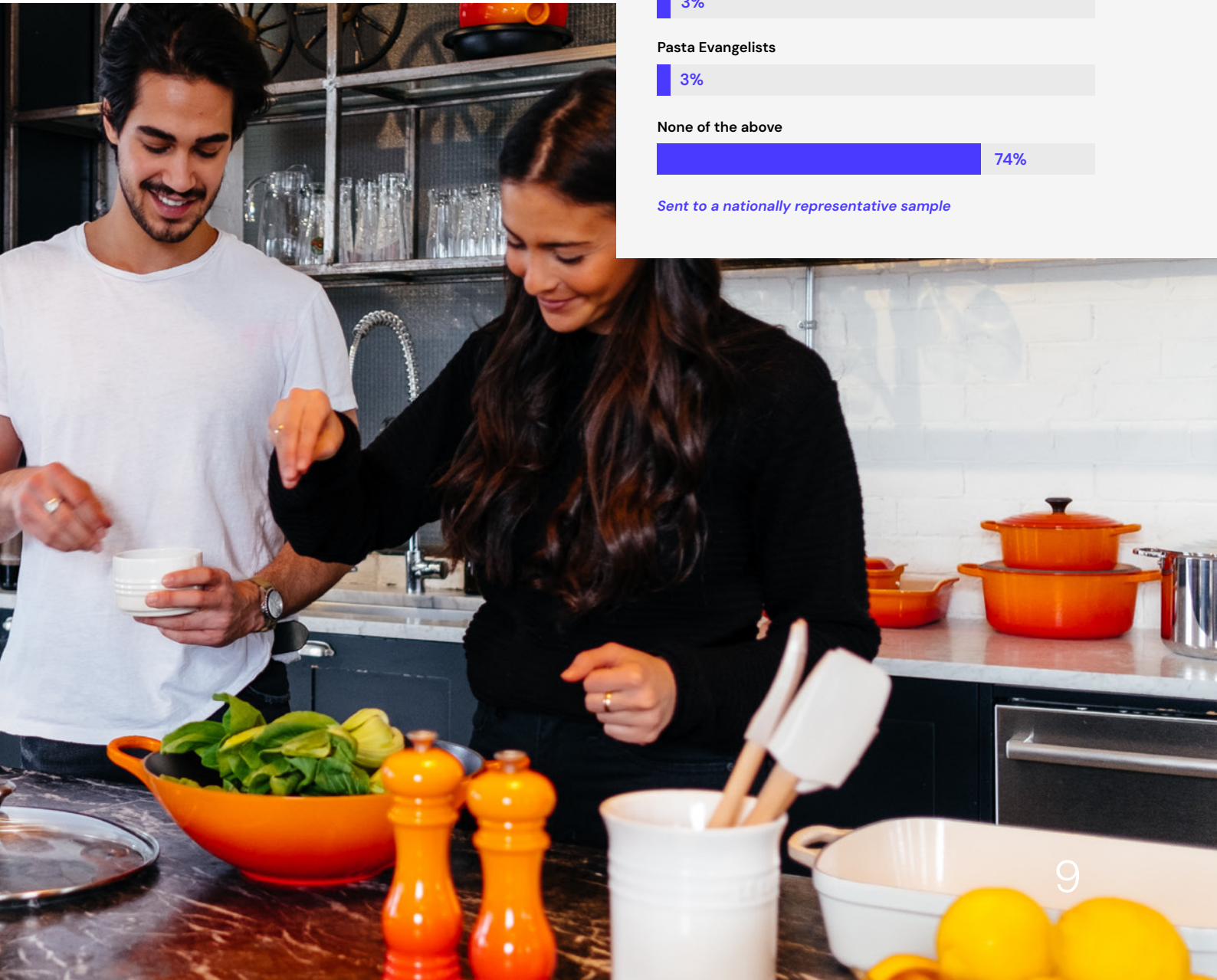
Pre-cut fruit and veg isn't the only form of convenience that has got people talking. Our data shows that people are enjoying meal kits delivered to their door, which include all the ingredients for cooking from scratch.

Hello Fresh is the most popular brand for these meal boxes.

Which of the following meal box schemes are you currently subscribed to?



Sent to a nationally representative sample



Convenient Meal Boxes

When it comes to meal box subscriptions, 28% of those who responded are doing so as part of a discount, whilst 21% are on a free trial

Our data suggests that common reasons why some consumers don't engage with meal box subscriptions are:

- Too expensive and not cost effective
- They want to shop or grow local and fresh ingredients
- It contains too much plastic
- They enjoy the process, from shopping to cooking
- The recipe choices are not appealing
- Lack of dietary options available

What type of [subscription plan](#) are you currently enrolled in for your meal box scheme?

I'm on a free trial



I'm on a discounted rate



I pay monthly



I pay quarterly



I pay annually



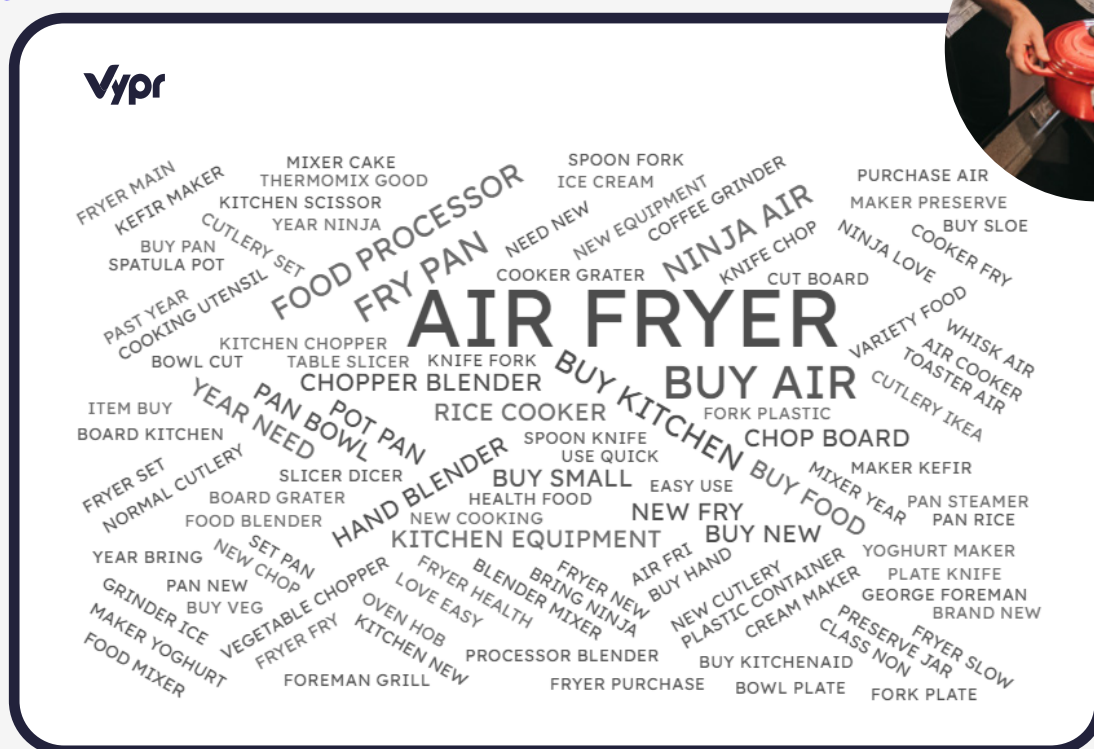
Sent to those who subscribe to a meal box scheme

Saving Energy

With more cooking at home, consumers need to navigate the impact on their energy bills. Some have cut back on using their ovens, swapping them for more efficient appliances like air fryers and slow cookers. When it comes to purchasing new appliances, air fryers are the hot new items in many kitchens.



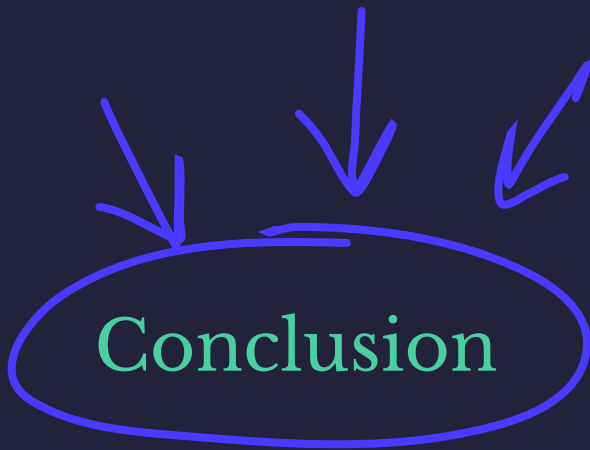
We asked a Free Text: What **kitchen equipment** have you bought in the past year for food preparation?



So, what do consumers enjoy about their air fryers?

Some key points include speed, convenience, and user-friendliness. One consumer even remarked, 'I can cook naughty food without so much oil and fat now!'

When it comes to dislikes, most shared no significant issues. But, some had concerns about the cleaning process and the product's limited ability to handle larger food items like a whole chicken. All in all, the data we gathered suggests that the air frying trend is here to stay.



Conclusion

As a result of the cost of living crisis and the COVID-19 pandemic, Brits are adapting their cooking habits. Many consumers are now prioritising money-saving strategies. This includes meal planning, batch cooking, and using energy-efficient appliances.

Shopping behaviours reflect these changes, with a focus on raw ingredients and special offers. Pre-cut produce and meal box subscriptions show a need for a balance between convenience and cost without waste.

The home cooking trend isn't changing anytime soon. Through Vypr consumer data we've seen that consumers continue to find ways to cook on a budget. This provides retailers and manufacturers with various opportunities to create new solutions.

Unlock success with Vypr's Product Intelligence Solutions

In the ever-evolving landscape of the food industry, staying ahead of trends and consumer preferences is crucial for success. Vypr presents a groundbreaking solution, leveraging the power of Behavioural Science to offer a comprehensive product intelligence platform.

Our unique approach, using our Steers research question formats, swiftly delivers Innovation Intelligence to those who need it most. By making data easily accessible and innovation evidence-based, Vypr becomes your ultimate tool for staying competitive in a rapidly changing market.

Key Challenges

- **Shifting Consumer Preferences:**
Rapid changes in alcohol consumer preferences require adaptability.
- **Efficient Innovation:**
Conventional methods waste resources and pose high failure risks.
- **Balancing Tradition and Innovation:**
Juggling tradition and innovation in products is challenging.
- **No standardised process for listing approval:**
Make objective decisions using relevant data.
- **Intense Competition:**
Standing out in a competitive field demands continuous innovation

Unlock success with Vypr's Product Intelligence Solutions

The industry is marked by dynamic shifts in consumer tastes and behaviours. Keeping pace with these changes while ensuring product relevance and quality poses significant challenges. The traditional innovation process often involves wasted resources, energy, and a high risk of failure. Additionally, consumer opinions and behaviours are subject to continuous change, necessitating real-time insights to navigate the path toward sustained success.

Benefits of Vypr

- **Agile Innovation**
Vypr supports agile practices, increasing consumer testing and adapting to change.
- **Reduced Innovation Risk**
Integrating consumer insights minimises resource waste and failure chances.
- **Real-time Understanding**
Vypr provides dynamic insights for quick response to trends.
- **Data-driven Innovation**
Vypr empowers evidence-based research and development.
- **Consumer-Centric**
Approach: Placing consumers at the core improves sustainability and resonance.

Vypr stands as a robust product intelligence platform that captures the essence of Behavioural Science. Our platform's Steers research question formats offer focused insights, empowering data-driven decisions. Through Vypr, you can embrace Agile Innovation and integrate consumer intelligence seamlessly, ensuring you're always ahead of market dynamics.

Better decisions, winning products.

Ready to get robust consumer intelligence to power your product strategy? Get started with some free research!

Get **FREE** consumer research

