

# Consumer Trends: Americans Love Cooking

KANSAS CITY, Mo. (PRNewswire) — Food marketers have long believed consumers don't like to spend time in the kitchen, but new research has exposed a secret love affair with cooking. In fact, 78 percent of Americans enjoy it, according to Sullivan Higdon & Sink's FoodThink study, *Cooking in America*.

### **Pamper Me Not**

When given the option to have a personal chef for life, a staggering 77 percent of those surveyed declined, answering they'd rather have the freedom to cook for themselves. Senior Brand Strategist Erika Chance says that's likely because many see cooking as fun. "Our research showed that Americans don't think of cooking as a boring chore or a honey-do. They actually enjoy cooking as much as they enjoy watching TV," she said.

### **Moms Crave More Cooking**

Time-starved supermoms are offered convenience at every turn. But Chance warns marketers not to confuse the need for quick and easy cooking with a desire to cook less altogether. "It was a bit of a surprise to find that 74 percent of mothers surveyed expressed a desire to cook more," said Chance, "this shows us we need to keep cooking on the table when talking to moms."

### **Bad Cooks Need Loving Too**

Data showed bad cooks are more likely to be young and single, but as they get married and start families, cooking skills and desire to cook increase. Because of this progression, marketers should not overlook weak cooks. Chance advises, "Court consumers early to drive them to fall in love with your brand. If you're there for them when they're not so hot in the kitchen, they'll show you loyalty later when they become more active consumers."

SHS FoodThink surveyed nearly 1,500 demographically and geographically diverse respondents, providing insights spanning a variety of topics valuable to food marketers. For marketers looking to woo more consumers, the 15-page FoodThink [white paper](#) [1] is available for free download at [shsfoodthink.com](http://shsfoodthink.com) [2].

### **About Sullivan Higdon & Sink's FoodThink:**

[Sullivan Higdon & Sink](#) [3] is a full-service advertising and marketing agency that hates sheeplike advertising, with offices in Kansas City, Wichita and Washington, D.C. One of SHS' core focus areas is food value chain marketing – promoting products all along the farm-to-table spectrum.

*In late 2012, SHS conducted its FoodThink research study, monitoring how consumers think about what we eat and America's relationship with food.*

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[1] <http://bit.ly/Z5WmXi>

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