

HUNTER:

FOOD STUDY 2020

SPECIAL REPORT

America Gets Cooking:
The Impact of COVID-19 on
Americans' Food Habits

COMPLETE STUDY RESULTS | APRIL 2020

Background and Methodology

For 17 years, HUNTER, a leading food + beverage marketing communications firm, has annually informed the public of the top food stories of the year. This annual Food News Study highlights the top food news of the past year according to the opinion of Americans and identifies the impact of these stories across the entire continuum of consumer engagement, as well as tracking top sources for information about food, recipes and nutrition.

With America ordered to stay at home as a result of the COVID-19 pandemic, consumers are finding new ways to occupy their time and accomplish their daily responsibilities. In this special Food Study report, HUNTER has commissioned quantitative research to gauge how the repressive environmental conditions surrounding the coronavirus are impacting adult American consumers' food preferences and behaviors, as well as the potential for new habits to result in lasting change.

A quantitative, proprietary custom survey was fielded online on April 2, 2020 using the demographically and geographically-representative national panel and insight platform, SUZY, with the following criteria:

- N=1005
- 50% male / 50% female
- Lives in the United States
- Age 18-73

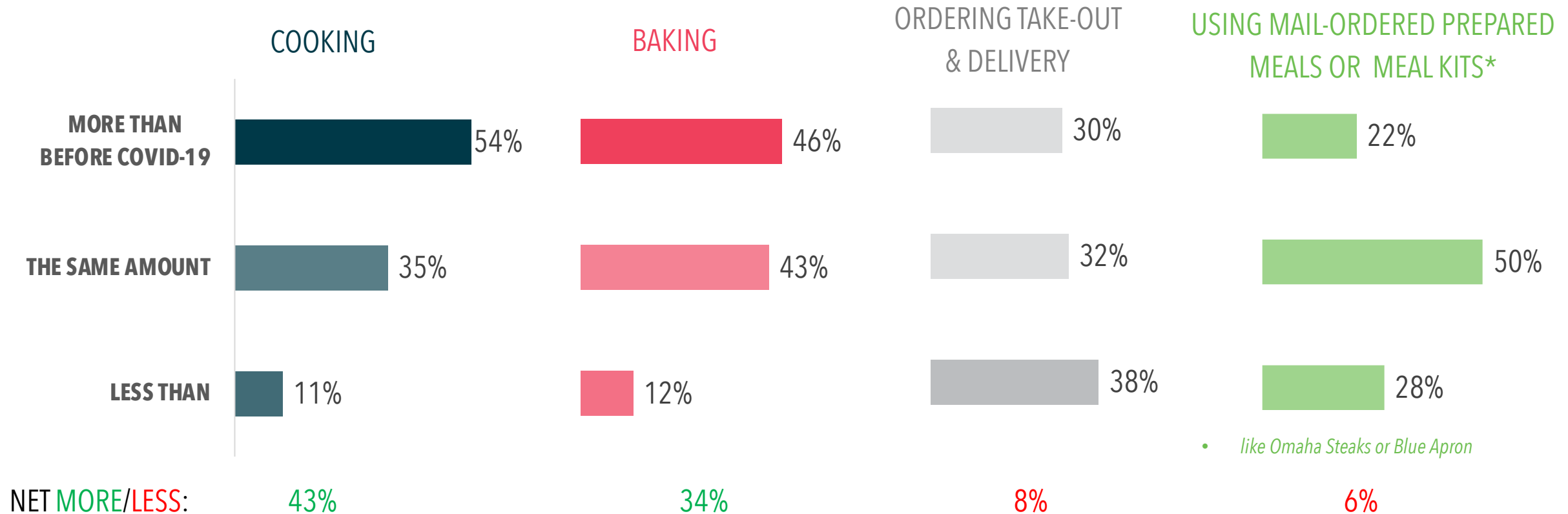
Summary of Key Findings

AMERICA GETS COOKING!

- **CONFIDENCE:** Cooking confidence is soaring, and increased time in the kitchen has re-sparked a joy of cooking.
- **NEW HABITS:** Americans plan to continue cooking more even after the world reverts to normal, as they are finding cooking more helps them save money and eat healthier.
- **ADVENTUROUS:** They are becoming more adventurous in the kitchen, discovering new ingredients, brands and products, and rediscovering old favorites.
- **WASTING LESS:** They are using recipes more than ever and are wasting less food.
- **TOGETHERNESS:** The crisis is driving families together around the table.
- **HEALTH AND COMFORT:** Consumers are turning more to both healthier food and more indulgent and comfort foods, as they look to food for complete nourishment: body, mind and soul.
- **STEADY WEIGHT:** Most consumers are maintaining their weight, despite an increase in snacking.

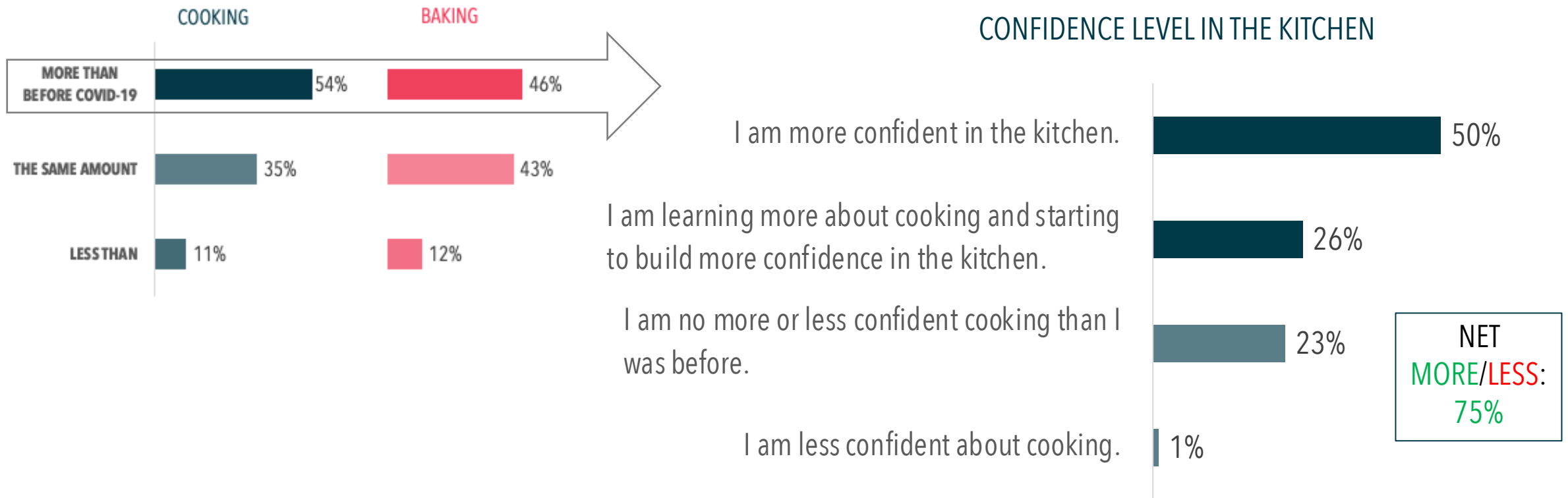
Home Cooking and Baking on the Rise

Over half of consumers are saying they are cooking more now (54%), and almost as many are baking more (46%).



Confidence in the Kitchen Soars Among Americans Cooking and Baking More

50% of the consumers who are cooking and/or baking more claim they are more confident in the kitchen, while another 26% are learning more and building greater confidence.

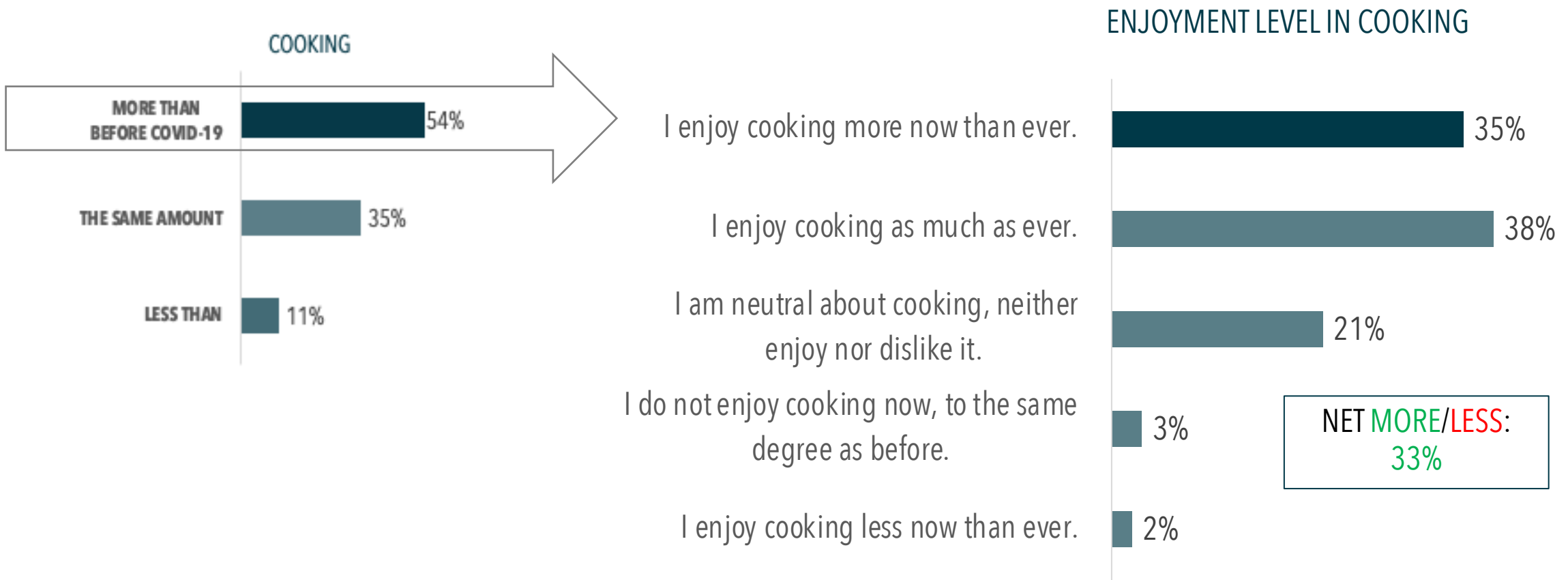


Q2. Please select the options that best describes where you get your meals now versus this time last year for each of the following 4 categories: Cooking, Baking, Ordering Take- Out/Delivery, Meal Kits

Q4. How would you describe your level of confidence regarding preparing food in the kitchen? Select what best applies:

Coronavirus Cocooning Re-Sparks the Joy in Cooking

More than one-third of those cooking more claim they are are enjoying it more than ever.



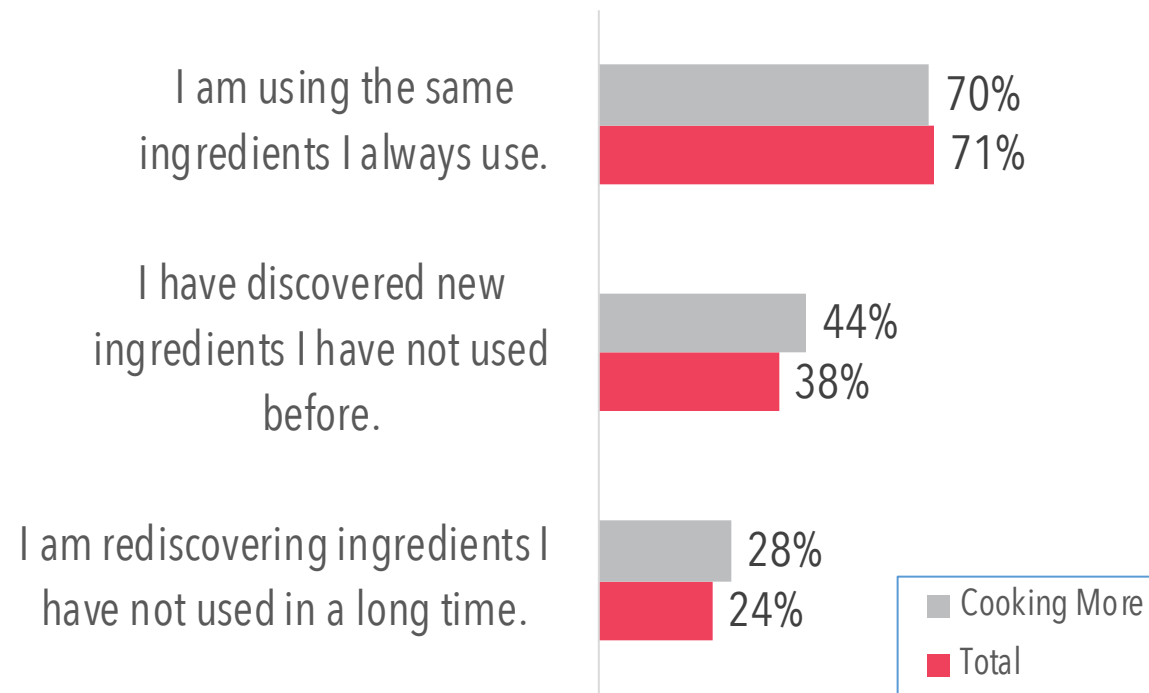
Q2. Please select the options that best describes where you get your meals now versus this time last year for each of the following 4 categories: Cooking, Baking, Ordering Take- Out/Delivery, Meal Kits4

Q5. How would you describe how you feel about Cooking now versus prior to the Coronavirus Crisis. Select what best applies:

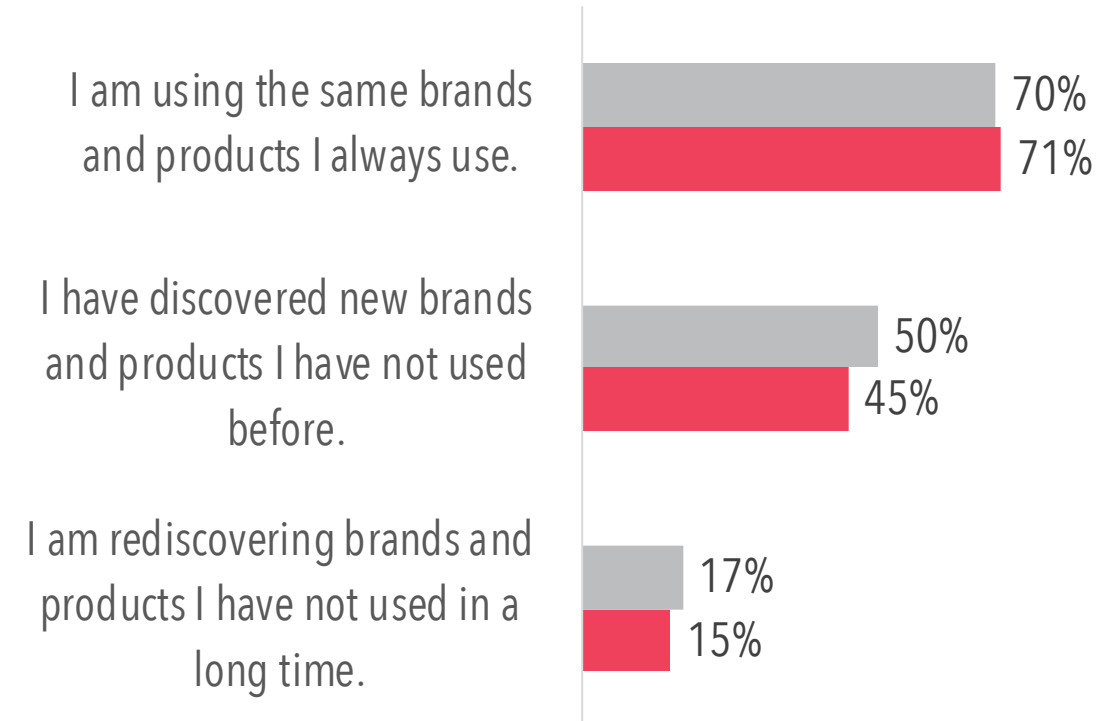
Consumers Become More Adventurous in the Kitchen – Discovering New Ingredients, Brands and Products and Rediscovering Old Favorites

More than one-third are discovering new ingredients, brands and products and many are rediscovering old favorites (24% - ingredients; 15% - brands and products).

INGREDIENTS



BRANDS AND PRODUCTS



Q8. During this time of Coronavirus Crisis, please select what is true of the ingredients you are using for cooking. Select the options that best apply:

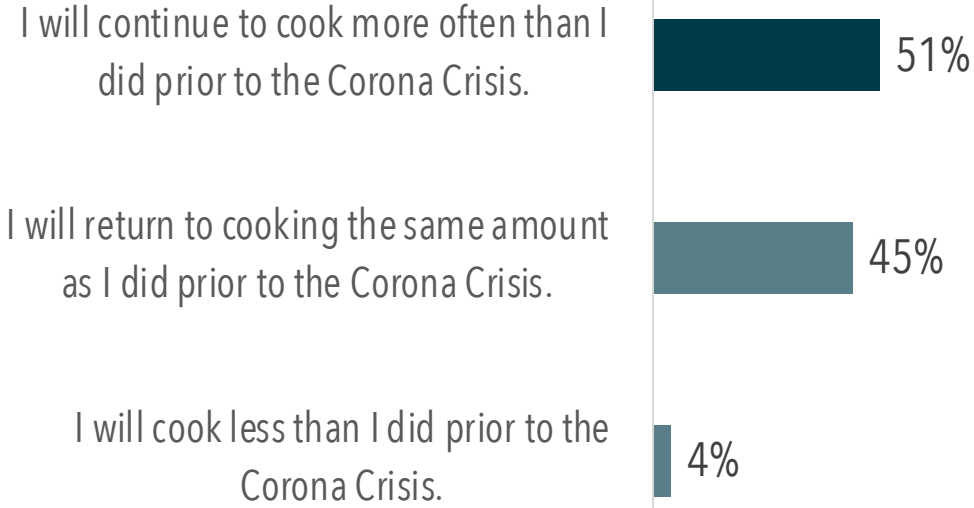
Q9. During this time of Coronavirus Crisis, please select what is true of the brands and products you are buying. Select all that apply:

Cooking More Becomes the New Normal, as Consumers Return to the Kitchen to Save Money and Eat Healthier

51% of Americans cooking more often plan to continue to do so, with saving money (58%) and eating healthier (52%) leading the reasons why.

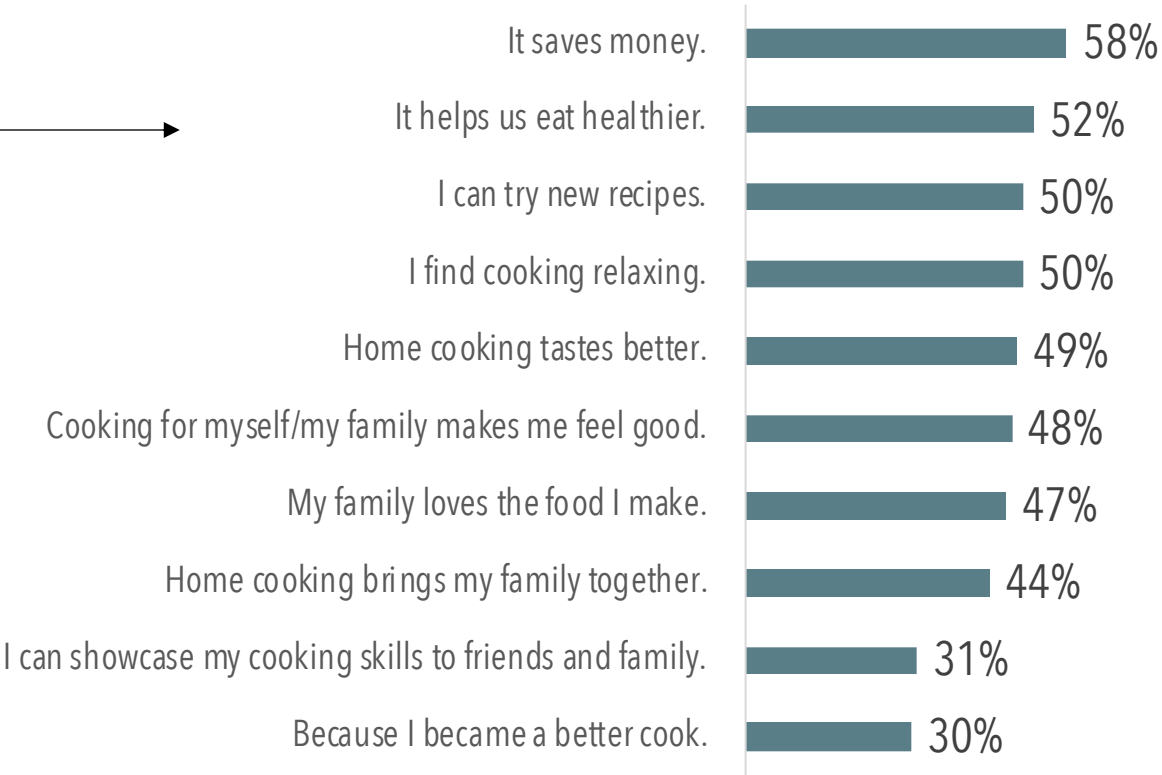


COOKING PRACTICES LONG-TERM



NET MORE/LESS:
47%

WHY CONTINUE TO COOK MORE OFTEN

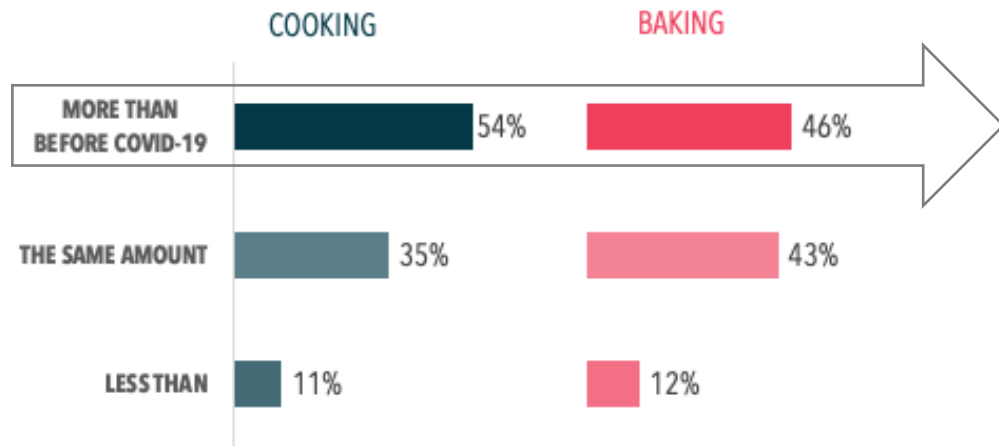


Q6. When the Corona Crisis comes to an end and we go back to normal, what best describes your cooking practices:

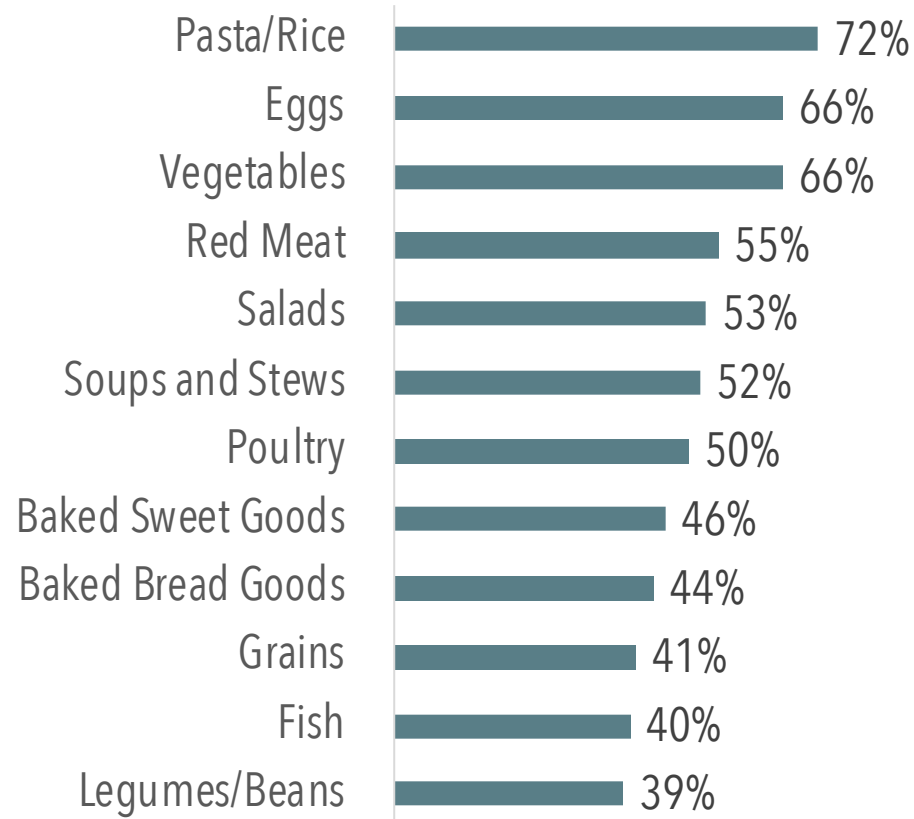
Q7. Why will you continue to cook more often? Please select all that apply:

Americans Cooking and Baking More Turn to Pasta/Rice, Eggs and Veggies

50% or more increasing preparation of healthy foods such as salads, soups and stews and poultry.



TYPE OF FOOD PREPARING MORE OFTEN



Q2. Please select the options that best describes where you get your meals now versus this time last year for each of the following 4 categories: Cooking, Baking, Ordering Take-Out/Delivery, Meal Kits

Q3. What types of food are you preparing more often? Select all that apply:

Americans Cooking and Baking More Increase Preparation of Similar Foods Regardless of Household Size and Presence of Kids

INDEX VERSUS AVERAGE ACROSS ALL CATEGORIES

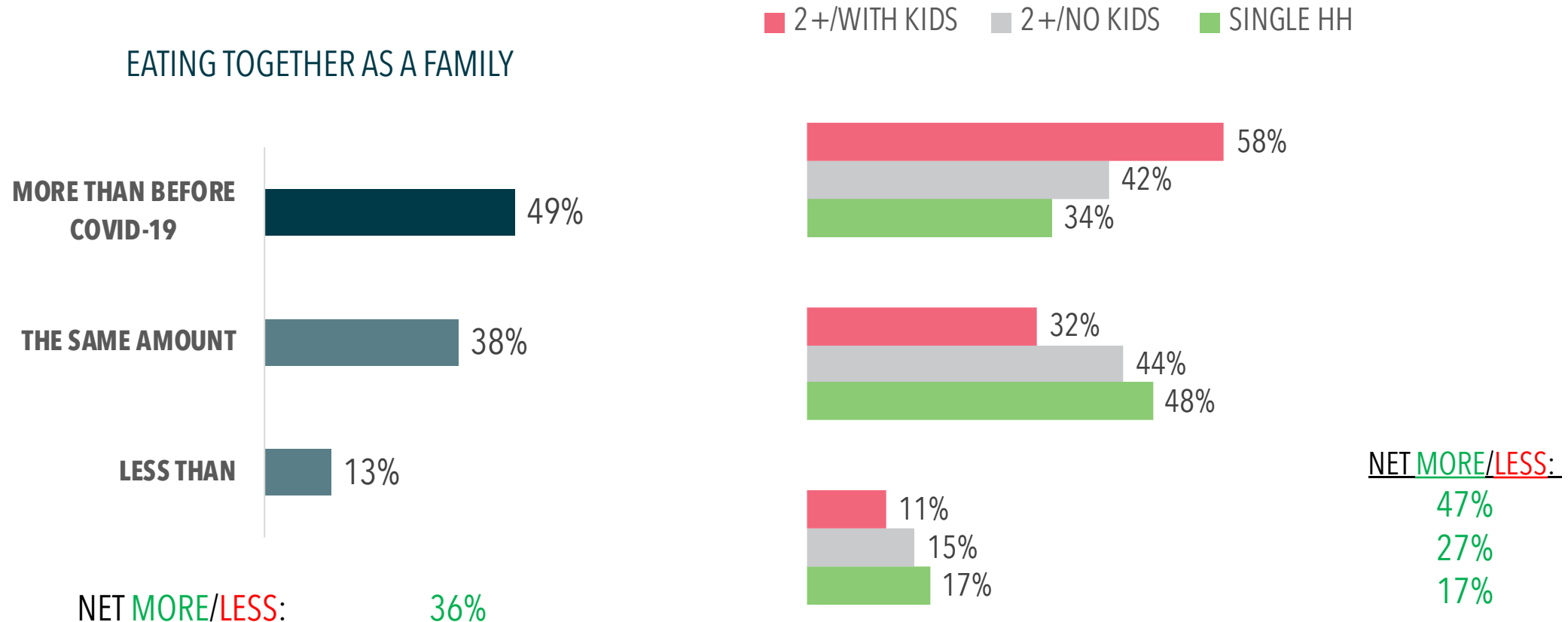
	Baked bread goods	Baked sweet goods	Soups and stews	Salads	Vegetables	Red Meat	Poultry	Fish	Eggs	Grains	Legumes/ Beans	Pasta/ Rice
Single Member Household	80%	80%	86%	100%	131%	102%	94%	88%	122%	86%	90%	139%
Household Size is 2 or more with no children	88%	86%	113%	97%	132%	95%	98%	64%	126%	74%	67%	158%
Household Size is 2 or more with children	83%	92%	97%	103%	123%	111%	95%	81%	129%	80%	75%	132%

Q2. Please select the options that best describes where you get your meals now versus this time last year for each of the following 4 categories: Cooking, Baking, Ordering Take- Out/Delivery, Meal Kits

Q3. What types of food are you preparing more often? Select all that apply:

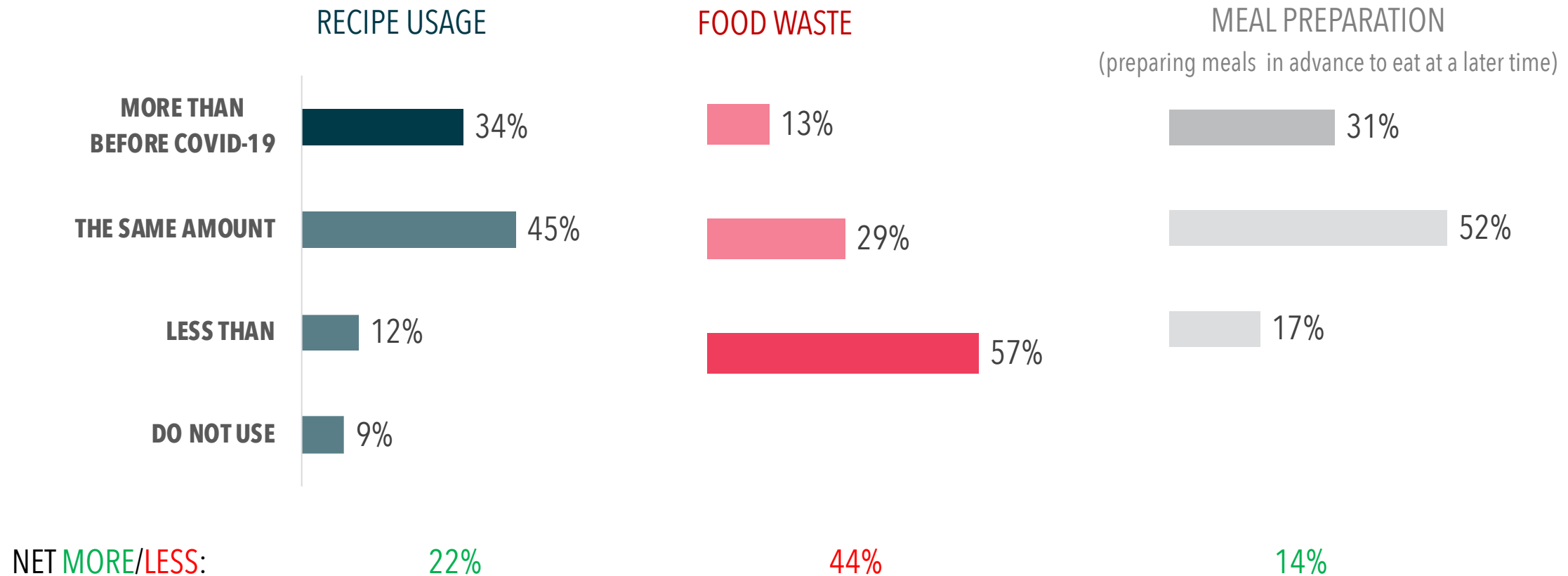
Family Meals Come Back into Vogue

Half of all consumers are eating together more as a family, with this number climbing to almost two-thirds of households with kids.



Creativity in the Kitchen Abounds, as Consumers Search for Recipes, Waste Less Food and Prepare More Meals in Advance

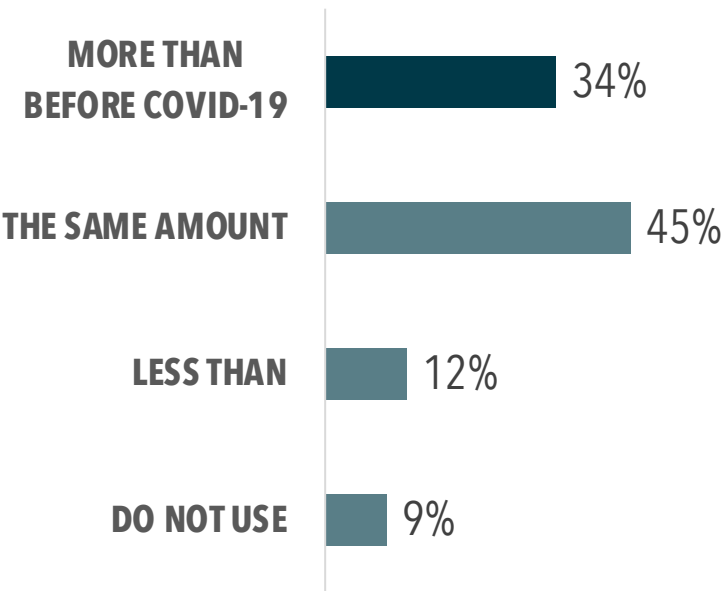
Roughly one-third of all adult consumers are searching for more recipes and meal prepping, while 57% are wasting less food.



Americans Waste Less Food with Help From Recipes Designed to Use Ingredients On Hand

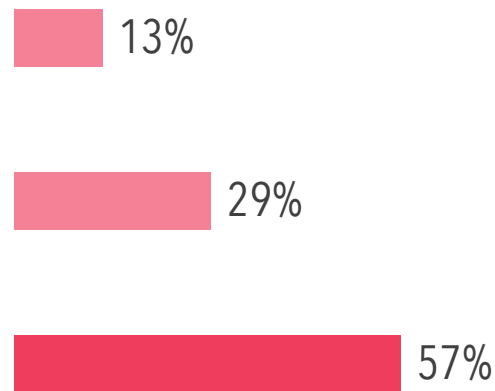
Top recipes consumers search for are simple, practical meal solutions (61%) and ways to use up current ingredients (60%), although almost half of consumers are also looking for methods to cook healthier and inspiration to try new foods. More than one-third of recipe users are searching for a cooking project.

RECIPE USAGE



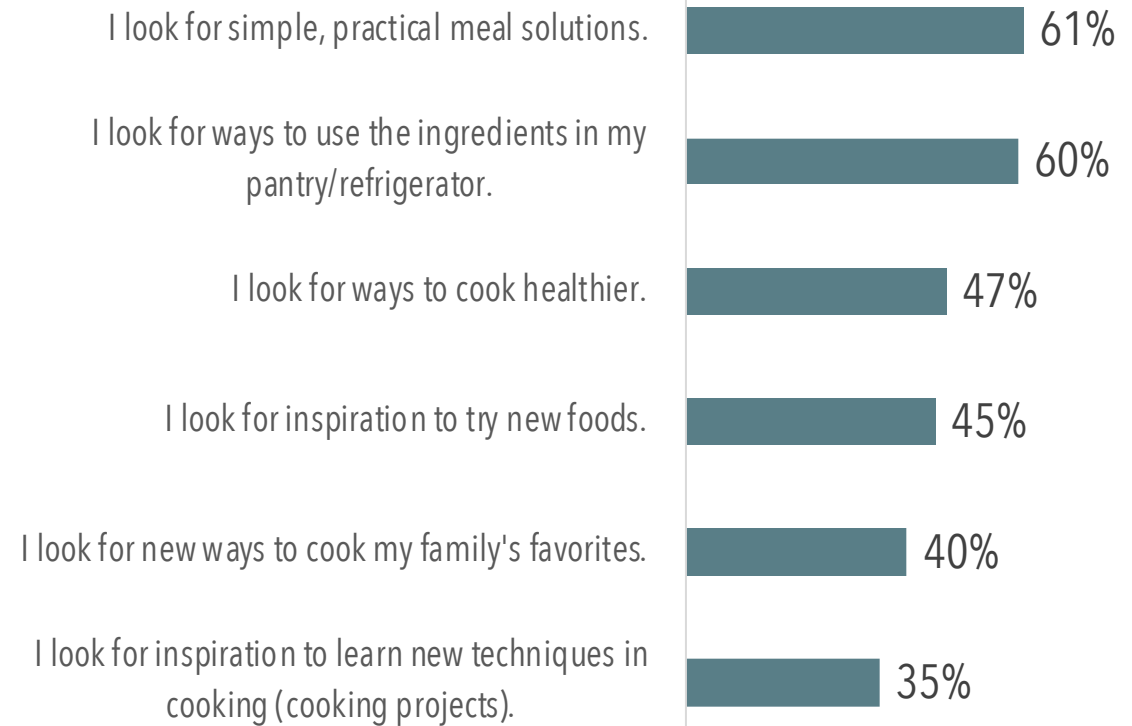
NET MORE: 22%

FOOD WASTE



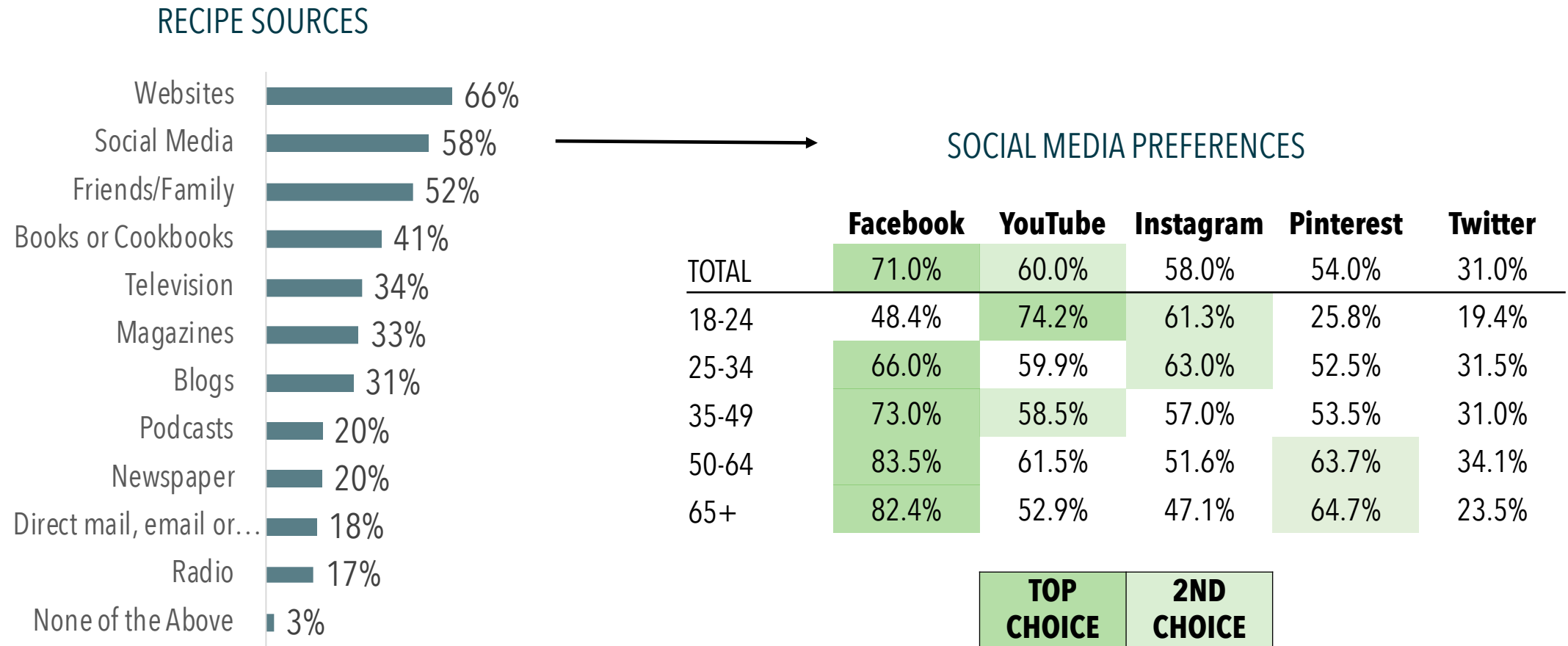
NET LESS: 44%

TYPES OF RECIPES SOUGHT



Key Sources Coming To The Rescue, as Consumers Turn Primarily to Websites, Social Media and Friends/Family for Recipe Ideas

Facebook leads the pack as preferred social platform for recipes for all but Gen-Z.

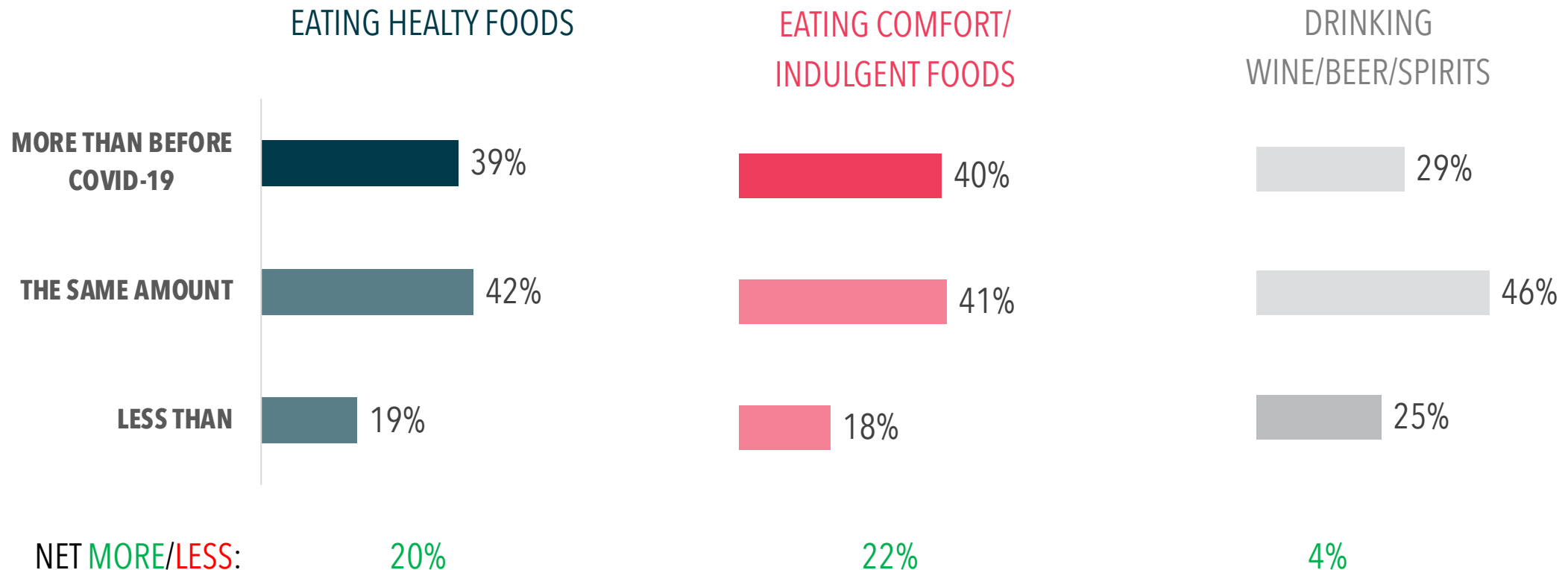


Q14. Now please think for a moment about what sources you use to find recipes. Please select all the sources you have used in the past few months.

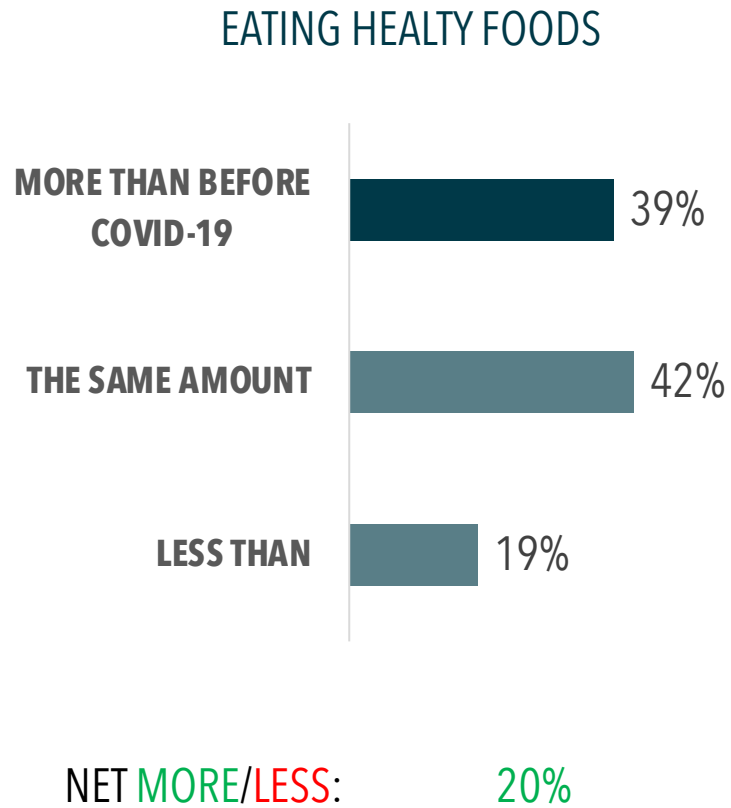
Q15. Which Social Media sites do you use to find recipes? Select all that apply.

Consumers Appear to be Split, with ~40% Stating they are Eating Healthier and 40% Eating more Comfort/Indulgent Foods

Wine/beer/spirit consumption remains relatively the same, with equal portions of consumers drinking more (29%) as drinking less (25%).



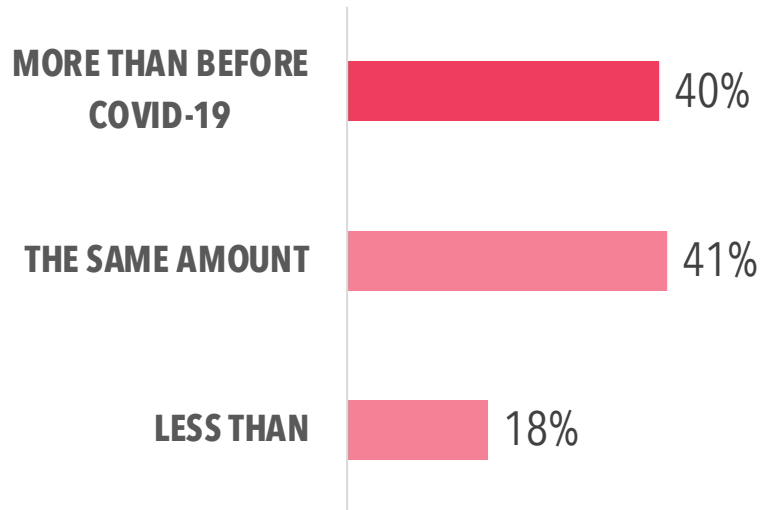
Single Person Households, 2+ Households with Kids and 25-34 Year-Olds Slightly More Likely to be Eating Healthier



	EATING HEALTHY FOODS			NET (MORE-LESS)
	MORE	LESS	SAME	
1 Person HH	38%	15%	47%	24%
2+ HH No Kids	33%	22%	45%	11%
2+ HH with Kids	43%	18%	40%	25%
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<\$35K	35%	14%	52%	21%
\$35K-\$60K	33%	14%	52%	19%
\$60K-\$100K	40%	22%	38%	18%
\$100K+	42%	22%	37%	20%
<hr/>				
18-24	39%	19%	43%	20%
25-34	41%	18%	41%	24%
35-49	38%	20%	42%	19%
50-64	39%	19%	43%	20%
65+	35%	15%	50%	19%

Consumers in 2+ Households, Income Level \$35K+ and 25-64 Year-Olds Eating More Comfort/Indulgent Foods

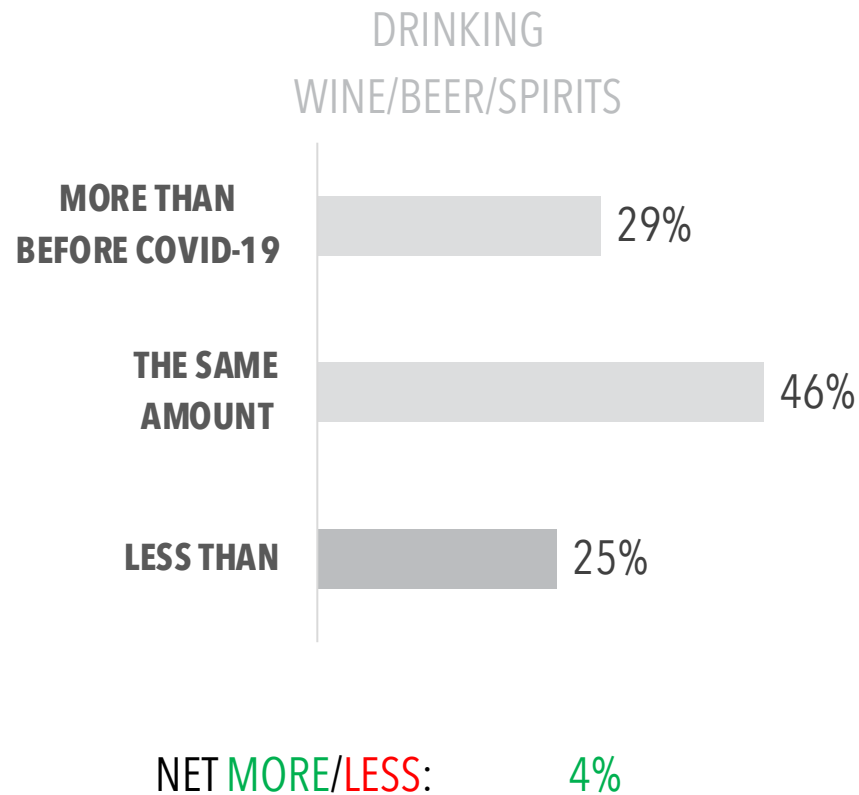
EATING COMFORT/ INDULGENT FOODS



NET MORE/LESS: 22%

	EATING COMFORT/ INDULGENT FOODS			NET (MORE-LESS)
	MORE	LESS	SAME	
1 Person HH	34%	24%	42%	10%
2+ HH No Kids	40%	18%	41%	22%
2+ HH with Kids	42%	17%	41%	25%
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<\$35K	35%	19%	47%	16%
\$35K-\$60K	44%	17%	40%	27%
\$60K-\$100K	40%	18%	42%	22%
\$100K+	44%	18%	38%	25%
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18-24	35%	21%	44%	15%
25-34	40%	19%	41%	22%
35-49	41%	18%	40%	23%
50-64	44%	17%	39%	27%
65+	26%	20%	54%	7%

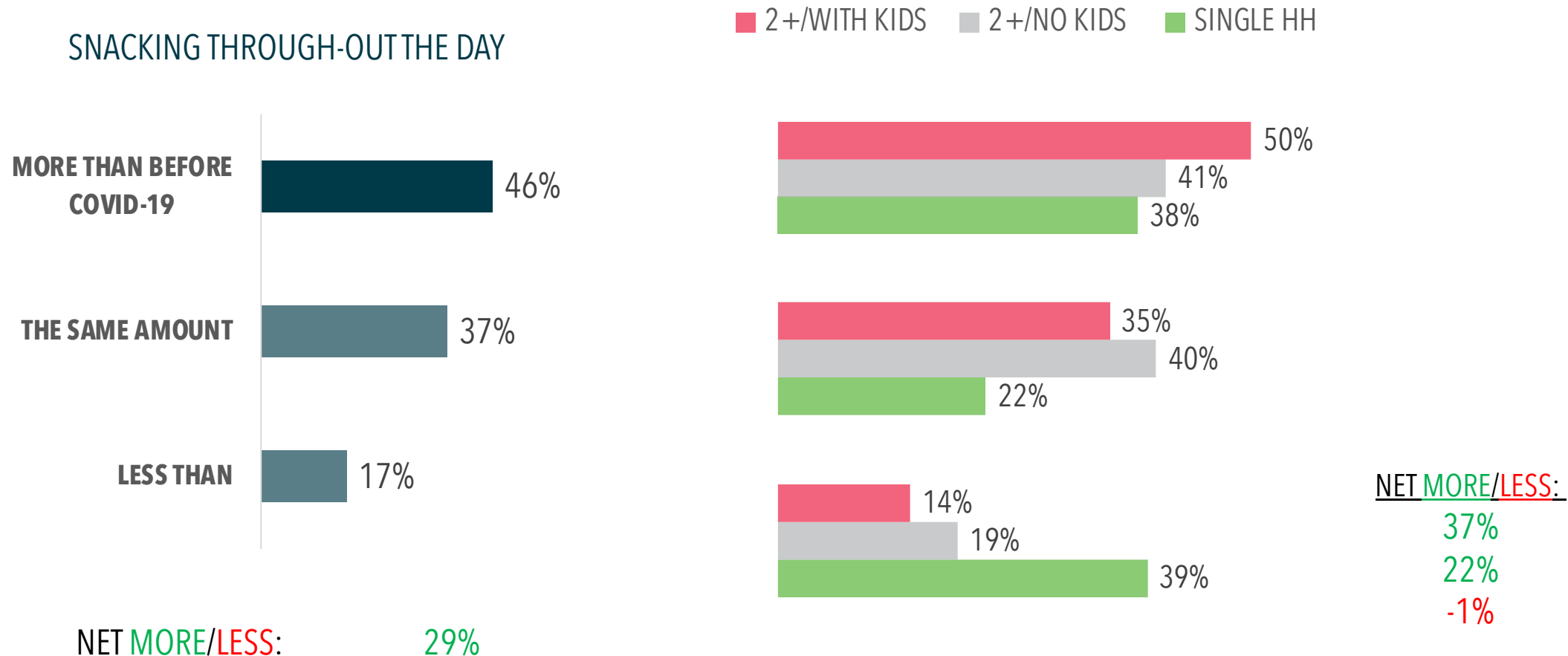
Higher Income Households and 25-34 Year-Old Consumers Drinking More Wine/Beer/Spirits



	DRINKING WINE/BEER/SPIRITS			NET (MORE-LESS)
	MORE	LESS	SAME	
1 Person HH	31%	28%	41%	3%
2+ HH No Kids	25%	25%	50%	0%
2+ HH with Kids	31%	23%	46%	7%
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<\$35K	15%	35%	51%	-20%
\$35K-\$60K	24%	22%	55%	2%
\$60K-\$100K	34%	23%	43%	11%
\$100K+	38%	19%	43%	20%
<hr/>				
18-24	23%	26%	51%	-3%
25-34	33%	19%	47%	14%
35-49	28%	27%	45%	1%
50-64	27%	28%	45%	-1%
65+	26%	29%	45%	-3%

Snacking is at an All-Time High, Especially for 2+ Households

Almost half of all consumers say they are snacking more through-out the day, driven primarily by households with kids.

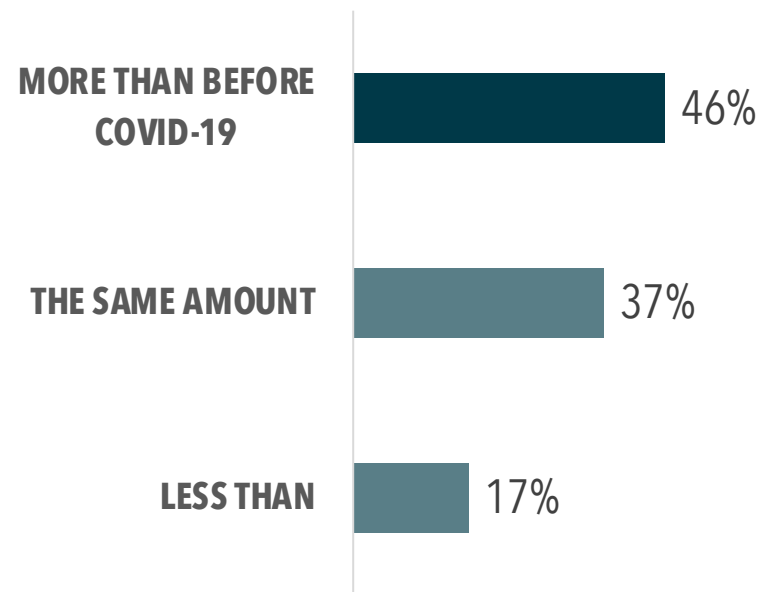


Q2. What best describes how your eating habits have changed since the Coronavirus Crisis. Select the option that best applies to eating together as a family, snacking and weight management.

Despite Snacking More, Most Consumers are Maintaining their Weight

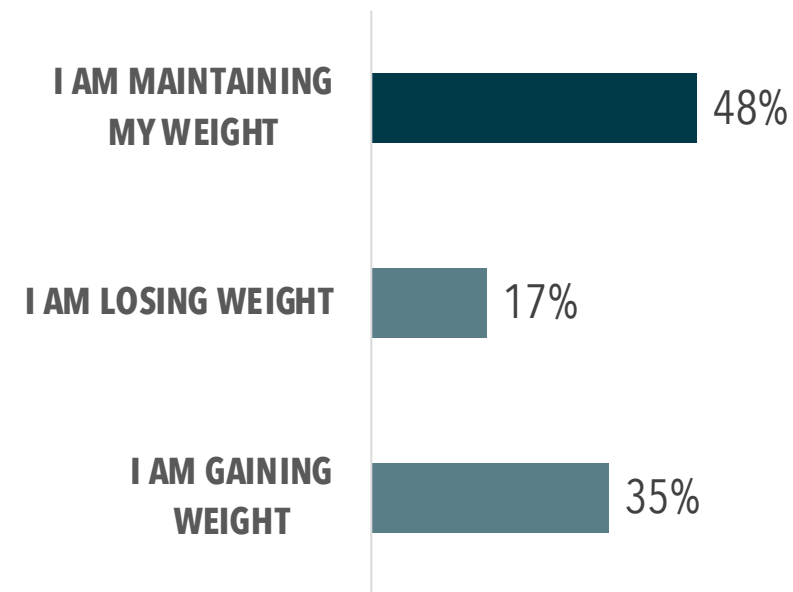
46% of consumers say they are snacking more through-out the day, while 48% are maintaining their weight.

SNACKING THROUGH-OUT THE DAY



NET MORE: 29%

WEIGHT MANAGEMENT



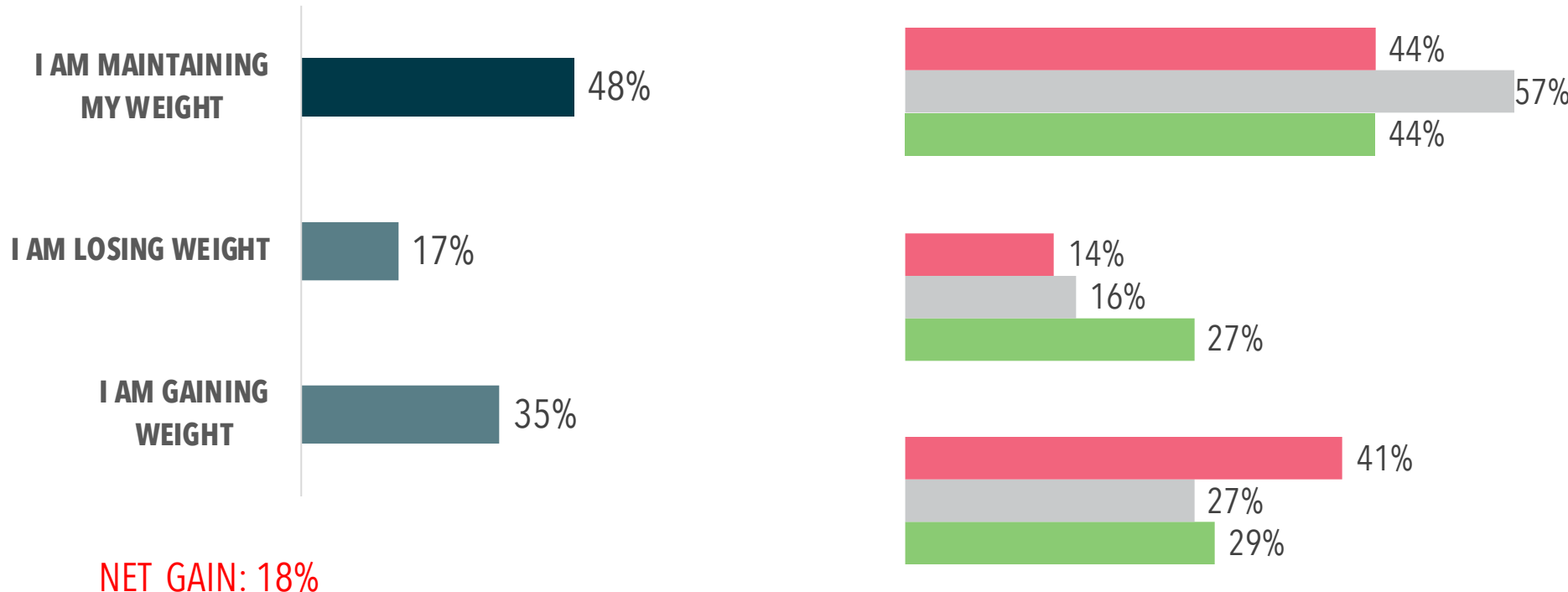
NET GAIN: 18%

Weight Gain Biggest Struggle in 2+ Households with Kids

35% of Americans are stating they are gaining weight with the Coronavirus Crisis, with people in households with kids finding weight maintenance most difficult.

WEIGHT MANAGEMENT

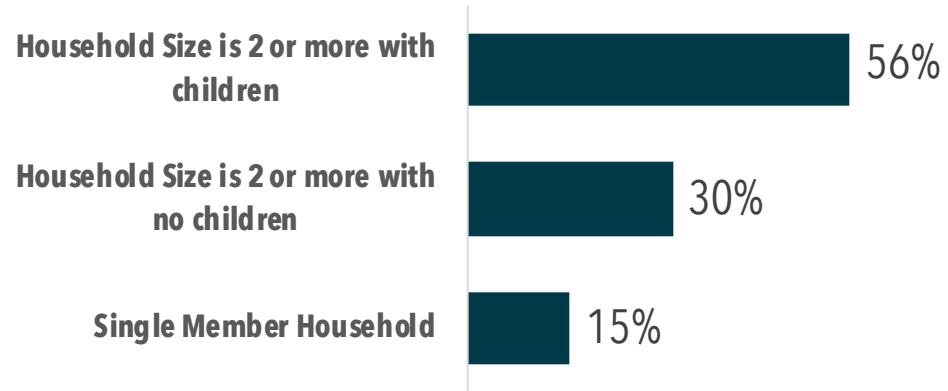
■ 2+/WITH KIDS ■ 2+/NO KIDS ■ SINGLE HH



Survey Household & Age Profile

Survey respondents primarily 2+ households with kids (56%), followed by 2+ households without kids (30%).

WHAT BEST DESCRIBES YOUR LIVING SITUATION NOW



Households with kids tend to skew 25-64 years old, while households without kids profile relatively younger (18-24) or relatively older (65+).

Age Level	Household Size		
	Single Member Household	Household Size is 2 or more with no children	Household Size is 2 or more with children
18-24	11.8%	51.5%	36.8%
25-34	15.1%	33.3%	51.5%
35-49	14.2%	18.2%	67.6%
50-64	14.3%	33.3%	52.4%
65+	25.0%	52.3%	22.7%

■ For Additional Information:

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