

Top 10 Cooking & Eating trends

Skip the rules

Only 7%

of us use the kitchen table as a device-free zone.

40% of us watch TV while eating together with other people in the household. And 15% actually watch TV while eating with guests.

55%

associate cooking with something positive

Indian people are most likely to see cooking as a love language at 27% vs 15% global average. They also see it as a form of creative experimentation at 32% vs 24% global average.

Sugar & spice

yum!
yum!

46%

of us love the sweets!

46% of us love the sweets, but for the Chinese, it's 64%. Norwegians are the biggest lovers of strong spicy flavours at 47%, Japan, the creators of wasabi, are the lowest at 13%!

4%

of us eat standing

44% eat at a kitchen table

4% eat standing in the kitchen

18% eat on the sofa

25% eat at a table in the living room

34% eat at a dining room table

4% eat in the bed

Gen Z almost double as likely

Too many cooks?

40%

enjoy cooking alone

Only 28% of us living with a partner enjoy cooking with them. And 7% of people living with a partner say cooking together has led to an argument. Globally, only 25% who live with children say they enjoy cooking with them.

Less than

33%

of us are happy with our kitchens

Lack of storage (25%) and surface space (25%) are the biggest frustrations, and income makes very little difference.

The Dutch are the least concerned about their kitchens with 43% having no concerns vs the Chinese where only 16% have no concerns.

Past its prime

1 in 3 eat out-of-date food

Germans top the list with 55% eating expired food to avoid waste. Globally, the higher your income, the more likely you are to do the same. In fact, you're 6 percentage points more likely than people earning lower income.

29%

of us say we enjoy exploring different foods and cuisines



Globally, 29% are happy with the quality of food we eat, though the number drops by 6 percentage points for those with lower incomes.

9% of us say pickiness is a source of our food waste. Japan has the pickiest eaters at 21% vs 13% global average. China has the least picky at 7%.

Midnight munchies

20% of us indulge in late-night snacking

6:44 pm

The average dinner time is 6:44pm. Almost two thirds of us eat dinner in under 30 minutes. Low-income earners are twice as likely to eat dinner in less than 10 minutes compared to high income households.

