

Meal kits gain popularity, as more consumers dine in 6/15/2016

A new study to be released by **Culinary Visions Panel** later in June takes an in-depth look at the habits, challenges and interests of consumers' weeknight dining experiences and reveals nearly 8 out of 10 (79 percent) of consumers are interested in purchasing meal kits at their local grocery store. The study surveys over 2,100 participants and explores their attitudes toward cooking at home with a focus on Sunday through Thursday dinners.



Most consumers are dining in during the week. Eighty percent of participants report eating at home at least four out of five nights, and 40 percent of consumers state that they are cooking at home more often than they were the year before. Overall, cooking at home is an enjoyable activity for 64 percent of consumers who declare either, "I love to cook," or "Cooking is my therapy." Only 9 percent express a strong dislike for the activity.

The study also reveals challenges consumers face when cooking at home. Thirty-eight percent state that cooking at home takes too long, while 36 percent of respondents say that if grocery shopping were easier, they would cook at home more often. Those surveyed cite frustration at having to shop at several stores to buy all the necessary ingredients for a recipe.

Consumers are interested in meal kits at retail hosts such as a grocery store. Seventy-nine percent of all consumers express an interest in purchasing a meal kit from their local grocery store. Broken down by age, 92 percent of respondents ages 39 and younger express interest in purchasing meal kits, which is 25 percent more than the group ages 40 and older. The greatest appeal of meal kits is the time users save, but the right cost would actually encourage a purchase.

Culinary Visions Panel Executive Director Sharon Olson shares, "Innovative startup ventures like the emerging delivery meal kit programs are really enabling consumers to create their own fresh, upscale dining experience in the home while saving time. Our research shows that consumers truly want what's best, but time, convenience and cost are high priorities. These meal kits present a real opportunity for retail and grocery stores to offer a high-end, hassle-free product to consumers who are already interested in purchasing them."

Facts:

When asked what would encourage an actual purchase, 73 percent of consumers state that if the cost was right, they would likely purchase meal kits from their local grocery.

40 percent of participants report they are cooking at home more often than they were last year, while 52 percent are cooking at about the same frequency.

The majority of respondents (77 percent) define cooking as "cooking from a recipe with raw ingredients," and 61 percent also consider "assembling ingredients that include a convenient item like a fully prepared sauce or seasoning mix" as cooking.