



COOKING AT HOME

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2022 TREND REPORT BITE

THE RISE IN HOME CHEFS

When the pandemic hit the U.S in 2020, consumers' at-home cooking skyrocketed as they were unable to dine out as normal at their favorite restaurants. And whether to save money on take out, increase their cooking skills or for entertainment at home, consumers will likely continue to eat at home at least as often as or more than mid-pandemic moving forward. Though some are hitting a cooking fatigue, there is still opportunity in this space. Consumers' search for simplicity, convenience, and even for some, relaxation through cooking is something food and beverage developers can lean into. From meal kits to trending recipes, favorite flavors and more we're taking a look at what's trending in this space. Read on to find out how your brand can capitalize.



73%

*Of consumers say cooking
at home makes them feel
accomplished.*

70%

*Of consumers say they will
continue cooking at home
after the pandemic.*

Catering to Convenience

As pandemic cooking fatigue sets in for some, consumers want convenient and simple products that they can use to cook at home. In addition, consumers increased stress and anxiety in the past two years has led to a search for simple products that are easy cook, easy clean up and quick prep.

Food and beverage developers can find opportunity in taking inspiration from meal kit delivery services, providing packaging with simple instructions and quick recipes, or developing flavorful ready-to-eat microwaveable options.



47% of consumers say the time it takes to cook prevents them from cooking at home more often.



55% of consumers say that they love or like cooking, but just as many hate having to clean up afterwards.

PRODUCTS OF NOTE



EXPRESO ROTISSERIE INSPIRED GRILLED CHICKEN BREAST SKEWERS are said to be an excellent source of protein, with 21g protein per serving. The skewers are fully cooked and microwaveable for easy meal prep.

48% of consumers responded that they likely or definitely would buy this product.



HELLOFRESH PARMESAN-CRUSTED CHICKEN WITH LEMONY CAVATAPPI is said to be an easy to cook recipe with pre-measured ingredients. The product can be prepared in 35 minute and features a sweepstakes to enter a Virtual Dinner Party on package.

28% of consumers responded that they likely or definitely would buy this product.

Inspire with Flavor

More time at home led to a craving for foods and beverages in a few different spaces: comfort food, adventurous flavor and better-for-you. We've seen consumers turn to comfort foods as they found themselves increasingly stressed in the past two years. At the same time, many consumers prioritized their health through their food and beverage choices to prevent illness.

And as many were wary or restricted to travel, adventurous and global flavors rose in popularity as well. In the midst of the pandemic, consumers searched for product offerings that allowed them to travel vicariously through the recipes they created at home.

As these trends are likely to continue for some time, brands who cater to these tastes and flavors of interest can find opportunity in the food and beverage space.

“For consumers who remain wary of venturing outside their homes, Mintel Trends note that brands can provide opportunities for playfulness at home. Meal kits, digital cooking classes and gamified recipes can make meal times more fun.”

- MINTEL



PRODUCTS OF NOTE



DUNCAN HINEZ PERFECT SIZE FOR 1 CAKE

is a single-serving cake mix claimed to be a quick and indulgent treat that can be made anytime. Catered to convenience, the product is microwaveable and debuted with 18 flavors last spring.

Source Pinnacle Foods



COPPER BRANCH SEUL BIBIMBAP BOWL

is described as a whole wheat pasta-based entrée with Korean-based fragrant curry sauce, protein strips and selected vegetables. This slightly spicy and savory product is described as a chef inspired frozen meal that provides 33g protein and is ready in five minutes.

The TikTok Effect

Early in the pandemic trendy recipes like whipped coffee swept the social media platform by storm. Two years later, viral (and simple) recipes such as one pan feta pasta and spicy sriracha mayo salmon rice bowls continue to garner major interest from users as seen below:

#whippedcoffee	—	2.4 Billion Views
#fetapasta	—	1.1 Billion Views
#salmonricebowl	—	70.3 Million Views

Product developers should keep a watchful eye on trending recipes and flavors that might work for their brand. Social media influencer collaborations with brands can also be opportunistic for developers who are looking to target to younger audiences especially.

THE KEY TAKEAWAY:

Connect with users and follow trends to create products that help consumers create flavorful recipes, whether simple or adventurous, at home.



36%

of consumers in a survey by The Harris Poll said social media has changed how they cook at home.



STAY ON TREND WITH TIKTOK KITCHEN

TIK TOK KITCHEN will launch in about 300 U.S. locations in 2022. TikTok is partnering with Virtual Dining Concepts to turn meals from popular TikTok videos into actual dishes that users can order.



Customers will be able to order dishes that have gone viral on TikTok such as baked feta pasta, a smash burger, corn ribs, and pasta chips.

THE TAKEAWAYS

While consumers still enjoy the luxury and experience of eating away from home, increasing their skills in the kitchen has helped them improve their wellbeing and reduce stress as well as provide entertainment and a sense of accomplishment in a still challenging time. Cooking at home is here to stay, but consumers want the same great taste that they search for at restaurants, straight from their own kitchen.

Here are a few ways you can cater to these new-found at-home chefs:

- **Taste is Key** - Flavors that provide comfort and indulgence, perceived health benefits or adventure through global tastes appeal to consumers.
- **Keep it Simple** - Provide convenient product offerings that focus on simple clean up, shorter cook times and simple instructions on packaging.
- **Stay on Trend** – Tune in to social media for the latest trends that will help your brand connect with your target audience.



SOURCES

- Mintel
- Mintel GNPD
- TikTok
- Advantage Solutions
- Hartman Group
- Food Dive
- Grocery Dive
- 9to5mac.com
- Pinnacle Foods

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/

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