

2021
POTATOES USA

CONSUMER RECIPE INSIGHTS



Survey findings



Demographic:

- 25 - 54 years old
- Ethnically balanced

Findings:

- Most consumers use recipes monthly or more
- 53% love to cook and consider it one of their favorite activities
- 69% find recipes via websites
- Of people who actively search for recipes, 78% use search engines and 36% use YouTube



Why do they choose a recipe?






- 91%** Has detailed instructions
- 88%** Total time is 30 mins or less
- 86%** Minimal prep time
- 83%** Number of ingredients is 5 or less
- 82%** Specific type of cuisine




Why don't they choose a recipe?

- 47%** Takes too long
- 41%** Don't have ingredients
- 37%** Too many steps
- 36%** Too many ingredients
- 36%** Unfamiliar ingredients

What are their most common cooking appliances?

-  **62%** Indoor oven
-  **56%** Stovetop
-  **38%** Air fryer
-  **33%** Grill
-  **32%** Pressure cooker

What's in their pantry?

-  Conventional spices
- Oils
- Condiments
- Dairy
- Grains
- Pastas
- Animal proteins



What do they use recipes for?

- 79%** Main Dishes
- 45%** Desserts
- 43%** Side Dishes
- 30%** Vegetables



What meals do they use recipes for?

- 85%** Dinner
- 42%** Lunch
- 31%** Dessert
- 29%** Breakfast
- 25%** Appetizer



What occasions do they use recipes for?

- 78%** Family Meal
- 38%** Entertaining
- 34%** Meal Inspiration
- 32%** Meals for Kids
- 28%** Meal Prep



What cooking skill level do consumers have?

62% Average skill

- Detailed instructions are most important
- Recipes that are 30 mins or less
- Use conventional spices, oils, condiments
- Pays attention to headline titles when searching for recipes

Demos: Skew female, 37 avg age, \$77k HHI

24% High skill

- Detailed instructions are most important
- Health-focused
- Use YouTube
- Explore global flavors
- Use conventional spices, oils, condiments

Demos: Skew male, 38 avg age, \$96k HHI

14% Low/No skill

- Total time is most important
- Health-focused
- Use search engines to find recipes

Demos: 35 avg age, \$77k HHI