

# Top 10 Cooking & Eating trends

## Skip the rules

Only **6%** of us use the kitchen table as a device-free zone.

45% of us watch TV while eating together with other people in the household. And 19% actually watch TV while eating with guests.

# 53%

associate cooking as part of their daily routine

40% (vs. 29% for Global average) of Canadians see cooking as a way to fuel their bodies whereas 29% (vs. 23% for Global) perceive it as a sense of accomplishment.

## Sugar & spice

**50%** of us love the sweets!

50% of us love the sweets, ahead of 46% Global Average but far behind China at 64%. We also love our Spicy flavors at 32% but again behind Norwegians who lead at 47%.

# 4%

of us eat standing

38% eat at a kitchen table

4% eat standing in the kitchen

27% eat on the sofa

19% eat at a table in the living room

37% eat at a dining room table

5% eat in the bed  
Gen Z almost double as likely

## Too many cooks?

# 49%

enjoy cooking alone

Only 22% of us enjoy cooking with a partner, and 6% of us say that cooking with a romantic partner has led to an argument.

60% of Canadians prefer cooking with fresh ingredients and 62% prefer simple recipes.

Less than **28%** of us are happy with our kitchens

Lack of storage (29%) and surface space (31%) are the biggest frustrations, and income makes very little difference.

Globally, 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1 in 4 Canadians eat out-of-date food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.

# 35%

of us say we enjoy exploring different foods and cuisines



Globally, 31% are happy with the quality of food we eat, almost at par with Global average at 29%.

11% of Canadians are picky eaters vs. 13% Global average. Japan has the pickiest eaters at 21% vs. China has the least picky at 7%.

## Midnight munchies

**32%** of us indulge in late-night snacking vs. 20% Global average

# 6:12pm

The average dinner time is 6:12pm. 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.

