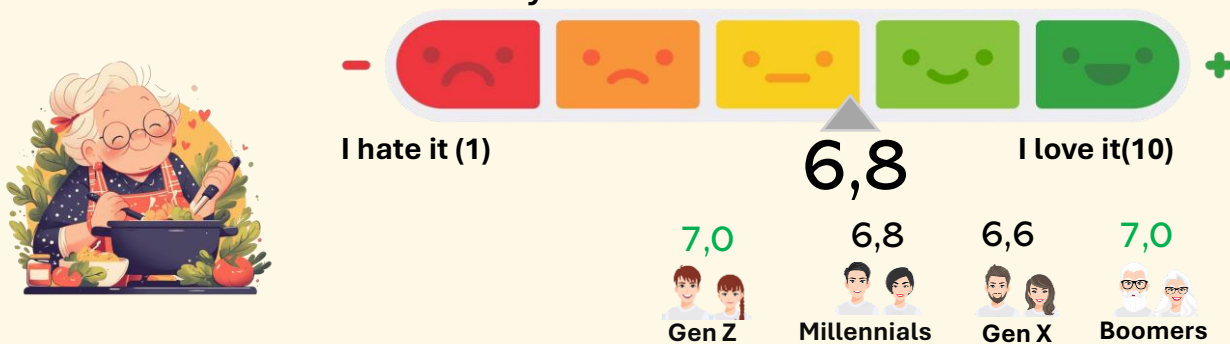




A COUNTRY THAT LOVES TO COOK... but struggles to decide what to eat.

TRUE, PEOPLE LIKE COOKING, but... attitudes towards cooking differ between generations: While baby boomers and Generation Z see it as a social pleasure, Millennials and Generation X see it as a daily source of stress.



I'm **TIRED** of thinking about what we're going to eat every day!

I love **COOKING FOR FRIENDS** and family.

I enjoy **INNOVATING** in the kitchen.

I cook **FROM SCRATCH** (with fresh ingredients)

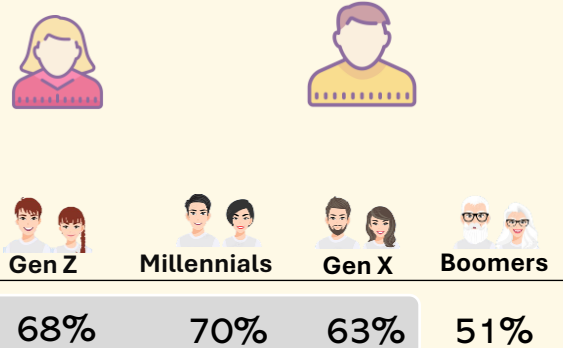
	Gen Z	Millennials	Gen X	Boomers
I'm TIRED of thinking about what we're going to eat every day!	59%	67%	62%	59%
I love COOKING FOR FRIENDS and family.	70%	54%	57%	63%
I enjoy INNOVATING in the kitchen.	76%	66%	63%	61%
I cook FROM SCRATCH (with fresh ingredients)	67%	74%	81%	85%

However, a **CHEF AT HOME** would be welcomed in in 2 out of each 3 homes...

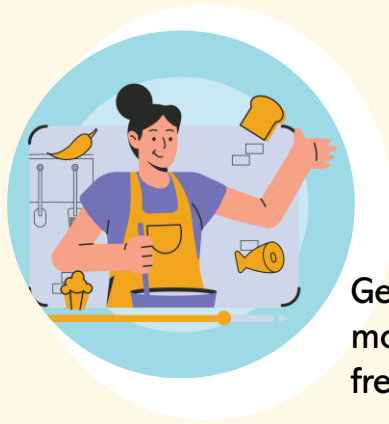
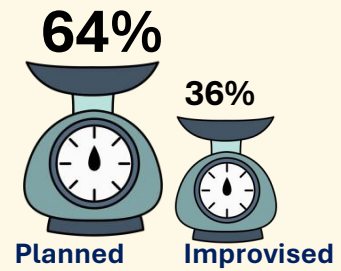
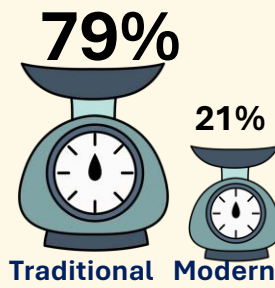
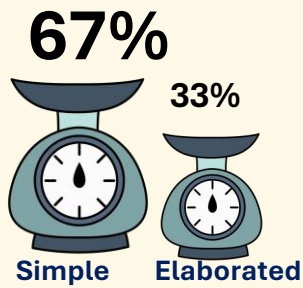
If only I had a chef at home! **64%**

Particularly among women

69% **58%**



Dishes that are **simple, traditional and well-planned.**



Gen Z... breaks the moldes!

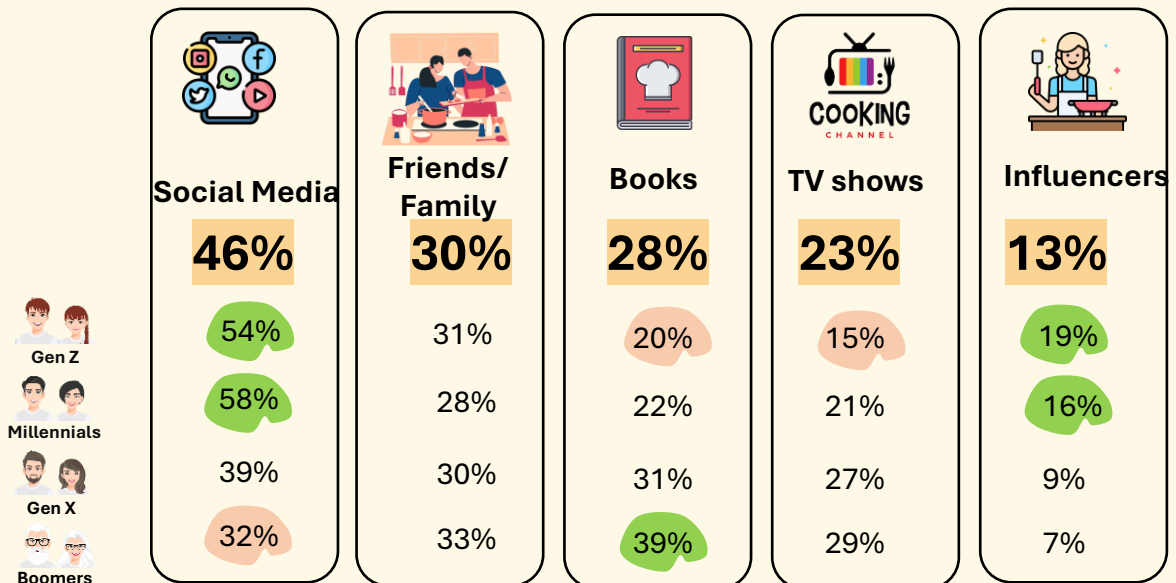
I prefer **MODERN** dishes **40%** (vs 21%)

I prefer to **IMPROVISE** **45%** (vs 36%)

Generation Z is reinterpreting the art of cooking. They take more pleasure in it, are more creative and enjoy the freedom to improvise, while also appreciating functionality.

Culinary inspiration goes digital for **EVERYONE**:

Even 1 in 3 boomers cite social media as their main source of inspiration. Influencers are particularly popular with younger people.



Technical details:

Online survey
 n= 1,942 people
 Over 16 years of age, residents of Spain
 Proportional allocation by gender, age and area

