



22/01/2025

# REPORT

**From Clicking to Cooking: Serving Up Social Media's Influence**



# AUDIENCE

## Demographics

United Kingdom, Age 18 to 35

## Category

Food

## Custom Screening

What do you primarily use social media for? (Select all that apply)

**Qualified:** Discovering new recipes, cooking tips, or food-related content

**Unqualified:** Exploring video games, tech, or gadget recommendations, Keeping up with fashion, beauty, or lifestyle trends, Following fitness, sports, or wellness influencers, Entertainment, such as memes, viral videos, or challenges

## Custom Screening 2

How often do you use social media platforms to find cooking inspiration, recipes, or product recommendations?

**Qualified:** Daily, A few times a week

**Unqualified:** A few times a month, Rarely, Never

## Custom Screening 3

Which of the following activities do you regularly engage in? (Select all that apply)

**Qualified:** Following food influencers or chefs on social media, Trying new recipes from online sources, Watching cooking-related videos or tutorials, Purchasing food products or kitchen gadgets based on social media recommendations

**Unqualified:** None of the above



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## OBJECTIVE

Explore how social media platforms, influencers, and food-related companies shape the cooking habits, recipe preferences, and purchasing behaviors of 18 to 35-year-olds in the UK, and identify the key drivers of their influence.

## BURNING QUESTION

Which social media platforms or influencers have the most impact on your decision to purchase certain food products or kitchen gadgets?



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## CHAT GUIDE

1. What's your go-to meal when you want something quick and tasty?

2. How often do you cook at home versus eating out or ordering in?

3. What type of cuisine do you cook most often?

4. Can you please rank the following factors in order of importance when deciding what to cook:

Choices: Taste, Health, Ease of Preparation, Cost, Visual Appeal

5. What motivates you most to try a new recipe?

Choices: Healthy Ingredients, Ease of Cooking, Social Media Buzz and Influencer Recommendations, Friends and Family Recommendations, Curiosity

6. Where do you find inspiration for new recipes or meals?

7. Have you ever purchased a food product because of a social media post?



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## CHAT GUIDE

8. Which social media platform do you use most for cooking inspiration?

Answers: Instagram, Pinterest, YouTube, TikTok, Other

9. Have you discovered any kitchen gadgets through social media? Which ones?

10. Can you name a food influencer you follow and trust for recommendations?

11. How likely are you to try a new recipe that's been trending online?

12. If a well-known influencer endorses a product, how does that affect your opinion of it?

13. Have you ever attended a virtual cooking class or watched a live cooking session online?

14. Do you participate in online cooking challenges or trends? Which ones?

15. Imagine if your favorite meal was an influencer. What product would it persuade you to buy?

16. On a scale of 1-10, how influential are social media trends in your food purchases?

17. Have you made any food or kitchenware purchases you regret due to social media influence?



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## CHAT GUIDE

18. Can you please provide a photo of one food trend or gadget you think will be big this year - feel free to screenshot from the internet ?

19. If your cooking style had a hashtag, what would it be? (e.g.#QuickAndHealthy, #GourmetOnABudget etc.)



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## AI SUMMARY

In the UK, social media platforms like TikTok, Instagram, and Pinterest are pivotal in influencing the cooking habits and purchasing decisions of 18 to 35-year-olds, particularly those who are engaged daily in seeking culinary inspiration. TikTok stands out for its short, engaging videos that often lead to immediate recipe trials, while Instagram is praised for its reliability and step-by-step cooking content. Influencers play a significant role, with figures like Nigella Lawson, newfoodsuk, and Joe Wicks being trusted for their simple, delicious, and healthy recipes. The visual appeal of posts, especially those that appear personalized and feature celebrity chefs or respected food influencers, can sway users to try new products, with many participants citing curiosity and the desire to enjoy tasty meals as their primary motivators. Kitchen gadgets like air fryers and specialized knives for children have been discovered and integrated into cooking routines, enhancing the enjoyment and ease of meal preparation. However, the impact of influencers is nuanced, with endorsements from dietitians or those perceived as organic and non-promotional carrying more weight. Virtual cooking classes have yet to catch on with this demographic, who prefer the convenience and brevity of social media content. Overall, while health and cost are considered, taste and ease of preparation remain the top priorities when choosing what to cook, with social media trends significantly influencing food purchases, albeit to varying degrees among individuals.





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## KEY INSIGHTS

### Social Media as a Catalyst for Culinary Curiosity

- Users are driven by curiosity to try new recipes, often influenced by the visual appeal and simplicity of dishes showcased on platforms like TikTok and Instagram.
- The ease of finding short, engaging, and visually appealing cooking content on social media platforms aligns with the fast-paced lifestyles of the target audience, making these platforms a preferred source for cooking inspiration.

### Quotes:

"I tried a recipe surrounding the buldak ramen I purchased. It had spam and eggs, and a few spices. I tried making it because it was easy to create "

Age 23, Male

"I recently tried out making homemade chips in the air fryer. They have turned out great to be honest with you. It was so easy and simple that's why I have decided to try it out. "

Age 26, Female

"TikTok or Facebook tend to be the most common. Sometimes from supermarket magazines"

Age 35, Male

"I participated to see if it was as spicy as people say. I enjoyed it enough to consider other similar trends "

Age 23, Male







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## KEY INSIGHTS

### Influencers and Trust in Recommendations

- Trust in food influencers is built on the perception of authenticity and relatability, with users more likely to try recipes or products recommended by influencers who appear down-to-earth and genuine.
- Endorsements from professional figures like dietitians carry weight for health-conscious users, indicating a preference for expert opinions over general influencer buzz.

### Quotes:

"I like influencers who are down to earth and seem more real and relatable."

Age 25, Female

"I can't think of any massive examples personally. I'd be intrigued to try something if it came across as organic. A lot less of it seemed the influencer was just promoting for somebody"

Age 35, Male

"Joe Wicks. He's very mainstream so easy to trust"

Age 35, Male

"However very professional dietitians I do trust "

Age 24, Female





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## KEY INSIGHTS

### The Impact of Visual Content on Purchasing Decisions

- Visual appeal in social media posts significantly impacts users' decisions to purchase food products or try new recipes, with aesthetically pleasing and well-presented dishes capturing attention.
- Users are motivated to purchase kitchen gadgets like air fryers and specialized utensils after seeing their practical benefits demonstrated in social media videos.

### Quotes:

"I think bright colours attract people's eye as it's different and people want to know how it'll taste"

Age 31, Female

"They aesthetically looked better in pictures and videos I saw online."

Age 25, Female

"It already is a big trend, but I believe it will grow even bigger this year. This is because it makes cooking so much quicker and easier and more healthy. "

Age 26, Female

"I have, I purchased crumble cookies recently because they went viral on social media and looked delicious."

Age 25, Female





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## KEY INSIGHTS

### The Role of Personalization and Convenience

- Personalized content on social media platforms, which aligns with users' previous interactions, is highly effective in influencing cooking habits and product purchases.
- Convenience is a key factor in the adoption of new recipes and kitchen gadgets, with users favoring quick, easy-to-prepare meals that fit into their busy schedules.

### Quotes:

"They always show me more personalised posts to what I liked previously. The new posts that I see fit with my lifestyle and my cooking style and the posts that I have already liked and saved. "

Age 26, Female

"She's always recommended food that is easy to make everyday and uses everyday ingredients to make some new and exciting meals. "

Age 26, Female

"These personalised posts ages great and helpful. This is because the new posts of recipes use similar ingredients that I already have and use regularly. "

Age 26, Female

"So most of the time I cook at home and I don't really have take aways that often. I would say that I have a take away maybe 2-3 times a "

Age 26, Female





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Which of the following activities do you regularly engage in? (Select all that apply)

## KEY INSIGHTS

### Social Media Influence on Kitchen Gadget Purchases

- Social media platforms are a significant source of inspiration for discovering and purchasing kitchen gadgets.
- Users often find gadgets such as air fryers, food choppers, and specialized graters through social media recommendations.
- While some users have made satisfying purchases based on social media influence, others have not been influenced to make any regrettable purchases.
- The convenience and functionality of the gadgets discovered on social media are frequently highlighted as reasons for satisfaction.

### Quotes:

"I've found coffee machines and frying pans but haven't purchased any other than the food chopper oh actually I got a mini grater from tiktok shop which is very handy "

Age 33, Female

"We were inspired to get our air fryer thanks to social media "

Age 27, Female

"Oh yes definitely. One of them being the air fryer. It has impacted my cooking greatly. It has made it so much easier to cook and using this gadget makes cooking so much more enjoyable for me. "

Age 26, Female

"It would have to be a well trusted influencer and I would also have to read the comments on the influencers video to see if others have tried it and their thoughts/opinions are on it too"

Age 29, Female



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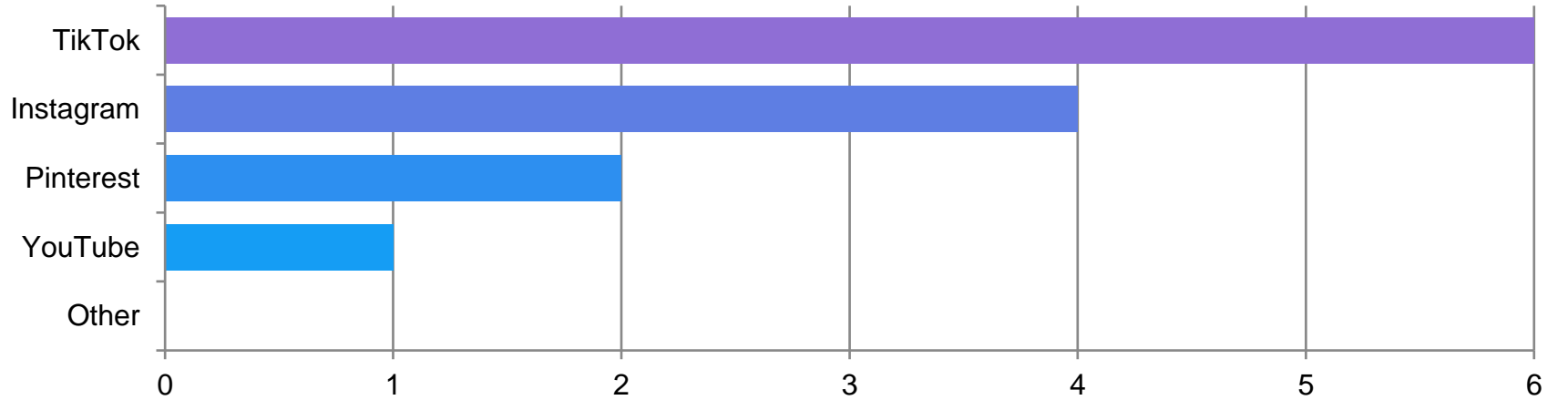
How often do you use social media platforms to find cooking inspiration, recipes, or product recommendations?

### Custom Screening 3

Which of the following activities do you regularly engage in? (Select all that apply)

## METRICS

Which social media platform do you use most for cooking inspiration?





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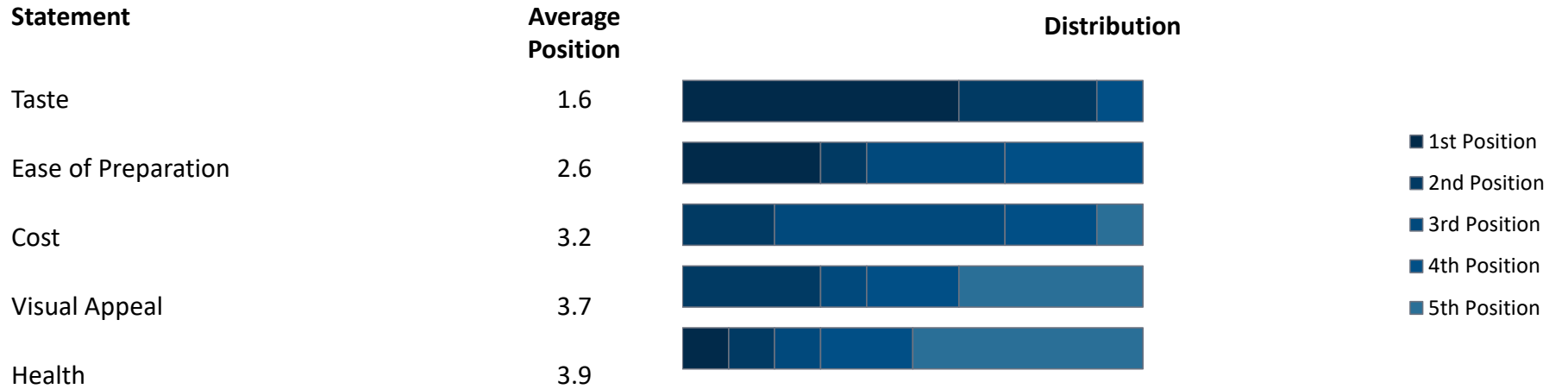
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## METRICS

Can you please rank the following factors in order of importance when deciding what to cook:





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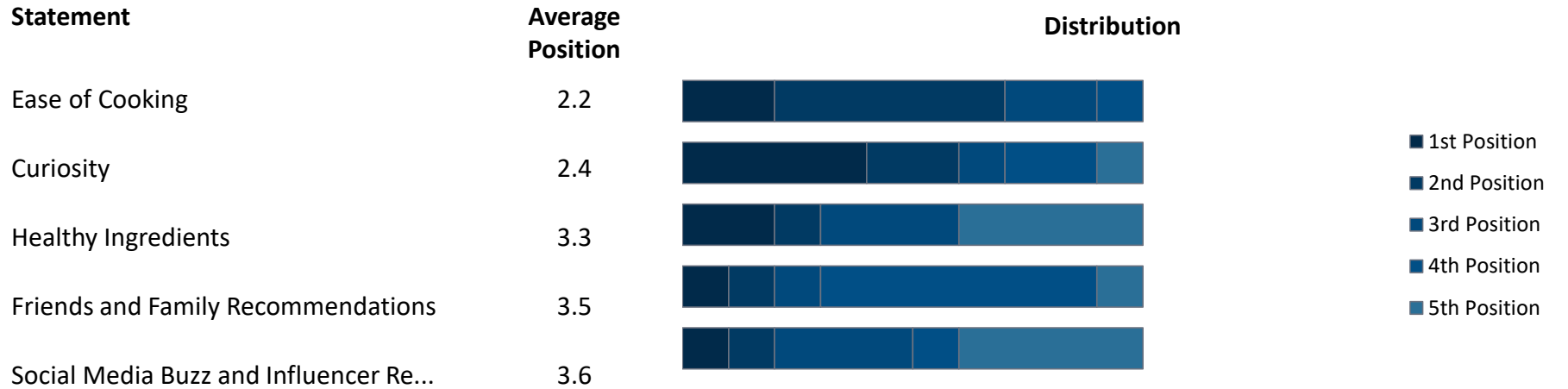
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Which of the following activities do you regularly engage in? (Select all that apply)

## METRICS

What motivates you most to try a new recipe?



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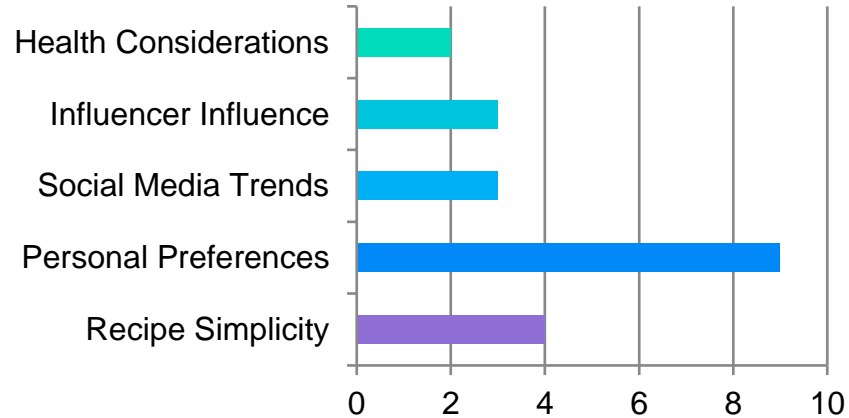
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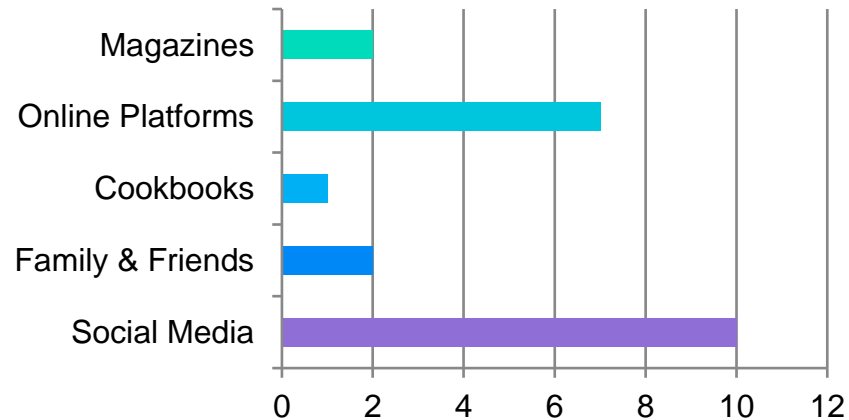
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## TOPICS

What motivates you most to try a new recipe?



Where do you find inspiration for new recipes or meals?





# PERSONAS

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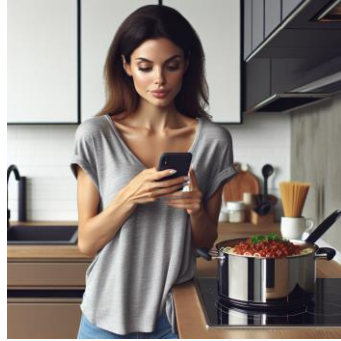
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Which of the following activities do you regularly engage in? (Select all that apply)



## The Trendy Experimenter

### Description:

- A 31-year-old single female, full-time employed with no children.
- Enjoys Italian cuisine, particularly pasta and spaghetti bolognese, and prefers taste over health when it comes to food.
- Driven by curiosity and the influence of social media buzz, she often tries new recipes and purchases food products seen on platforms like Facebook and Instagram.

### Insights:

- She is influenced by the visual appeal of food and celebrity chefs like Nigella Lawson, indicating that aesthetics and authority figures play a significant role in her cooking and purchasing decisions.
- Despite not being health-conscious, she is open to trying new food products, especially if they are unique or have a buzz around them.
- She is an active social media user, relying on platforms for daily inspiration and trusting influencers like newfoodsuk for product recommendations.



## The Family-Focused Foodie

### Description:

- A 33-year-old part-time employed female from North West UK, with children.
- Prefers cooking at home with a penchant for Italian and Mexican cuisines, and values taste and social media influence over health.
- Regularly engages with food content on TikTok, looking for budget-friendly and quick meal ideas, and has purchased kitchen gadgets like food choppers and mini graters based on social media recommendations.

### Insights:

- She is highly influenced by social media trends and influencer recommendations, indicating a strong trust in online food communities.
- Her cooking habits are shaped by the need for budget-friendly and family-friendly meals, suggesting that cost and ease of preparation are key factors in her decision-making.
- The use of gadgets like air fryers and food choppers suggests a preference for convenience and efficiency in the kitchen.



## The Health-Conscious Urbanite

### Description:

- A 29-year-old full-time employed female living in London, single with a diverse culinary background including Italian and Guyanese dishes.
- Prioritizes health and curiosity when cooking, often exploring new recipes that are both intriguing and nutritious.
- Finds inspiration on Pinterest and TikTok, and has made food purchases like white chocolate digestive biscuits after seeing them advertised on social media.

### Insights:

- Her focus on health and trying new things suggests she is open to experimenting with food while maintaining a balanced diet.
- She is not easily swayed by social media trends unless they align with her personal interests, indicating a selective approach to online influence.
- Her use of Pinterest for recipe discovery highlights a preference for a wide variety of options and the ability to easily save and categorize ideas.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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