

Australia's kitchen revolution



We were delighted to partner with Mitsubishi Electric to produce and launch the “Kitchen Revolution” report.

Canvassing more than 2,000 household grocery buyers across the country, the survey reveals the cooking and grocery purchasing habits of modern Australian families.

A change can be seen throughout Australian kitchens, relating to how often Australians cook at home, to how often they read ingredient labels and buy fresh produce. Today, cooking is not just about food provision but social connection, nutrition and expression.

Our research found three key findings:

1. Cooking and the modern man

Traditional gender roles are blurring thanks to men’s increasing interest in preparing meals at home and entertaining guests. The result is greater equality in the kitchen than in previous generations.



2. Generation Y leading the home cooking revolution

Generation Y is among the nation’s biggest cooking show fans, which may be impacting the generation’s evolving cooking values and habits.



3. Desire for healthier, family-centric homes

Australian families show a propensity for traditional, family-centric values with a growing preference for fresh, home cooked meals and the desire to know more about their food.



Bringing the research to life.

Research is at its best when it tells a story, when it paints a picture, when it's visual, when it's research you can see. World-class information will remain unshared unless it is easily understood. It was fantastic to see this research being launched and explored at an event. Research is best when it is brought to life.

For great organisations, innovation is the oxygen of success. To innovate effectively, organisations need to understand the times and track the trends. Our market and social research services not only utilise the best research tools but ensure that the findings can be implemented by incorporating the most useful research output.

[Get in touch](#) to see how we can assist your organisation today.

Contact

Ashley Fell: ashley@mccrindle.com.au