



# America's appetite for convenience cooking

Exploring how Americans are prioritizing convenience in the kitchen, with a focus on ready-made meal consumption and air fryer adoption.

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[/Research Reality](#)



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# Foreword



“From ready-made meals to pre-prepped meal kits, there are more options than ever to cater to the needs of busy American consumers.

Through consumer insights and market analysis, this report uncovers how Americans are cooking as we head into 2025 – with deep dives into ready-made meal consumption, what consumers are prioritizing, and the motivations for air fryer users among key demographics.

**Kenton Barelo**

Vice President, YouGov America

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# Report takeaways



## A convenience generation

49% of Americans purchase ready-made meals at least once per month, increasing to 56% among Gen Z.



## Efficiency gains

40% of male ready-made meal shoppers state time to cook is an important factor when considering purchasing a ready-made meal, versus 35% of female ready-made meal shoppers.



## Eyes on the price

Monthly ready-made meal shoppers prioritize taste and price equally (70%) when considering buying a ready-made meal, followed by ingredients (51%), and microwavability (43%).



## Gender sways

Male weekly air fryer users are more motivated by ease of use than their female counterparts, who are more likely to be motivated by less oil usage.



## Air fryer appeal

1 in 3 Americans use an air fryer at least once per week to cook food at home, while 16% are likely to buy an air fryer in the next 12 months.

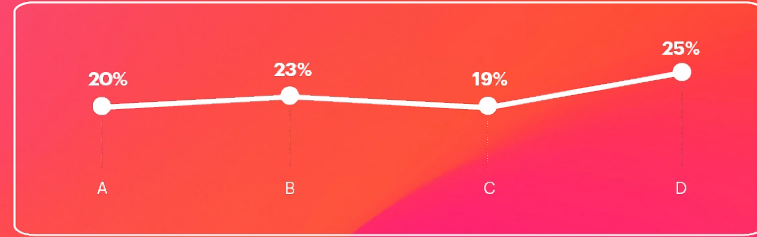


# Real insights into what the world thinks

Our extensive, ever-growing source of connected, living data equips you with a rich understanding of your customers' complex lives. Understand what 27+ million registered panel members in over 55 markets are thinking, and harness real-time data for smarter, evidence-based decisions with our suite of products.

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## Data results



**37%**  
(vs. Nat Rep)



# Ready, set, eat!

Exploring America's appetite for kitchen convenience.



# Most Americans like to spend less than 30 minutes cooking their evening meals

12% prefer not to spend any time cooking evening meals, 48% prefer to spend less than 30 minutes, and 35% prefer to spend more than 30 minutes.

Men are slightly more likely than women to prefer not to spend any time cooking evening meals.

## How much time do you like to spend cooking your evening meals?

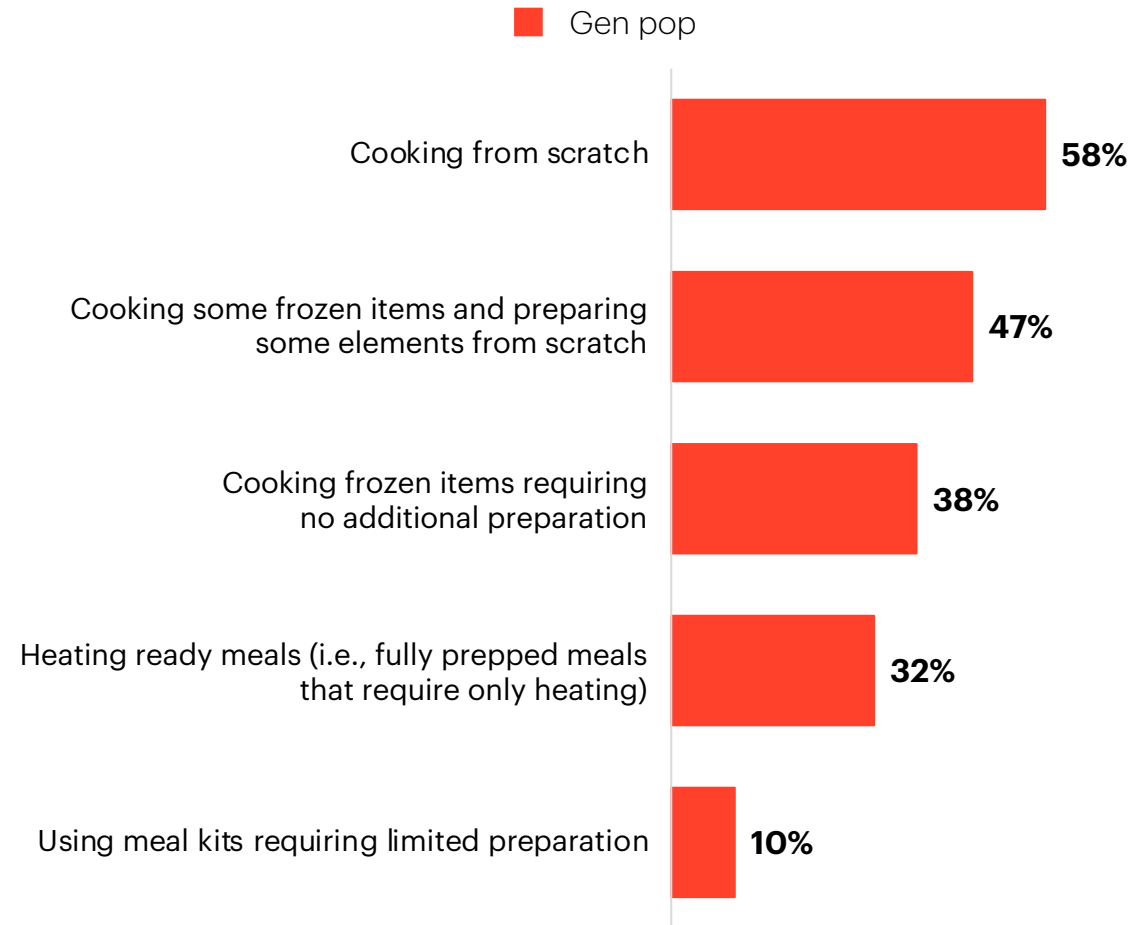
	Gen pop	Male	Female
I prefer not to spend any time cooking evening meals	12%	14%	10%
Less than 30 mins	48%	48%	48%
More than 30 mins	35%	33%	38%

YouGov Surveys: October 18-30, 2024. US: n>600.  
"Don't know" responses not shown.

# Almost 1 in 3 Americans cook "ready-made meals" at least once per week

58% of Americans cook from scratch at least once per week, 47% cook some frozen items and some elements from scratch per week, 38% cook frozen items that require no additional preparation and 32% heat ready-made meals.

Which of following meal types do you prepare at least once per week?  
Please select all that apply.



YouGov Surveys: October 18-30, 2024. US: n>1,500.  
"Don't know" responses not shown.



# Gen Z are significantly more likely to cook ready-made meals than other generations

More than half of Gen Z prepare ready-made meals at least once per week (52%), compared to 33% of Millennials and 28% of Gen X and Baby Boomers.

Which of following meal types do you prepare at least once per week? Please select all that apply.

	Gen Z	Millennial	Gen X	Baby Boomer
Cooking from scratch	54%	52% ▼	59%	62% ▲

Heating ready-made meals	52% ▲	33%	28% ▼	28% ▼
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	Male	Female
Cooking from scratch	56%	60%

Heating ready-made meals	34%	32%
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YouGov Surveys: October 18-30, 2024. US: n>100.

▲ / ▼: Highlights statistically significant differences compared to gen pop.

# Convenience consumers

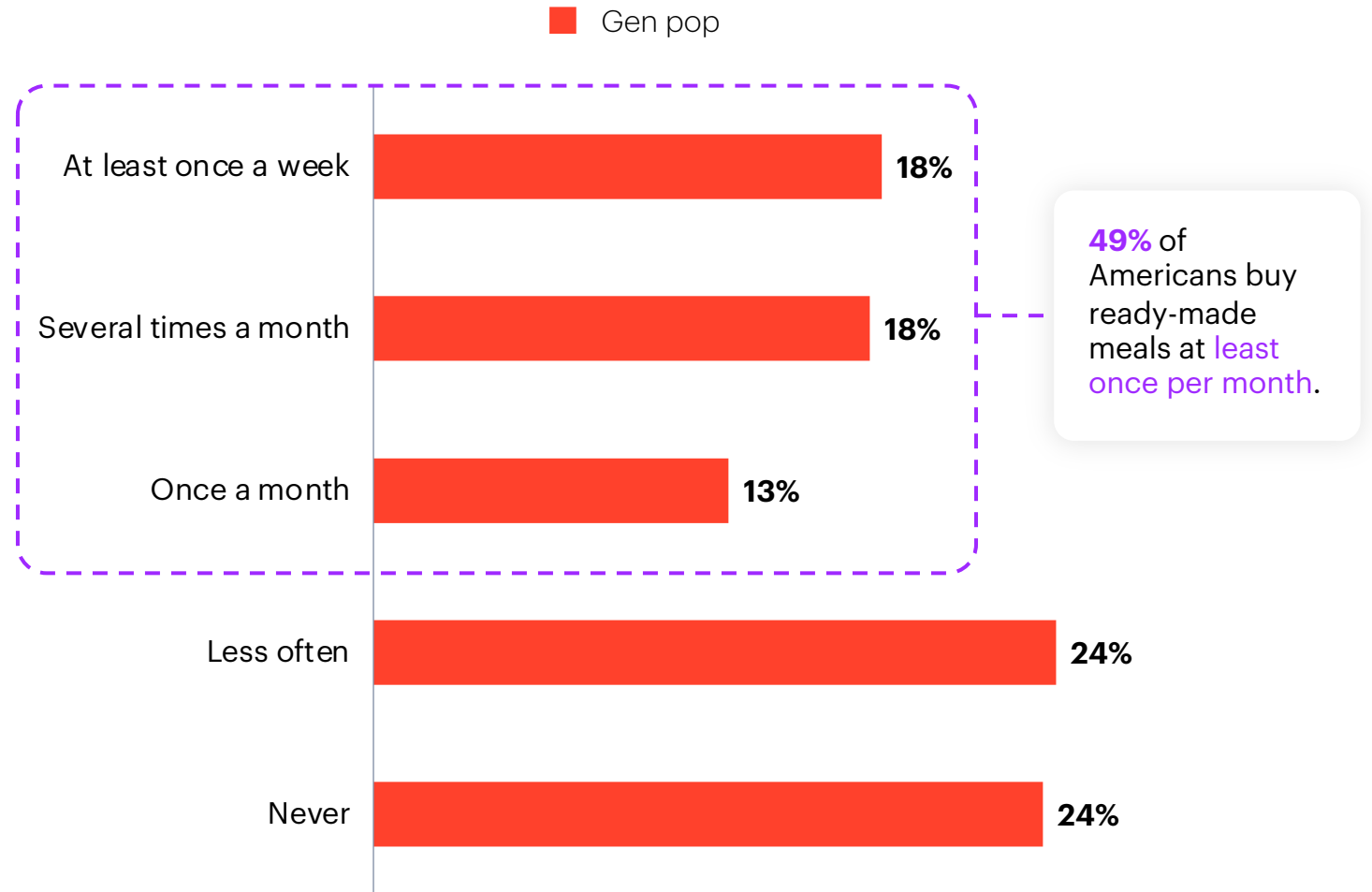
Who's buying ready-made meals in America, and what do they prioritize?



# 18% of Americans buy ready-made meals at least once per week

18% more buy several times per month, and 13% buy once per month.

## How often, if at all, do you purchase ready-made meals?



YouGov Surveys: October 18-30, 2024. US: n>1,500.  
"Don't know" responses not shown.

# Gen Z are significantly more likely to buy ready-made meals on a weekly basis

25% of Gen Z purchase ready-made meals at least once per week, compared to 16% of Gen X and 13% of Baby Boomers.

## How often, if at all, do you purchase ready-made meals?

	Gen Z	Millennial	Gen X	Baby Boomer
At least once a week	31%▲	21%▲	16%	13%▼
Several times a month	17%	17%	18%	16%
Once a month	8%▼	9%▼	14%	14%▲
Less often	18%▼	25%	24%	26%
Never	19%▼	21%▼	26%	28%▲

	Male	Female
At least once a week	19%	19%
Several times a month	17%	17%
Once a month	11%	12%
Less often	23%	24%
Never	26%▲	23%▼



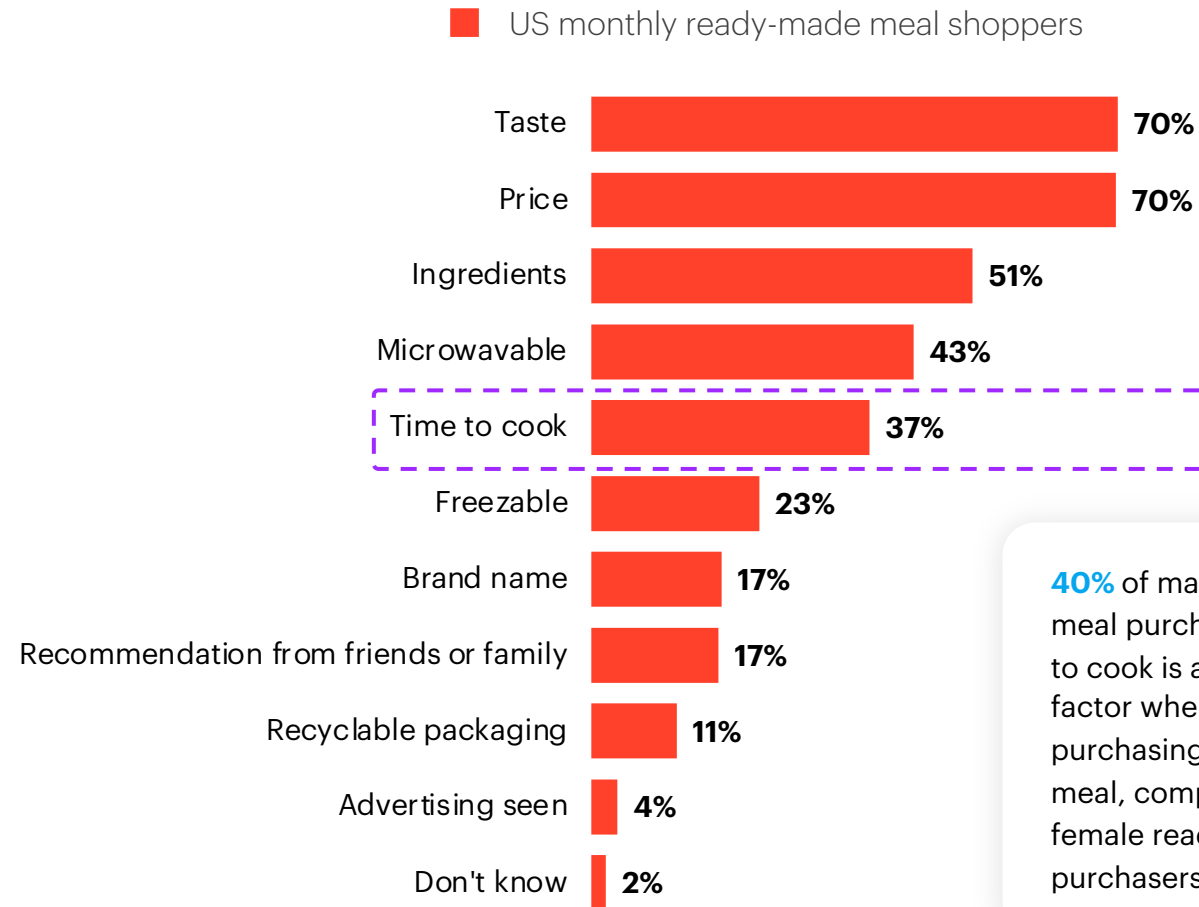
YouGov Surveys: October 18-30, 2024. US (Each generation: n>100).

▲ / ▼: Highlights statistically significant differences compared to gen pop.  
"Don't know" responses not shown.

# Ready-made meal shoppers prioritize taste and price equally when considering purchases

70% of monthly ready-made meal shoppers say taste and price are important when considering a ready-made meal, followed by ingredients (51%), microwavability (43%) and time to cook (37%).

## What factors are important to you when you are considering purchasing a ready-made meal?



40% of male ready-made meal purchasers state time to cook is an important factor when considering purchasing a ready-made meal, compared to 35% of female ready-made meal purchasers.

# Exploring the air fryer fandom

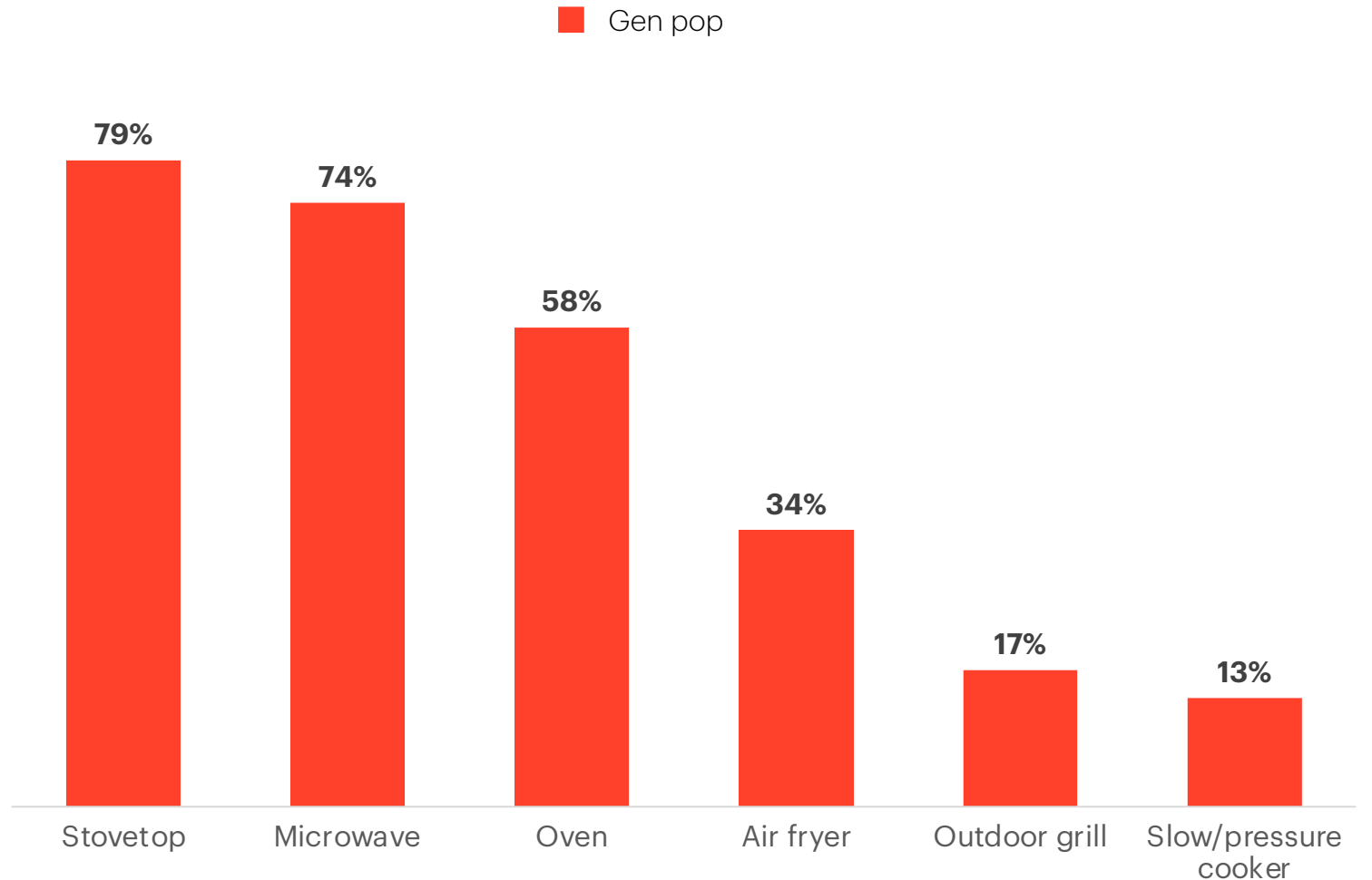
How many people in America use an air fryer weekly, and why?



# 1 in 3 Americans use an air fryer at least once per week to cook food at home

While the majority of Americans use stovetops (79%), microwaves (74%), and ovens (58%) to cook their food at home, 34% also use an air fryer at least once per week.

Which of the following appliances do you use at least once per week to cook food at home?

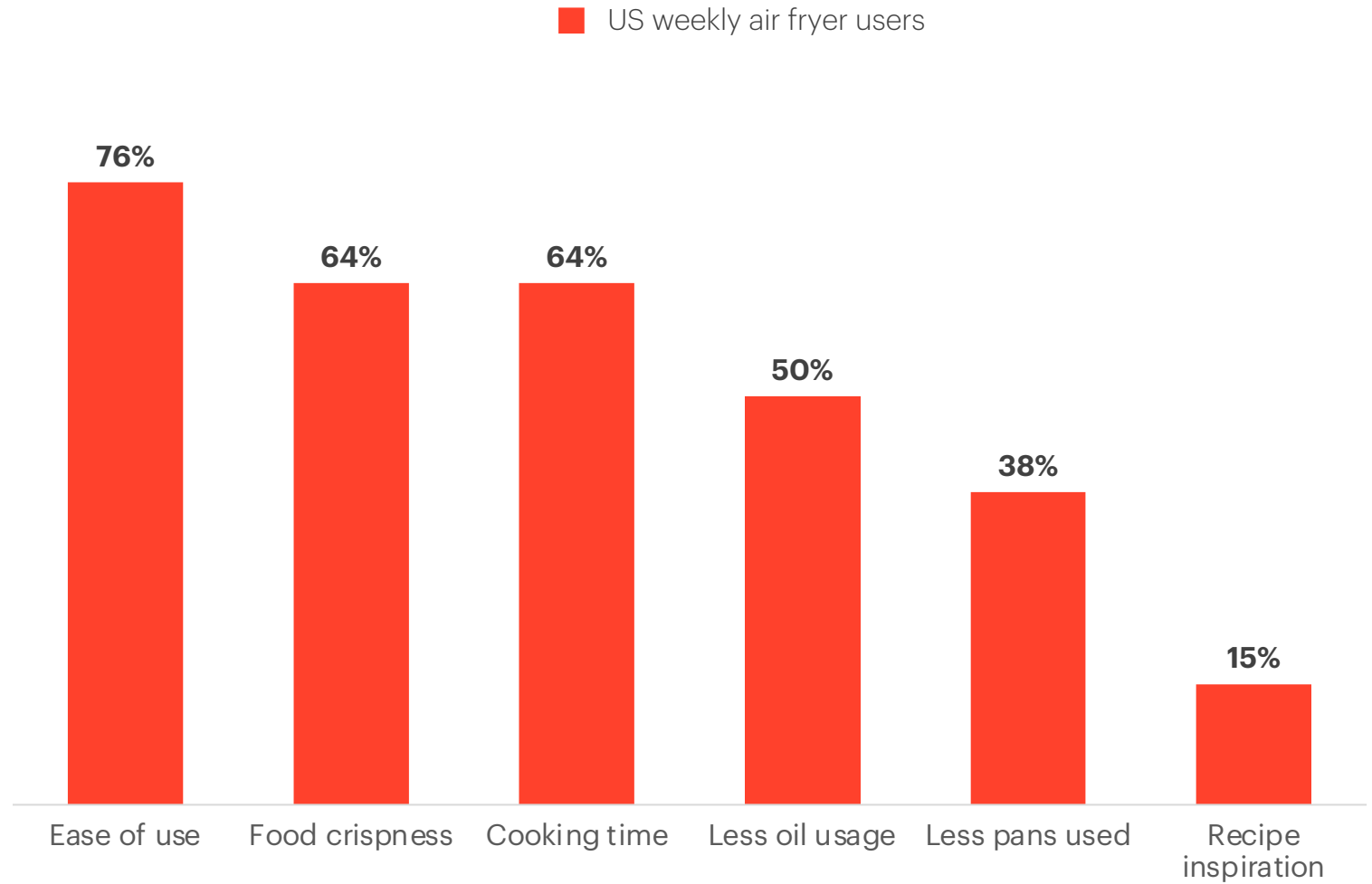


YouGov Surveys: October 18-30, 2024. US: n>1,500.  
"Don't know" responses not shown.

# Ease of use is the primary motivation for Americans to use an air fryer

76% of weekly air fryer users state ease of use as their motivation for using an air fryer, followed by food crispness (64%), cooking time (64%), and less oil usage (50%).

## What motivates you to use an air fryer?



YouGov Surveys: October 18-30, 2024. US weekly air fryer users: n>500.  
"Don't know" responses not shown.



# Female weekly air fryer users are more likely to be motivated by oil usage and recipe inspiration

Male weekly air fryer users are more motivated by ease of use (82%).

## What motivates you to use an air fryer?

Male		Female
82%▲	<b>Ease of use</b>	71%▼
65%	<b>Food crispness</b>	63%
63%	<b>Cooking time</b>	65%
46%▼	<b>Less oil usage</b>	54%▲
38%	<b>Less pans used</b>	38%
11%▼	<b>Recipe inspiration</b>	18%▲

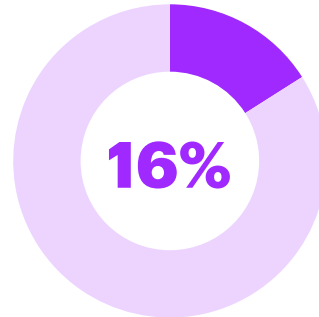
YouGov Surveys: October 18-30, 2024. US weekly air fryer users: n>200  
 ▲ / ▼: Highlights statistically significant differences compared to gen pop.  
 "Don't know" responses not shown.

# 16% of Americans are likely to buy an air fryer in the next 12 months

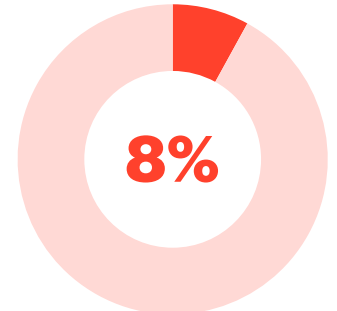
8% state they are neither likely nor unlikely, while 31% state they already have an air fryer.

Get in touch

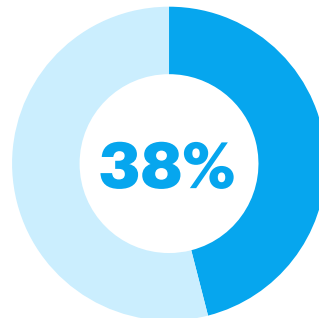
How likely are you to buy an air fryer in the next 12 months, if at all?



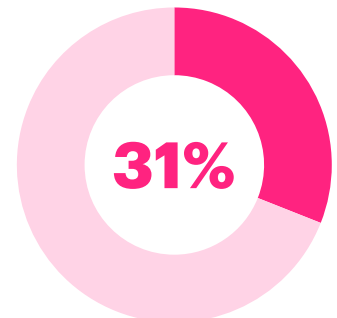
Likely



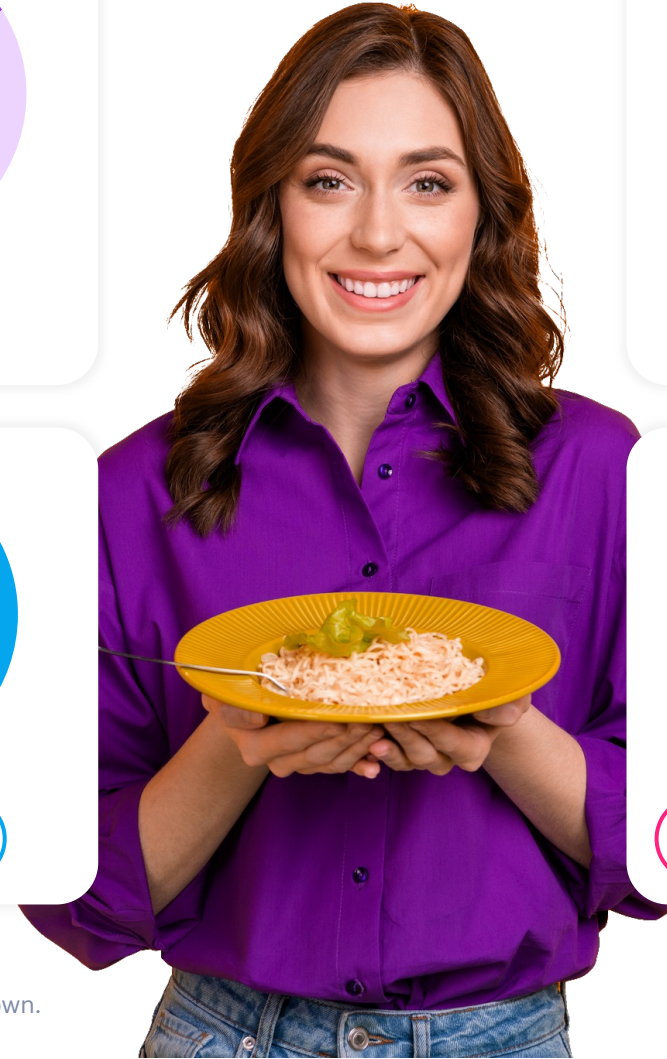
Neither likely  
nor unlikely



Unlikely



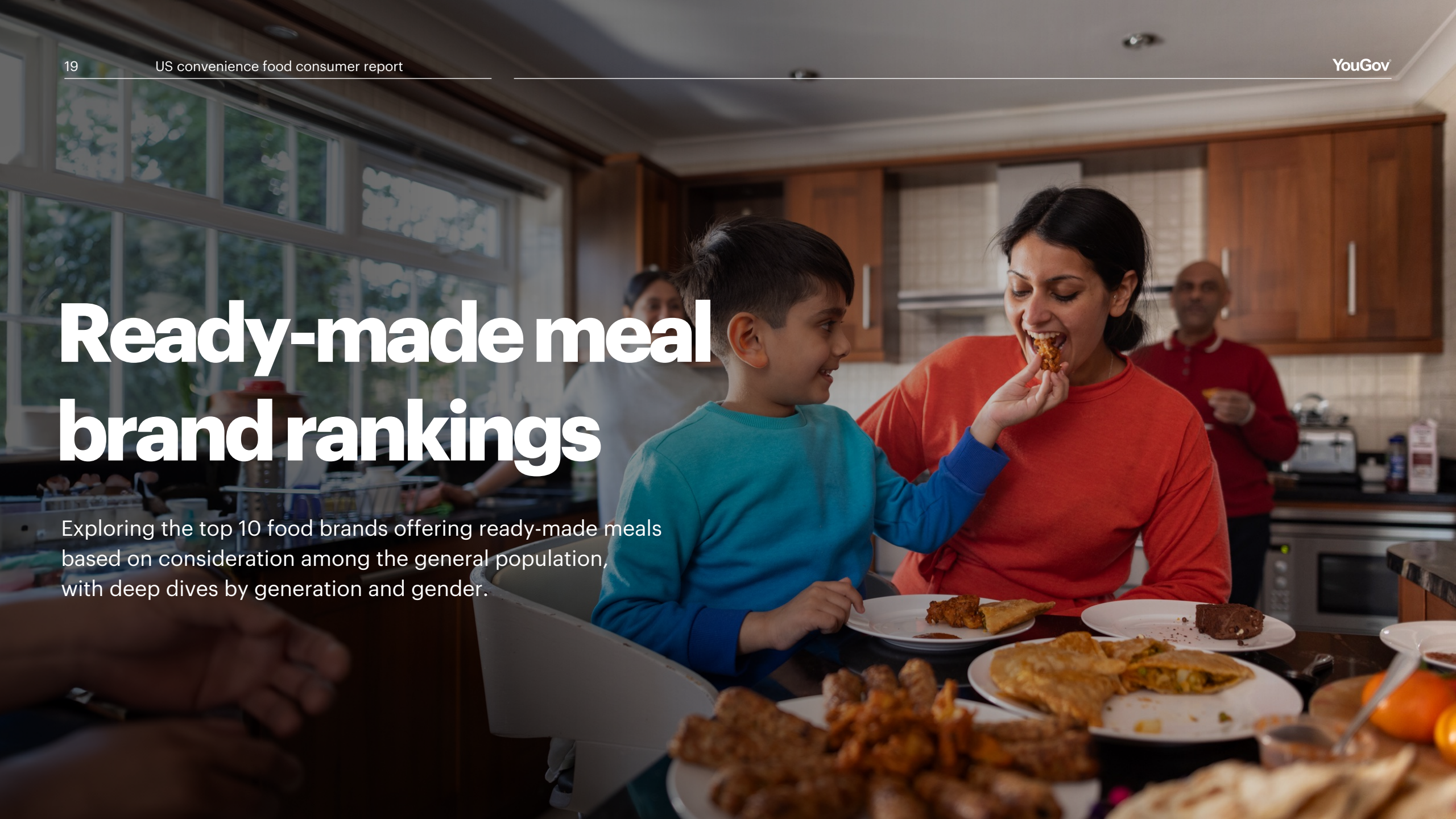
Not applicable -  
I already have an air fryer



YouGov Surveys:  
Oct 18-30, 2024. US: n>1,500.  
"Don't know" responses not shown.

# Ready-made meal brand rankings

Exploring the top 10 food brands offering ready-made meals based on consideration among the general population, with deep dives by generation and gender.



# Most considered ready-made meal brands in America

Explore more data



Rank	Brand	Consideration
1	Kraft	<b>43.5%</b>
2	Campbell's	<b>41.2%</b>
3	Pillsbury	<b>38.7%</b>
4	McCormick	<b>37.6%</b>
5	Jimmy Dean	<b>33.6%</b>
6	Betty Crocker	<b>32.6%</b>
7	Ore-Ida	<b>31.3%</b>
8	Tyson	<b>31.1%</b>
9	Hillshire Farm	<b>30.9%</b>
10	StarKist	<b>29.9%</b>

YouGov BrandIndex US, November 1, 2023 – October 31, 2024. (n>21,200)

# Most considered ready-made meal brands in America by gender

Explore more data



Men			Women		
Rank	Brand	Consideration	Rank	Brand	Consideration
1	Kraft	39.9%	1	Kraft	46.5%
2	Campbell's	38.1%	2	Pillsbury	44.0%▲
3	McCormick	33.6%▼	3	Campbell's	43.7%
4	Jimmy Dean	32.6%	4	McCormick	40.7%
5	Pillsbury	32.2%▼	5	Betty Crocker	38.1%▲
6	Tyson	30.6%	6	Ore-Ida	35.0%▲
7	Johnsonville Sausage	29.1%	7	Jimmy Dean	34.4%
8	Hillshire Farm	28.6%	8	Hillshire Farm	32.9%
9	Oscar Mayer	28.2%	9	StarKist	31.7%
10	StarKist	27.8%	10	Tyson	31.4%

YouGov BrandIndex US, November 1, 2023 – October 31, 2024. (n>9,400)

▲▼ = +10% relative difference from gen pop.

# Most considered ready-made meal brands in America by generation

## Gen Z

Rank	Brand	Consideration
1	Kraft	23.9% ▼
2	Campbell's	22.1% ▼
3	Knorr	21.4% ▼
4	Totino's Pizza Rolls	21.3%
5	Annie's	20.9% ▲
6	Pillsbury	20.5% ▼
7	Tyson	19.7% ▼
8	Maruchan Ramen Noodle Soup	18.4% ▼
9	Red Baron	15.8% ▼
10	Betty Crocker	15.7% ▼

## Millennial

Rank	Brand	Consideration
1	Kraft	37.5% ▼
2	Pillsbury	32.2% ▼
3	Campbell's	31.9% ▼
4	McCormick	30.6% ▼
5	Tyson	30.1%
6	Totino's Pizza Rolls	27.8% ▲
7	Jimmy Dean	27.3% ▼
8	Knorr	25.5%
9	Maruchan Ramen Noodle Soup	25.5% ▲
10	Old El Paso	25.5% ▼

## Gen X

Rank	Brand	Consideration
1	Kraft	50.1% ▲
2	Pillsbury	45.7% ▲
3	McCormick	45.5% ▲
4	Campbell's	45.1%
5	Jimmy Dean	41.7% ▲
6	Betty Crocker	39.8% ▲
7	Ore-Ida	39.1% ▲
8	Hillshire Farm	38.5% ▲
9	Tyson	37.0% ▲
10	StarKist	35.8% ▲

## Baby Boomer

Rank	Brand	Consideration
1	Campbell's	50.5% ▲
2	Kraft	50.1% ▲
3	Pillsbury	44.9% ▲
4	McCormick	44.8% ▲
5	Ore-Ida	41.3% ▲
6	StarKist	40.8% ▲
7	Jimmy Dean	39.3% ▲
8	Betty Crocker	38.8% ▲
9	Hillshire Farm	37.8% ▲
10	Progresso	34.6% ▲

# Build a complete picture of your brand

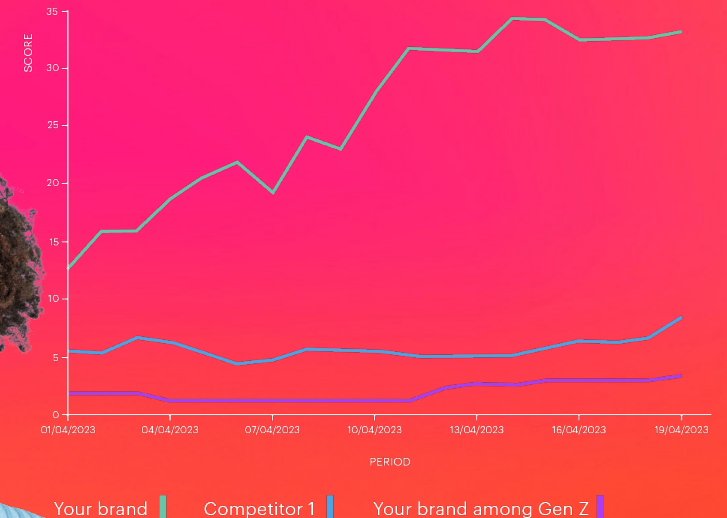
Gain a real understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

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## Advertising awareness



Metrics ▾

Advertising awareness

# Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced and YouGov BrandIndex.

- The consumer insights in this report are sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from October 18-30, 2024, with 1,502 US respondents.

The target group “ready-made meal shoppers” is determined by those who answered: “At least once a month” to the question: “How often, if at all, do you purchase ready-made meals?”

The target group “weekly air fryer users” is determined by those who answered: “At least once a week” to the question: “How often do you regularly use an air fryer to cook food at home?”

- The brand rankings in this report are sourced from YouGov’s always-on brand tracker, YouGov BrandIndex.

Consideration scores are based on respondents’ answers to the following question: “When you are in the market next to purchase consumer goods, from which of the following would you consider purchasing?” Filtered by ready-made meal brands.

To qualify as a top ranked brand, brands must have scores available for at least 183 days between November 1, 2023 – October 31, 2024. Consideration scores have been rounded to a single decimal place. A minimum base size of 300 (n) is required.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomer (1946-1964).





# Thank you

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