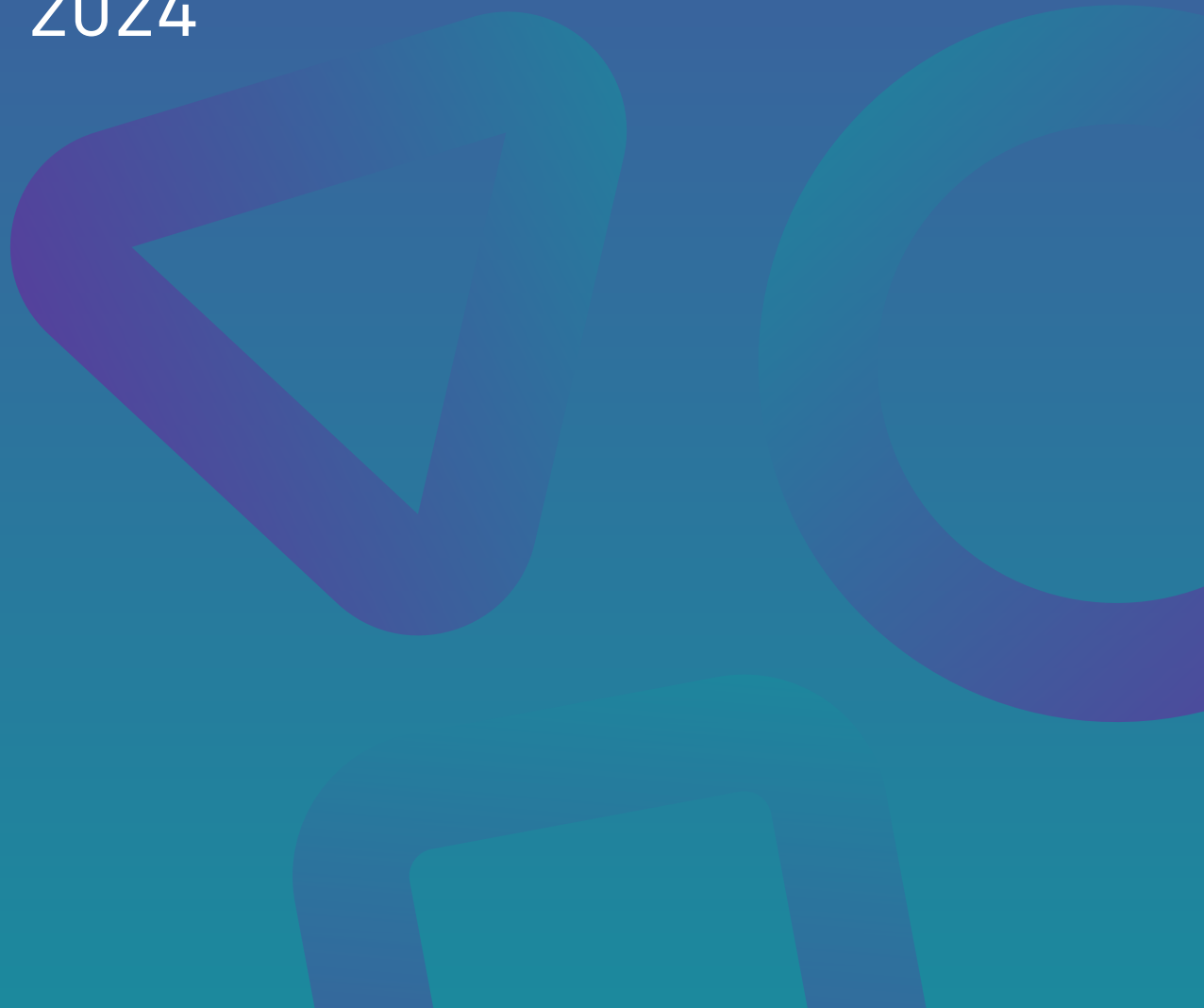




The State of Online Recipes



How online recipes inspire
consumers and fuel CPG
brand growth in 2024



Introduction

Online recipes have transformed the way we shop. Since the COVID-19 pandemic, they've grown from simple tools that help consumers cook daily meals to genuine influences in the products and brands they purchase from grocery retailers. Usage is not slowing down, either. Since last year's edition of our survey, online recipe usage has grown to 91%.

In *The State of Online Recipes*, we explore findings from a survey of 500+ U.S. consumers and data from Chicory's recipe network to illustrate how American consumers are leveraging online recipes to simplify meal planning and inspire grocery shopping decisions.

Our data reveals how influential online recipes are to the purchasing journey, and the critical opportunity they present for CPG brands looking to leverage contextually relevant content - delivering their product and messaging to a high-intent audience that is in the buying mindset.



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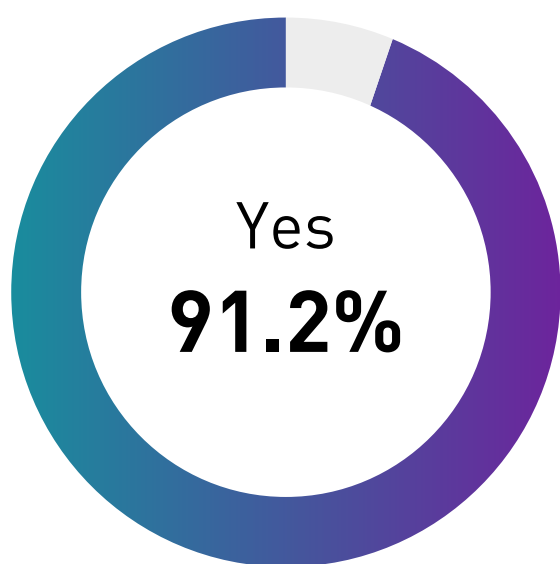


This Year in Online Recipe Usage

Online Recipe Usage & Growth

Compared to 2023, online recipe usage amongst American consumers is up across the board. 91% of respondents said they use online recipes on food blogs, lifestyle sites, brand sites and social media or video platforms like YouTube, TikTok, Instagram and Pinterest. 60% of respondents report themselves that they are, indeed, using online recipes more now than they were a year ago.

Over half of American consumers (56%) specifically use recipe websites and food blogs for online recipes.



A demographic breakdown only asserts just how ubiquitous online recipe usage has become. Widespread adoption has become pertinent amongst all consumers, from younger Gen Z shoppers looking for budget-friendly meals, to Gen X shoppers looking for daily recipe inspiration for weeknight dinners.

Age findings show that Millennials and Gen X are utilizing online recipes more than any other demographic - Millennials lead with a whopping 96%. Note, however, that Gen Z and Boomers don't fall too shy of those leads, with 87% and 83% respectively.

Do you use online recipes?

Online recipes include those on food blogs, recipe sites, and social media or video platforms, like YouTube, TikTok, Instagram, and Pinterest.

Millennials

Ages 27-42

96%

Gen X

Ages 43-58

92%

Gen Z

Ages 18-26

87%

Boomers

Ages 59-77

83%

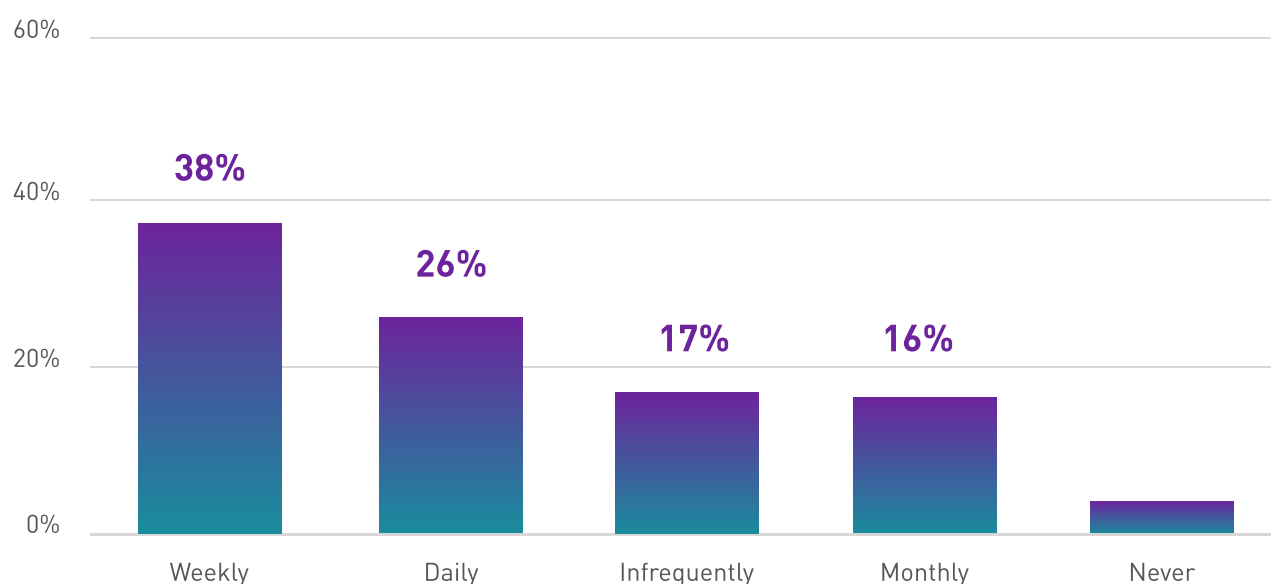
■ Yes
 ■ No



Usage frequency rates have stayed relatively the same year-over-year. The majority of respondents (64%) reported engaging with recipes at least weekly (38% weekly and 26% daily). Standard meal-planning and [grocery-shopping routines](#) follow a weekly cadence, so this lines up.

What is particularly striking, however, are daily rates - which have **gone up 8% since last year.**

Approximately how often do you use or look at online recipes?



Gen Z relies less on daily usage than they did last year, with over 44% of Gen Z respondents reporting using or looking at online recipes on a weekly basis. Gen X and Millennials lead the way with daily usage, at a respective 36% and 25% - indicating that they are more reliant on daily recipe inspiration.

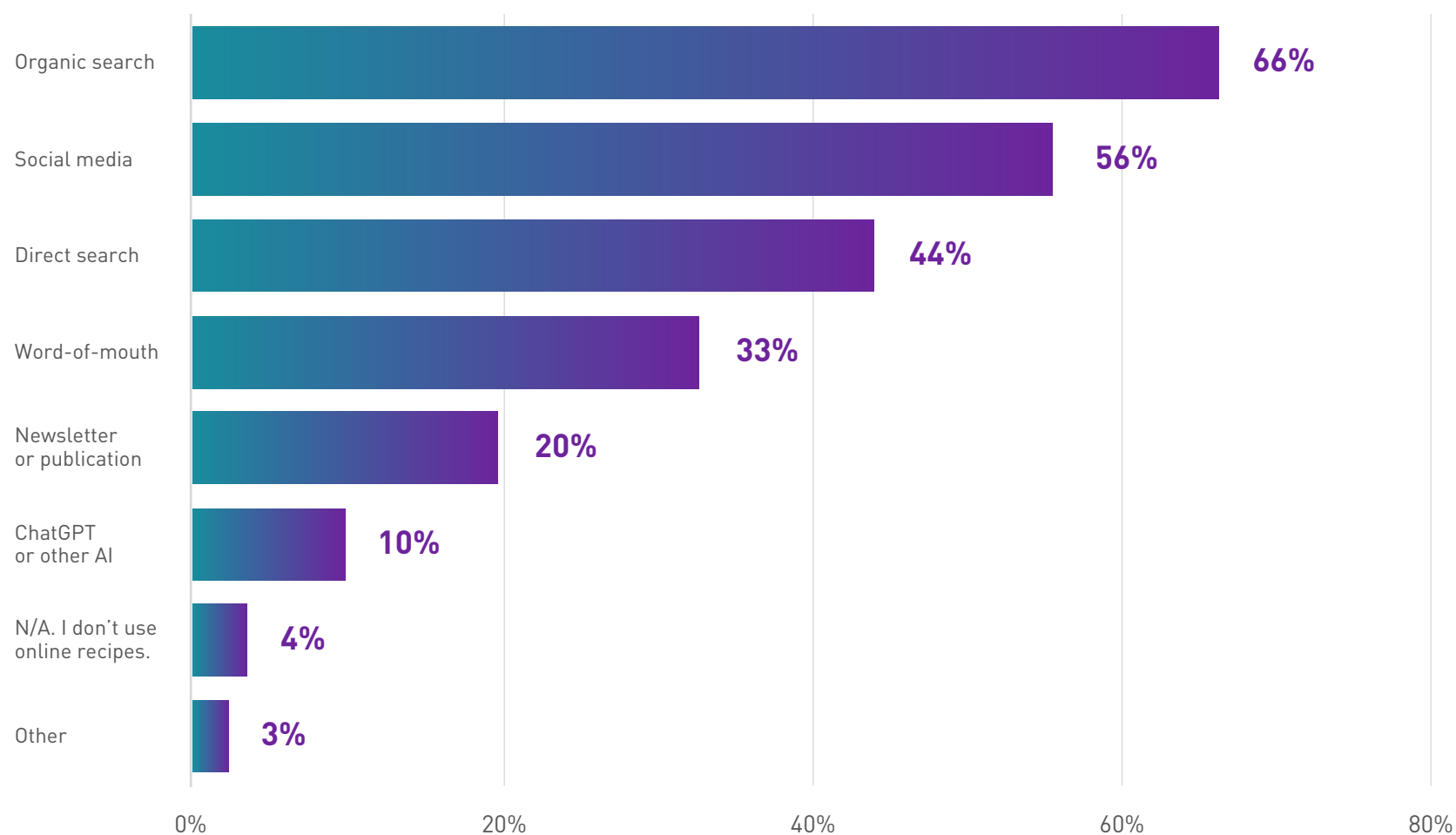
When it comes to discovery methods, organic search has gone up from 58% to 66%. This means that most consumers are actively seeking out online recipes and looking for recipe inspiration. This also suggests that online recipe visitors are high-intent shoppers — looking to fulfill their meal-prep and grocery-shopping needs.

Meeting these consumers at these high-intent points is a key opportunity for CPG consumers that we'll touch on more throughout our findings.





Which methods do you use to discover online recipes? Select all that apply.



With the advent and growth of generative AI, curiosity for solutions that can assist with meal-planning and grocery-shopping has only grown. 10% of respondents reported using ChatGPT or other gen AI tools to discover recipes online. We'll continue to track this year after year as gen AI becomes more prevalent.

So which recipes are the most popular? Every year, Chicory sees trendy recipes like Baked Feta Pasta, which has shown up in the top viewed online recipes two years in a row. Traditional recipes also rank high, with recipe title keywords like “easy”, “classic”, and “best” indicating consumer demand for convenience and quality.

The Top Online Recipes of H1 2024

- 1 **Best Easy Healthy Baked Salmon**
- 2 **Easy Olive Garden Zuppa Toscana Soup**
- 3 **Olive Garden Chicken Gnocchi Soup**
- 4 **Green Bean Casserole**
- 5 **Oven-Roasted Asparagus**
- 6 **Creamy Tuscan Chicken**
- 7 **Classic Stuffed Peppers**
- 8 **Baked Feta Pasta**
- 9 **Chicken Piccata**
- 10 **Marry Me Chicken**

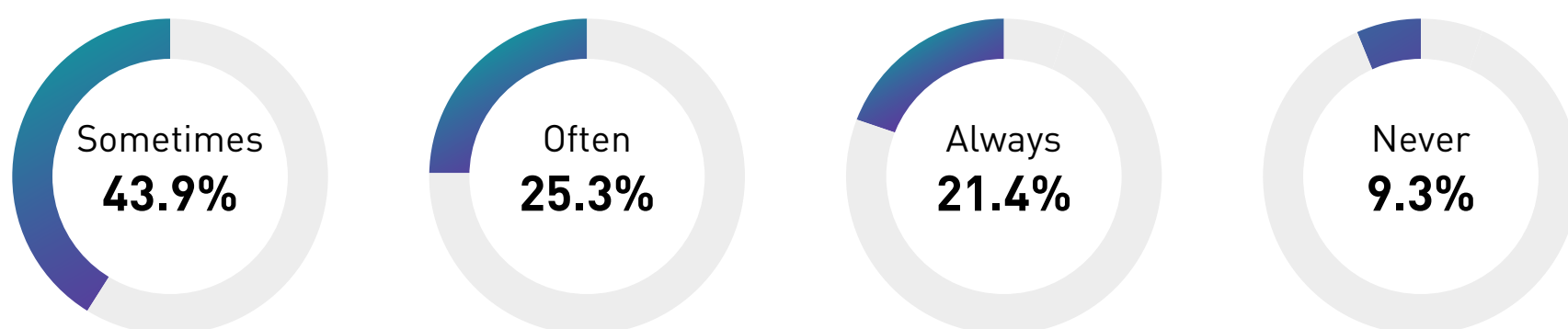


Dissecting the top viewed recipes of 2024 can help brands and agencies better understand the mindset and intention consumers occupy while using online recipes - meeting consumers where they are and reaching them with a contextually relevant message is a critical strategy that can be deployed on these recipe pages.

Recipe Usage for Grocery Shopping

Now that we've touched on growth in general online recipe usage, it's time to explore the link between online recipes and grocery shopping habits. These two facets are more connected than one would think. According to our survey, nearly half of consumers (47%) report often or always using online recipes to prepare for their personal grocery shopping. Only a tenth of consumers reported never using online recipes for this use.

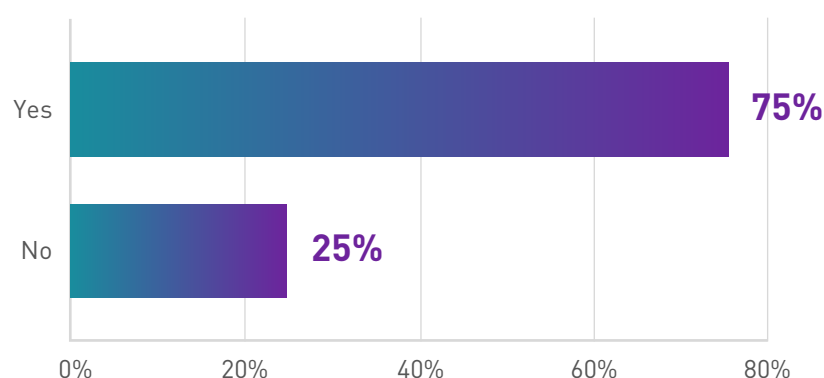
Do you use online recipes to prepare for grocery shopping?



This connection between online recipe usage and grocery shopping isn't limited to the digital realm, either. Our survey showed 75% of respondents reporting that they have at some point looked at online recipes on their own mobile devices while in a grocery store.

This point is a critical one, as it shows the impact of online recipes in an in-store environment. Online recipes serve as a critical layer in the complex omnichannel path to purchase. Taking advantage of that digital environment can help CPG brands target consumers in real-time, when they're looking to make a purchase decision in-store.

Have you ever looked at an online recipe on your mobile device in the grocery store?



Bridging the gap between browsing on off-site pages and purchasing from actual retailers (whether online or in-person) is something that contextual commerce media can help enable. Let's dive into what mindset audiences are in when making purchasing decisions, and how contextual commerce media can help CPG brands target those audiences strategically.

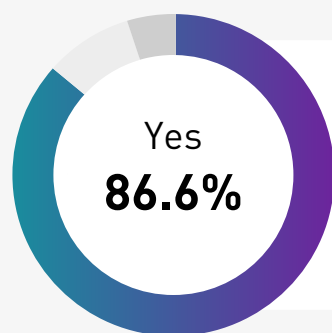


The Power of Mindset and Recipe Inspiration

Recipe Inspiration Trends

Online recipes enable consumer inspiration. In fact, online recipes have inspired 86% of consumers to cook a new meal or dish, 80% to purchase a new product or ingredient and 69% to purchase a new or different brand of product. Those are 6%, 5%, and 11% increases from last year, respectively.

What does this mean? Recipes are not just providing daily inspiration on what meals consumers can cook, but **also which items and brands they're adding to their cart.**

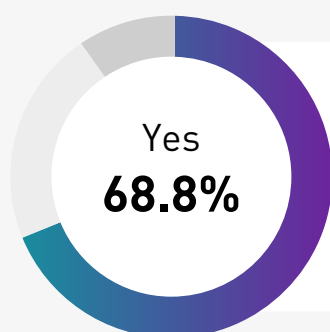
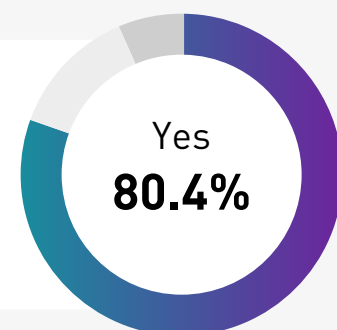


Has an online recipe inspired you to cook a new meal or dish you had not prepared before?

No 9% Not Sure 5%

Has an online recipe inspired you to purchase a new ingredient or product you had not purchased before?

No 13% Not Sure 6%



Has an online recipe inspired you to purchase a new or different brand of a product you usually purchase?

No 22% Not Sure 9%



These inspiration insights are critical for CPG brands, because they provide insight into the potential of online recipes as a contextually relevant space for advertising.

For example, because 80% of consumers have been inspired to purchase a new ingredient or product, CPG brands can use online recipes as contextually relevant environments - pushing new products and items to the market to a high-intent audience.

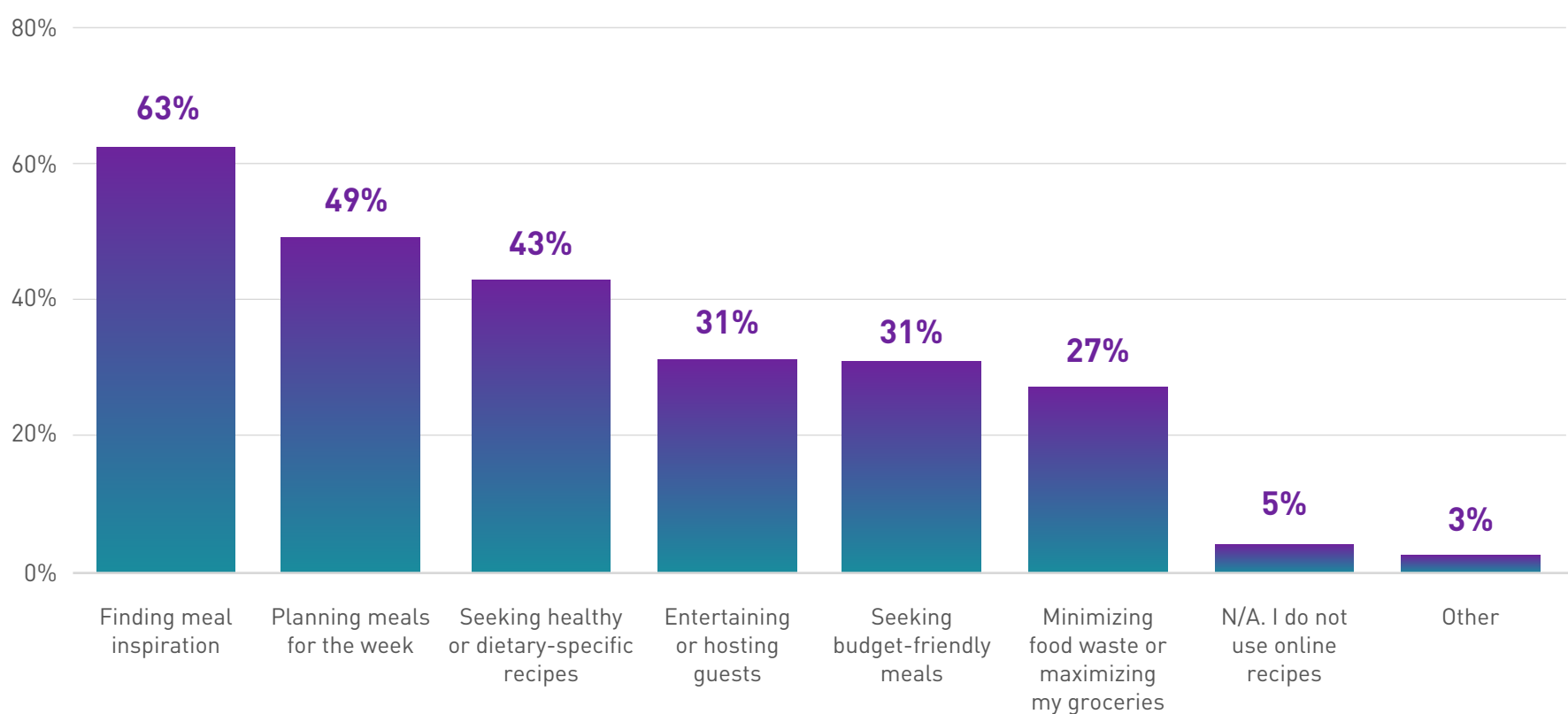
How Consumers Are Thinking



Stepping back from analyzing how online recipes influence purchasing decisions, let's see what audiences are actually thinking when viewing recipe content and making those purchasing decisions.

Survey respondents revealed that they use online recipes to support finding meal inspiration (63%), weekly meal prep (49%), and seeking healthy or dietary-specific options.

What mindset(s) are you in when viewing recipe content online?



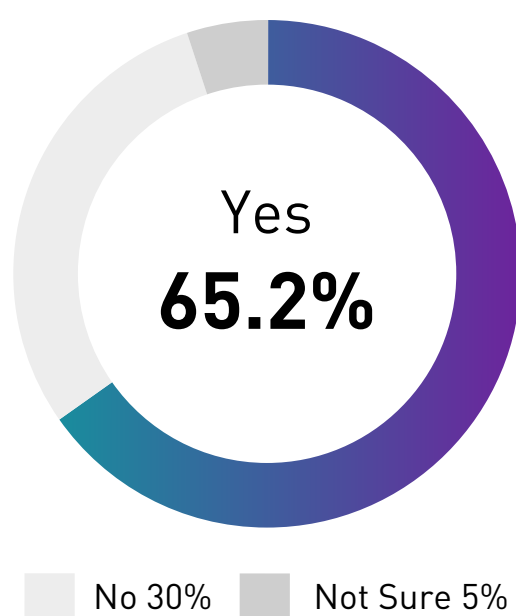


One standout demographic finding is Gen Z's interest in finding budget-friendly meals. Around 30% of both Millennials and Gen X report seeking budget-friendly meals when viewing recipe content online - compare that to 43% of Gen Z saying the same.

CPG brands that offer typically budget-friendly ingredients, or products that can be used in generally budget-friendly recipes, are more likely to increase their chances of engaging with Gen Z consumers - helping to fulfill their purchase intent when browsing.

To further understand where online recipes play in the overall purchasing journey, we asked a few tactical questions in our survey. The first asked respondents whether they have ever added grocery products to an online cart after seeing those products listed in an online recipe. 65% of respondents claimed they have.

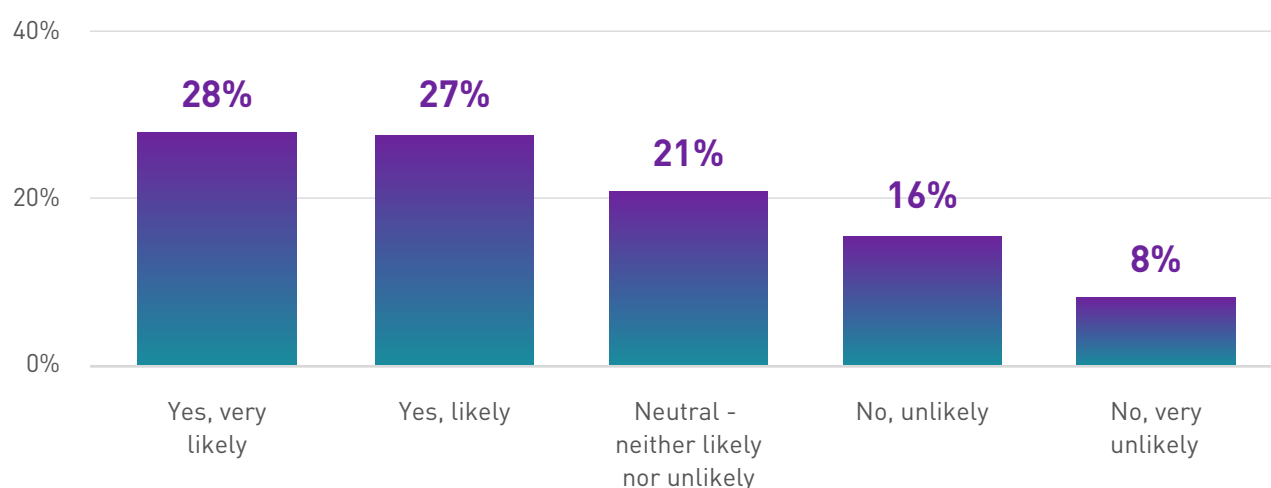
Have you ever added grocery products to an online cart after seeing those products listed in an online recipe?



This is a critical point, and a signal that online recipe pages have a direct influence on what consumers are purchasing online. It also points to consumers being comfortable with shopping via off-site channels, especially when those channels are contextually relevant and catering to their purchasing needs.

Note that this is not limited to users who have directly purchased from a recipe page using an add-to-cart button. In fact, when asked whether they would make a grocery purchase directly from an online recipe if given the option to, 55% of respondents said they would likely or very likely do so.

Would you make a grocery purchase directly from an online recipe if given the option to?

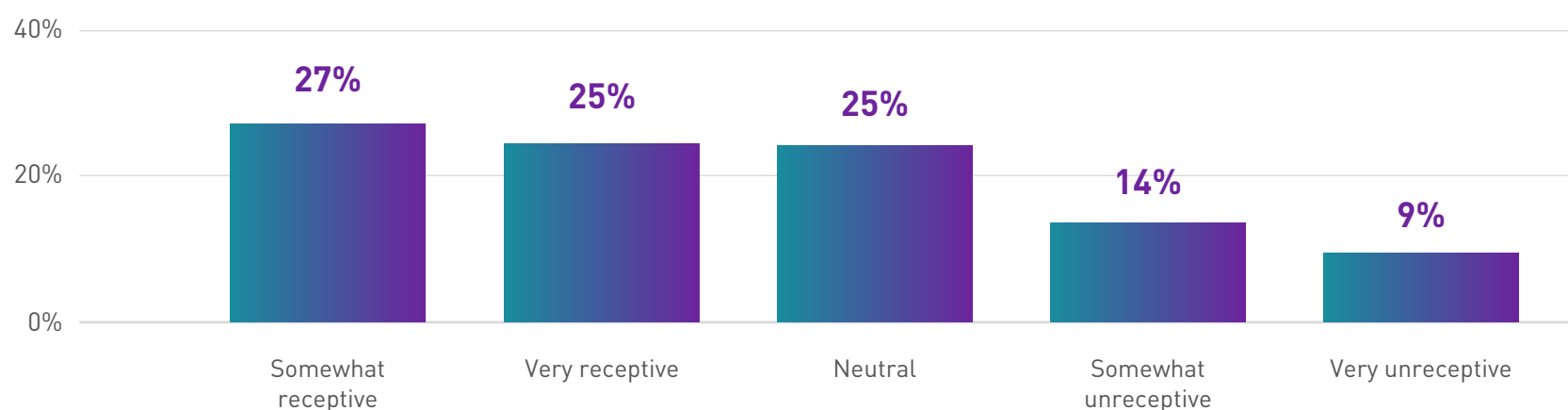




So, clearly consumers are open to having features on online recipe pages that streamline the purchasing journey - but this isn't the whole story.

Not only is it critical to make the purchasing journey as streamlined as possible for consumers, but also to target them at relevant points in their journey - when their purchase intent is high. In fact, over half of American consumers (55%) claim they are receptive to advertisements from relevant food and cooking brands when viewing online recipes.

How receptive are you to advertisements from relevant food and cooking brands when viewing online recipes?



This validates recipes as the ideal, contextually relevant environment for CPG brands to advertise. When you reach consumers at the right place, at the right time, you provide an overall better purchasing experience and help tap into their actual meal-planning and grocery-shopping needs.

Now that we've touched on how critical it is to target consumers in a contextually relevant environment, let's touch on how contextual commerce media on recipe pages can enable CPG brands to drive results and incrementality, reach the right audiences, and ensure contextual relevance.





Driving Results & Incrementality

Here are five key insights that will help you further navigate the state of online recipes today:

Takeaway 1: Online Recipes Reach Consumers with High Purchase Intent

Our survey supports the idea that recipes inspire consumers and influence their purchasing decisions.

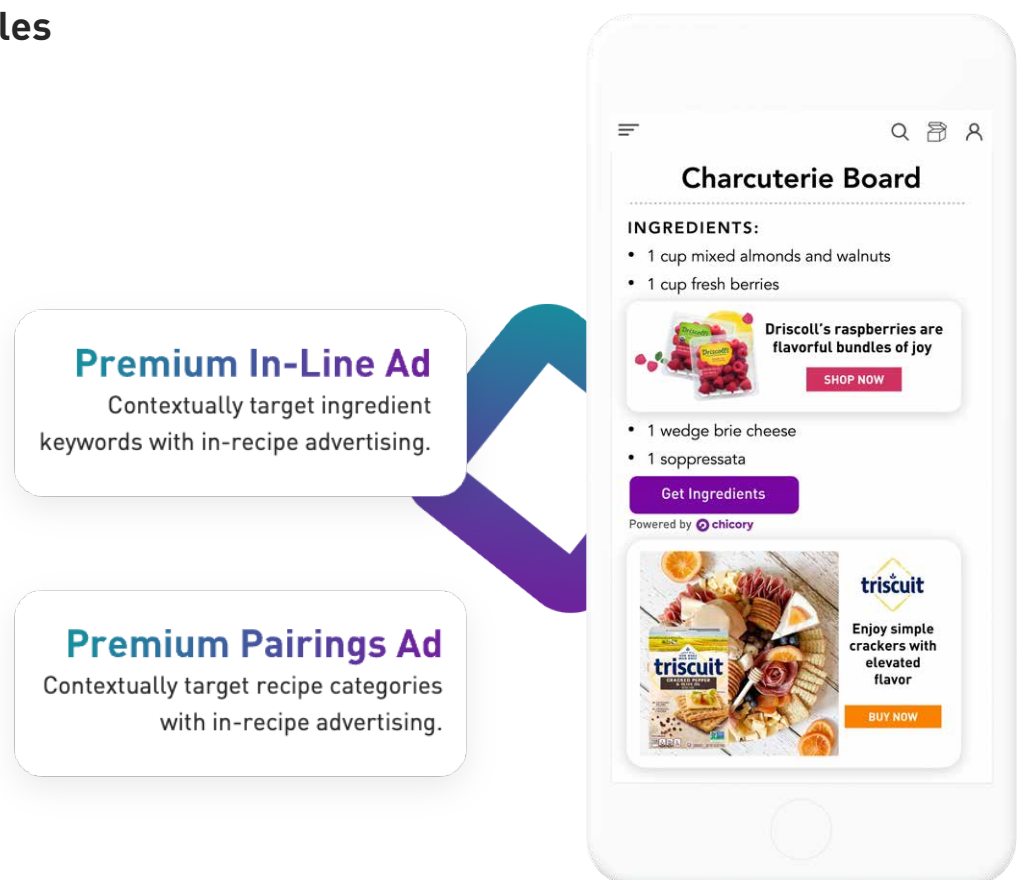
This means CPG brands and retailers are armed with a prime opportunity to convert recipe content into an advertising opportunity. Online recipes serve as a moment of inspiration within the purchasing journey, CPG brands are in a unique position to capitalize on this moment and connect with users based on their mindset.

Whether it's a Gen Z consumer looking for the most budget-friendly meals, or a general reader looking to try out something new for dinner - online recipes serve as contextually relevant environments to fulfill consumer needs.

Takeaway 2: Recipes Drive Incremental Sales

Chicory's suite of ad formats delivers engaging media experiences directly within online recipe content, leveraging AI-enhanced contextual targeting to align ads with specific ingredients and recipe categories.

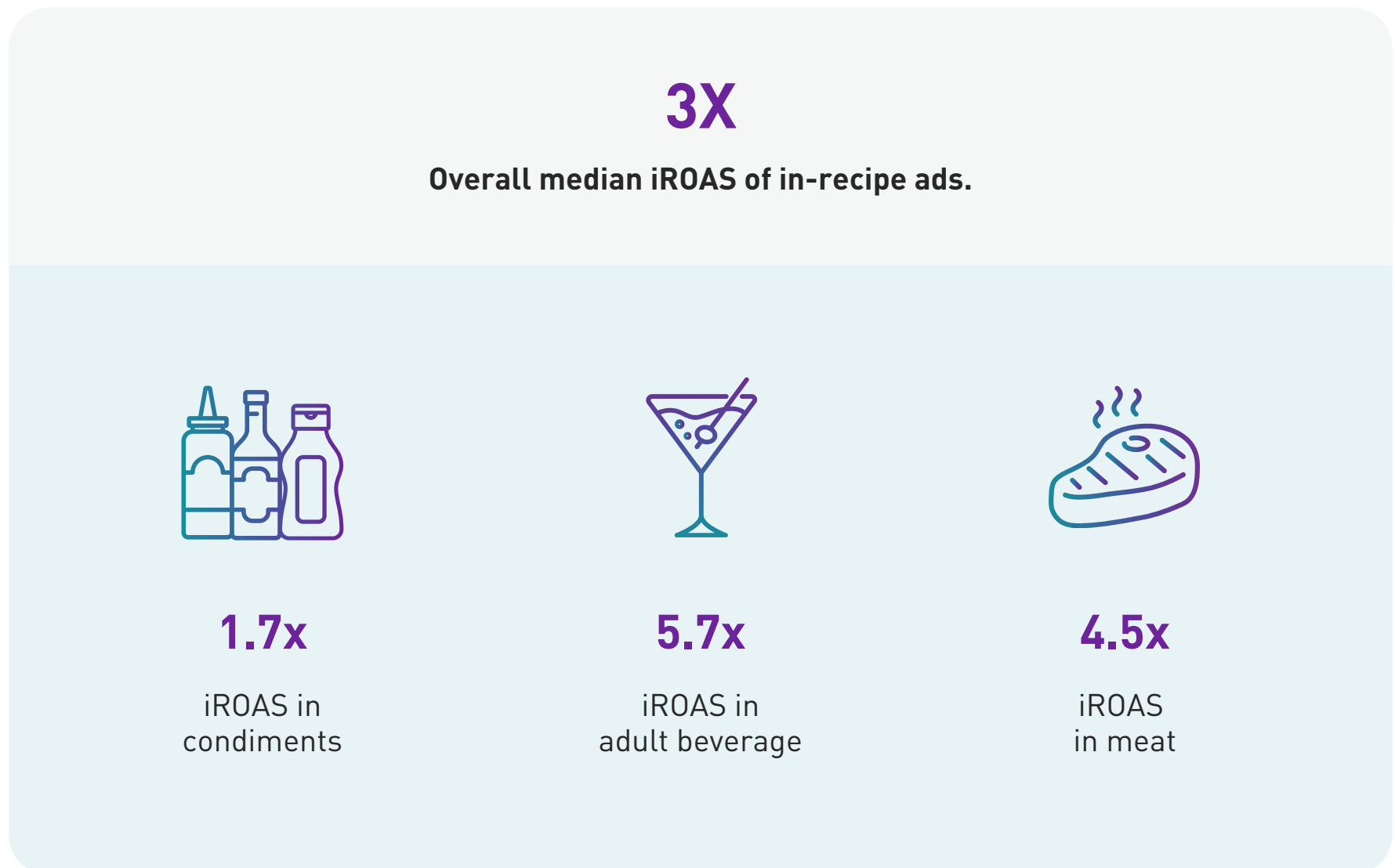
Through its innovative ad suite, Chicory helps CPG brands and grocery retailers align their products with contextually relevant recipes, guide shoppers directly to retailer baskets, and **drive incremental traffic made up of new and lapsed shoppers**. Incremental growth is a key benefit of adopting contextual commerce media in your advertising strategy.



Example of Chicory's in-recipe advertising units



An analysis of Chicory contextual in-recipe advertising campaigns illustrates the impact these tactics have on driving incremental sales. Median iROAS of Chicory In-Recipe Campaigns:



Takeaway 3: Recipes Can Enable Media Efficiency

Because contextual commerce media enables CPG brands to activate a network of brand-safe, contextually relevant content, it works to solve risks behind harmful content exposure - maintaining high impression rates while staying on top of brand safety concerns.

In other words, Chicory enables CPG brands to target audiences on recipe pages, so that brands can ensure their products live in contextually relevant environments. This is especially critical for tapping into high-intent audience mindsets. When consumers are not in the right mindset to purchase, brands risk wasting impressions and limiting their media efficiency.

In fact, eliminating wasted impressions is a key benefit of adopting contextual commerce media. Getting in front of inspired customers puts your ad dollars to work - increasing your media efficiency and allowing you to tap into a network of customers with high purchase intent.



Takeaway 4: Recipes Engage New and Lapsed Shoppers

Further analysis shows that reaching consumers at contextually relevant points in their purchasing journey can be an effective way to reach **new and lapsed shoppers**.

On average, new and lapsed shoppers account for 47% of total sales:

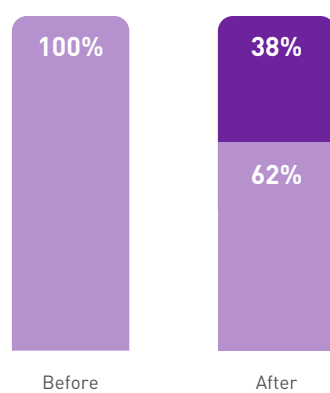


Because Chicory contextually reaches consumers across highly relevant, brand-safe content, [RMNs](#) and brands are able to reach new and lapsed shoppers. These are consumers that have been contextually targeted without shopper data, meaning that impressions are not just limited to known buyers.

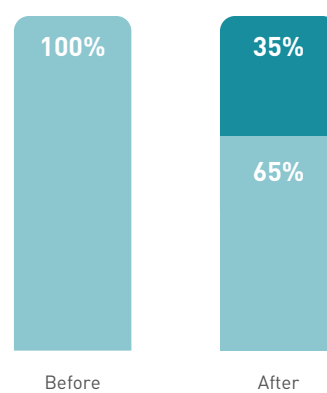
Takeaway 5: Recipes Grow Category Share

Further, to quantify the idea that recipes influence consumers to purchase “new” products or brands we analyzed a sample of campaigns, across verticals, looking to shift share. This analysis shows that advertising in-recipe impacts category share across each customer segment. On average, campaigns gain 38 percentage points in category share against new shoppers, 35 points against lapsed shoppers and 16 points against existing shoppers.

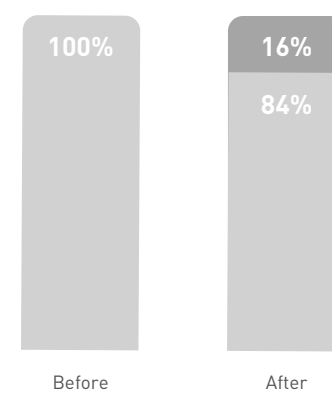
**Category Share Shift:
New Shoppers**



**Category Share Shift:
Lapsed Shoppers**



**Category Share Shift:
Existing Shoppers**



Promoted Brand

 Other



Closing

Considering Contextual Commerce Media

We mentioned up until this point how consumers rely on online recipes to inform their meal-planning and grocery-shopping purchasing journey.

At the crux of this insight lies our main recommendation: **Contextual commerce media is the key strategy for CPG brands looking to strategically target consumers and drive incrementality.**

Here are three ways Chicory leverages contextual commerce media to help brands and agencies:



- **Maintaining contextual relevance in light of privacy concerns.**

Just because Google is dropping third-party cookie deprecation, doesn't mean that consumer privacy concerns aren't still a very real issue. [86% of marketing professionals](#) reported that their brands are very strongly or strongly considering growing consumer privacy concerns in their own advertising strategies. To combat this, Chicory leverages contextual commerce media, and leverages retailers' first party data to deliver relevant, high-quality content.

- **Limiting wasted impressions and protecting brand safety.**

Placing your brand in an irrelevant environment will only reach passive consumers, running the risk of wasted impressions. Because contextual commerce media enables brands to serve messaging and content on contextually relevant environments, it helps limit those wasted impressions, up media efficiency, and prevents risks existing on irrelevant, brand-volatile environments.

- **Gaining off-site visibility by partnering with RMNs.**

Retail media has seen exponential growth over the last few years. For the most part, RMNs have had valuable insights into on-site shopper activity. However, they've simultaneously run the risk of reaching the same buyers off-site as they do on-site - using first-party data to target programmatic display. In the face of this, Chicory acts as a complement to retail media, helping retailers reach new and lapsed shoppers in high-intent environments.

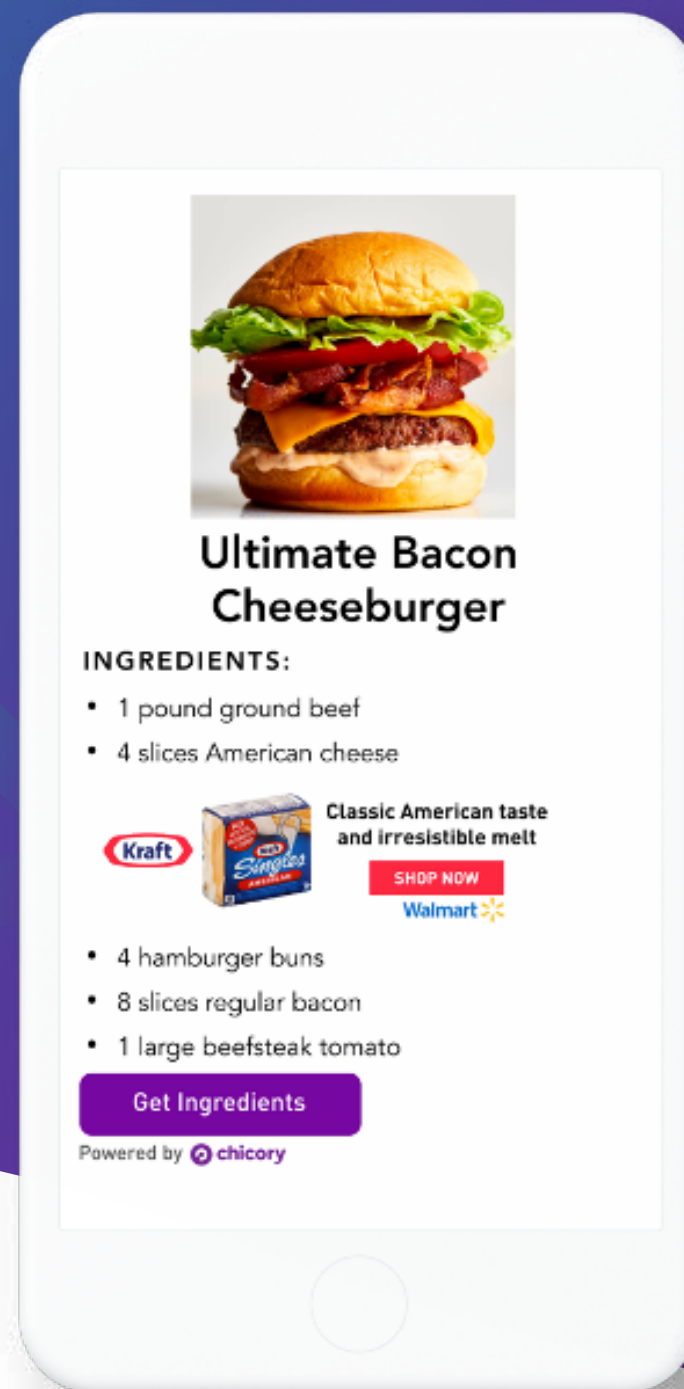
We Are Leaders in Context

Chicory believes in the power of combining contextually relevant content with engaging media experiences to inspire consumers and expedite the path to purchase.

Our end-to-end contextual commerce media platform:

- Transforms brand safe, contextually relevant content into commerce media for our CPG customers.
- Powers a network of recipe publishers and retailers.
- Reaches consumers in the right mindset with hyper-contextual ads and in-recipe commerce solutions.

GET IN TOUCH



Methodology

The data in Sections 1 and 2 come from a survey of 569 American consumers, ages 18 to 95. Chicory administered the survey on July 16 2024, using an online survey platform. The margin of error is +/- 4.192%.

The analysis in the “Driving Results & Incrementality” portion of Section 2 is based on data queried from Chicory’s internal database. The database contains 460+ studies from campaigns run from Q1 2021 through Q4 2023.

About Chicory

Chicory is the only end-to-end contextual commerce media platform that combines unique and engaging media experiences with contextually relevant, brand-safe content to deliver results and insights for our customers. Our platform powers a network of recipe publishers and retailers that CPG brands and retail media networks use to reach 123 million high-intent grocery shoppers each month. Chicory’s contextual advertising and shoppable recipe solutions can be found on 5,200+ websites and food blogs, including Food Network, The Pioneer Woman, and Delish. From building brand awareness to driving conversions at 70+ retailers, our innovative ad formats create moments of engagement with consumers to deliver campaigns that expedite the path to purchase.

If you have questions or would like to learn more about how Chicory can help you leverage online recipes, please reach out to hello@chicory.co.