



Recent survey finds 27 million Brits baked during lockdown

With homes across the country full of the aroma of banana breads, a new survey commissioned by The National Association of British and Irish Millers (nabim), undertaken by YouGov, has revealed just how much Britain turned to baking throughout the lockdown period.

The survey found that over half (53%) of respondents baked between the start of lockdown and mid-May, equating to 27 million UK adults, 34 percent of which had used two or more bags of flour since the start of lockdown.

The survey also showed what Britain has been baking, with bread emerging, perhaps surprisingly, as the most popular bake overall, with 37 percent of home bakers adding this to their repertoire – whilst seven percent have attempted sourdough loaves. Cookies came in second place, with 34 percent of these home bakers indulging in the sweet treat. These were most favoured by those aged 18-24 and 45-54, with 40 percent of these age groups having baked them.

The survey also asked about peoples' future baking intentions. Almost five times (33%) the number of people who made sourdough between the start of lockdown and mid-May (7%) are looking to bake it in the future, and with 59 percent of these respondents intending to bake breads, this proves a love of bread baking has been reinvigorated nationwide. Having been bitten by the baking bug, home bakers are also wanting to broaden their range, with chocolate cake (59%) and cookies (58%) next up on the baking schedule as we emerge from lockdown. It is clear the upturn in baking as a hobby over the lockdown period has inspired a nation to switch on their ovens, with the trend not looking to ease greatly any time soon.

Baking is now popular with adults of all age ranges, with three in five (60%) of 18-24-year olds baking during

the early lockdown period, 19 percent of 25-34-year olds having invested in new baking equipment, or planning to invest soon and 47 percent of 35-44 year olds saying they believe it's a good activity to do with children.

Over one-quarter (26%) of respondents say they find baking to be relaxing and therapeutic, whilst 40 percent of 18-24-year olds say that baking has helped with their stress levels during the uncertainty of the lockdown period.

Earlier this year, nabim set up The Easy Peasy Baking Campaign, which was designed to simplify baking and cut through common misconceptions that stop non-bakers putting their aprons on. Through regularly sharing new recipes, baking tips, equipment swaps and friendly advice for new bakers, the campaign aims to prove baking is for everyone, and show that it can be simple, quick, cheap and use minimal amounts of equipment. With this new YouGov research, the campaign aims to support the many new UK bakers on their baking journey.



Editorial has been extracted from the publication