

Electrolux Asian Food Survey 2010 Fact Sheet

China

- Many find cooking a hobby and enjoy creating new recipes (26% as compared to the regional total of 20%)
- Very few follow recipes (7%)
- A high number of Chinese never follow recipes when cooking (40%)
- Most Chinese have a creative/adaptive cooking style (61%)
- Many feel the quality of fresh food is worse than in the past (37%)
- Most Chinese believe people are eating home more often (83%)
- A large number of Chinese still dine out every two weeks or more (70%)
- Highest Asian demographic with range hood/cooker hood (90%)
- Find it difficult to clean the range hood/cooker hood (80%)
- Find it difficult to clean the cook top (63%)
- 41% feel that there's not enough bench top space
- Favourite dishes in order of popularity: Soup-based food (eg. fish soup), deep fried food (eg. kung pao chicken), steamed food

India

- Highest demographic that is passionate about or enjoys cooking (75%)
- Highest demographic that treats cooking as a hobby and enjoys creating new recipes (30%)
- Highest demographic with a creative/adaptive style of cooking (62%)
- Highest demographic who eats lunch at home every day (45%)
- High demographic who cooks western food at home at least once a week (34%)
- Highest demographic who entertains guests at home (14% once a week or more; 16% every two weeks or so; 33% about once a month)
- Not many believe that people are eating at home more often (29%)
- Lowest demographic who owns a range hood/cooker hood (14%)
- Favourite dishes in order of popularity: Biryani, rice idli, kebabs

Indonesia

- High number who enjoys and is passionate about cooking (71%)
- Not many own range or cooker hoods (81%)
- Table top gas cook tops/cookers is the appliance of choice (74%)
- Many have not enough bench top space (53%)
- Favourite dishes in order of popularity: Nasi goreng, satay ayam, sop buntut (oxtail soup)

Malaysia

- High number who enjoys and is passionate about cooking (70%)
- High number feels that they have limited cooking skills (51%)
- Cooks western food quite frequently at home (26% at least once a week; 33% once or twice a month)
- Many still dine out at least once every two weeks or more (76%)
- Seldom entertains at home (44% entertain guests at home about twice a year or less)
- Favourite dishes in order of popularity: Char kway teow, nasi lemak, nasi goreng

The Philippines

- High number who enjoys and is passionate about cooking (69%)
- Largest demographic that believes the quality of fresh food is much better than in the past (29%)
- Believes strongly that you can cook and eat your way to better health (99%)
- Quite a large number have lunch at home every day (28% as compared to 23% of Asians)
- Cooks western food at home often (26% at least once a week; 33% once or twice a month)
- Uses a lot of short cuts when cooking (e.g. ready-made sauces) (52%)
- Feels that there isn't enough space on the cook top (48%)
- Favourite dishes in order of popularity: Sinigang (pork, beef or shrimp in tamarind broth), adobong baboy o manok (braised pork or chicken), fried/roast chicken

Singapore

- High number who enjoys and is passionate about cooking (68%)
- Many feel that they have limited cooking ability (53%)
- Quite a few believe that the quality of fresh food is much better than in the past (26% vs 22% of Asians)
- A high number will use food after the 'Best before date' (43%)
- A high number does not worry about health as much as the rest of the region when dining out (21% vs 11% for the region)
- Seldom entertains at home (45% entertain guests at home about twice a year or less)
- Dines out often (78% dine out at least once every two weeks or more)
- Favourite dishes in order of popularity: Chicken rice, satay, nasi lemak

Thailand

- One of the lowest proportions of people that enjoy cooking (53%)
- Has the highest number of people who would rather buy things ready-made than cook (11%)
- Least worried about health when cooking a meal at home (92%)
- Least concerned about the amount of oil (39%), the amount of salt (23%) and the amount of cream used (9%) when cooking at home
- Most concerned about pan fried food (49%)
- Has lunch at home the least (11% everyday; 13% four to six times a week; 47% less than twice a week)
- Least likely to follow recipes when cooking at home (16% never; 24% seldom)
- Seldom entertains at home (45% entertain guests at home about twice a year or less)
- Many believe people are eating at home more often (94%)
- Least preference for eating at home (82%)
- Favourite dishes in order of popularity: Hot and sour soup with shrimp, pork fried in basil, green curry with chicken

Vietnam

- Lowest number of people that enjoy cooking (52%)
- High number of people that enjoy creating new recipes or adapting existing recipes to their own taste (61%)
- Least concerned about deep fried food (13%)
- Very concerned about stir fried, pan fried and steamed food (54%, 55% and 54% respectively)
- Adheres most strictly to 'Best before date' (90% will not use food after 'Best before date')
- High number of people who eat lunch at home every day (33%)
- Most likely to follow recipes when cooking (7% always; 31% often; 50% sometimes)
- Strongly believe that more people are eating at home more often (96%)
- Least likely to eat pre-cooked meals or use short cuts when cooking
- Favourite dishes in order of popularity: Canh chua cá, phở, cá kho tộ