



Press Release

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The internet conquers the kitchen

GfK Panel Services analyzes the use of internet recipe pages

Nuremberg, January 20, 2011 – The internet has firmly established itself in German kitchens. Every month, the most popular recipe portal, chefkoch.de, registers more than five million visitors. Analysis conducted by GfK Panel Services shows that almost two in three visitors to cookery websites are women and that most have an above-average level of education.

Germans love to vary their meals and experiment with new recipes. The boom in cooking programs on TV and the vast number of new cookery books being published every year are a clear testament to this. But the internet also exhibits evidence of this trend. Online recipe collections offer thousands of menu suggestions, generally compiled and evaluated by other internet users. For example, chefkoch.de contains nearly 700 recipe suggestions for lasagna, which can be quickly sorted according to the most popular choices.

There are a myriad of cookery pages vying for the attention of amateur chefs, but chefkoch.de is way ahead in the popularity stakes, with around 12% of all internet users in Germany visiting this site on a monthly basis. In contrast, sites such as daskochrezept.de, kochbar.de, kochmeister.com, marions-kochbuch.de and maggi.de are visited by between 1% and 2% of internet users. There are also substantial differences in the length of visits. German users spend approximately 15 minutes on chefkoch.de per month, while they only spend around five minutes on other sites.

Female, single, middle aged

It is above all women who are interested in recipe ideas – almost two in three visitors to cookery websites are female. In comparison to the average across all internet users, there is a higher share of high school graduates and an above-average number of individuals who live alone. As would be expected, such web pages have also experienced increasing popularity among housewives. Approximately half of users are middle aged, while those under 18 show very little interest in this subject. chefkoch.de has the highest share in the youngest group up to age 29, and while all pages are used equally among those aged between 30 and 49, maggi.de is particularly

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popular among the 50 plus target group. In terms of "cross-usage", the food manufacturer maggi's web page shows a markedly different trend, as visitors to this site seldom visit other online recipe collections. Of those visiting maggi.de, only a little more than a third go on to access chefkoch.de, whereas more than two in three do so from other recipe websites.

Magazines do not need to worry about competition from the internet, because those who consult internet recipe collections also read women's, cooking and family magazines more often than average. The internet meets other requirements as a result of its easy search options and the evaluations and comments of other users. An added bonus is the possibility to select specific ingredients which are available in the kitchen at that time to find a matching recipe. In contrast, those referring to printed recipes often find that they do not have some of the required ingredients.

The analysis

The analysis is based on findings from the GfK Media Efficiency Panel in which 15,000 households in Germany are monitored for their online behavior, media usage and purchases made over the internet and at retail stores. GfK WebValue was developed for standard analyses of websites, identifying the reaches of more than 20,000 internet domains and making it possible to generate detailed analyses for more than 3,000 internet domains on a monthly, quarterly and half-yearly basis. This only includes internet usage in the private sphere and does not provide any details about online behavior in the professional environment.

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