

1 People are complex and there are major **shifts in food trends & consumer preferences**

Growing demand for healthy home-cooking

Consumers increasingly prioritize health and home cooking, seeking a wide range of recipes that cater to their unique food preferences and dietary restrictions.

Overwhelming and time-consuming search

Scattered recipe sources and the abundance of options make it difficult for consumers to efficiently discover recipes that suit their needs, leading to a time-consuming and overwhelming search process.

High variety in food preferences

Consumers face challenges in locating recipes that align with their specific dietary requirements, taste preferences, and cooking habits, resulting in frustration and inefficiency.

