CURION POLL PULSE · JULY 2026 ·
SAMPLE SIZE VARIES BY QUESTION, UP TO N=15,385

Consumers Are Taking Food Control Home

Homesteading behaviors are a clear signal that consumers want more control over what they eat, how food is made, and where brands fit.



Nearly 7 in 10 consumers say home-based food activities are either part of their weekly routine or a regular hobby.

Gardening, cooking from scratch, preserving food, or making food at home.

43.9% weekly routine + 25.3% regular hobby

What Consumers Say They Want

Health, savings, and well-being point to the same commercial signal: more control at home.

65%
Improving health
- Control ingredients
- Eat fewer processed foods
- Know where food comes from

53%
Saving money
- Grow more at home
- Cook more meals from scratch
- Reduce food waste

49%
Improving well-being
- Reduce stress
- Feel accomplished
- Connect with family

The Common Thread

Health control. Budget control. Ingredient control. Family food control.

Spending
Waste
Ingredients
CONTROL
Well-being
Food origin
Family nutrition

The Behavior System

These behaviors connect across the same home food cycle: prepare more, use more, and rely less on fully finished solutions.

Q. Which of the following activities are you currently doing at home? *Select all that apply.*



Grow
Herbs, vegetables, fruit

Cook
Scratch meals, baking, DIY meals

Preserve
Freezing, fermenting, canning, storing

Waste Less
Use more of what comes into the home

Gain Control
More involvement in everyday food decisions

Three Signals Beneath the Data

SIGNAL 01
Trust is tied to food decisions

65% cite health. The research ties health to ingredient control, fewer processed foods, and knowing where food comes from.

- Make ingredient lists easier to understand.
- Show processing choices plainly.
- Give consumers proof they can use.

SIGNAL 02
Consumers are doing more themselves

72.1% make food from scratch. Another **46.1%** make DIY food items and **37.7%** preserve or store food.

- Finished product is not the only source of value.
- Consumers are putting more effort into food at home.
- Brands can support the process instead of replacing it.

SIGNAL 03
Accomplishment carries value

49% cite improved well-being, including stress reduction, family time, and feeling accomplished.

- The output is tangible: meals, bread, produce, preserved foods.
- The payoff comes from doing the work successfully.
- Products can help make that success easier to repeat.

Control is becoming part of the value proposition

Consumers are deciding what to make themselves, what to buy ready-made, and where brands can help them succeed at home.

THE NEW CONSUMER QUESTION

What do I want to make myself?

Where do I need help?

- Transparent ingredients
- Scratch-cooking support
- Preservation and storage formats
- Low-waste packaging
- Simple prep shortcuts
- Confidence-building instructions
- Value that stretches budgets
- Products that feel useful at home

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Source: Curion Poll Pulse Research, July 2026. Sample size varies by question. Research includes homesteading motivation, frequency, activity, and lifestyle identification questions.