

# **Culinary Skills Online Market Forecasts to 2032 – Global Analysis By Skill Level (Beginner/Home Cook, Intermediate/Enthusiast, and Advanced/Professional Development), Course Format (On-Demand Video Courses, Live Virtual Classes, Hybrid Models, and Interactive Apps and Gamified Learning), Cuisine and Specialty, Business Model, End User, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Culinary Skills Online Market is accounted for \$2.0 billion in 2025 and is expected to reach \$5.9 billion by 2032, growing at a CAGR of 16.2% during the forecast period. The culinary skills online market includes digital platforms offering cooking courses, live classes, recipe tutorials, and skill-based certifications for home cooks and professionals. It covers video-based learning, mobile apps, and interactive coaching. Growth is driven by rising interest in home cooking, the convenience of remote learning, the influence of social media food content, growing hobby-based spending, and the demand for affordable skill development outside traditional culinary schools.

According to the Ministry of Education (India) AISHE report, distance enrollment constitutes approximately 11.1% of all higher education enrolment.

## **Market Dynamics:**

Driver:

## Rising popularity of cooking shows, food influencers, and digital food content

High-production cooking shows and the relatable nature of social media food influencers have effectively lowered the barrier to entry for amateur cooks. This constant exposure to global cuisines and professional techniques sparks a desire among viewers to replicate these experiences at home. Consequently, consumers are increasingly seeking structured online courses to refine their abilities, shifting from passive content consumption to active, skill-based learning that mirrors the expertise seen on screen.

### Restraint:

High competition from free content on platforms like YouTube and social media

Platforms like YouTube and TikTok host millions of recipes and tutorials that often satisfy the immediate needs of casual learners without a subscription fee. This abundance of "freemium" knowledge pressures premium providers to justify their costs through certified credentials, ad-free environments, or exclusive access to celebrity chefs. Furthermore, as free content creators improve their production standards, specialized paid platforms face intensified difficulty in converting general interest into sustainable, long-term revenue streams.

### Opportunity:

Growth of niche dietary courses

The shift toward personalized nutrition presents a lucrative opening for platforms to offer highly specialized culinary programs. As global awareness regarding gut health, plant-based diets, and allergen-free living grows, consumers are searching for expert guidance that goes beyond basic recipes. Courses focusing on keto, vegan, or gluten-free techniques allow providers to target dedicated communities willing to pay a premium for specialized knowledge. Also, combining food science with everyday cooking, like molecular gastronomy or medicinal cooking, helps platforms stand out by offering specialized knowledge that isn't usually available in regular content.

### Threat:

Platform saturation making it difficult for new creators to gain visibility

As the digital culinary landscape becomes increasingly crowded, established players dominate search results and user attention, creating a "winner-takes-most" dynamic. The noise from thousands of competing channels is sharply increasing the cost of customer acquisition for emerging creators or boutique culinary schools. This saturation often leads to a dilution of quality, as creators prioritize viral trends over pedagogical depth in order to remain relevant. Moreover, as algorithms favor established accounts with high engagement, new voices may struggle to find a viable audience, potentially stifling diversity and innovation within the market.

### **Covid-19 Impact:**

The pandemic served as a pivotal turning point for the culinary industry, forcing a rapid transition from physical classrooms to digital kitchens. With global lockdowns restricting dining out, millions turned to home cooking as both a necessity and a therapeutic outlet. This sudden shift created an unprecedented spike in enrollments for online certifications as individuals sought to professionalize their newfound hobbies. While the initial surge was driven by isolation, it established a permanent digital-first habit, proving the viability of remote culinary education for a modern, convenience-seeking global demographic.

The beginner/home cook segment is expected to be the largest during the forecast period

The beginner/home cook segment is expected to account for the largest market share during the forecast period. Individuals seeking to enhance their daily meal preparation and nutritional habits at home generate the vast majority of the market's revenue. A growing middle-class population, which views cooking as an essential life skill and a form of creative expression, fuels this segment's dominance. Furthermore, the rise of "kitchen-table" entrepreneurship has encouraged hobbyists to seek foundational training to start small-scale food businesses. Additionally, platforms catering to this group focus on accessible, everyday techniques, ensuring a broad appeal that far outweighs the specialized needs of professional chefs or industrial culinary students.

The interactive apps and gamified learning segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the interactive apps and gamified learning segment is predicted to witness the highest growth rate. Technological integration is revolutionizing how culinary skills are acquired, with gamification significantly boosting user retention and engagement. By incorporating progress bars, badges, and competitive challenges,

interactive apps transform the learning process into an addictive and rewarding experience. This approach particularly resonates with younger demographics that prefer bite-sized, mobile-friendly instruction over traditional long-form videos. Moreover, the integration of AI-driven feedback, where apps can critique a user's knife skills or plating via camera, is setting a new standard for remote education, driving rapid adoption across diverse global markets and age groups.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, sustained by a robust digital infrastructure and a high concentration of leading culinary technology companies. Consumers in this region exhibit a strong willingness to pay for premium subscriptions that offer convenience and celebrity-led instruction. Furthermore, the presence of prestigious institutions moving into the digital space provides a level of credibility that attracts both domestic and international learners. Additionally, the well-established trend of health-conscious eating and the popularity of meal-kit services have created a large, captive audience that values professional digital guidance to maximize their home-cooking investments.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to rapid urbanization and the world's fastest-growing internet user population. As disposable incomes rise, there is an increasing appetite for Western culinary techniques alongside a renewed interest in professionalizing traditional regional cuisines. Moreover, the proliferation of affordable smartphones and high-speed mobile data has made online learning accessible to millions in emerging economies. Additionally, the region's strong culture of education and skill upgrading ensures that both hobbyists and aspiring professionals are actively seeking digital certifications to enhance their career prospects in a booming hospitality sector.

### **Key players in the market**

Some of the key players in Culinary Skills Online Market include Coursera, Inc., Udemy, Inc., edX LLC, MasterClass Inc., Skillshare, Inc., Rouxbe Online Culinary School, America's Test Kitchen, Sur La Table, Inc., Cozymeal, Inc., Auguste Escoffier School of Culinary Arts, Le Cordon Bleu International B.V., Gordon Ramsay Academy, BBC Maestro Limited, The Great Courses, and King Arthur Baking Company.

**Key Developments:**

In January 2026, Coursera expanded its Cooking and Food Certificates, offering courses on knife skills, flavor pairing, and meal prep from universities worldwide.

In January 2026, edX launched HarvardX's Food Fermentation, the Science of Cooking with Microbes, a 14 week online program on microbial roles in culinary traditions.

In November 2025, King Arthur launched a new recipe app and expanded its Baking School On Demand, featuring classes like macarons and Bûche de Noël.

**Skill Levels Covered:**

Beginner/Home Cook

Intermediate/Enthusiast

Advanced/Professional Development

**Course Formats Covered:**

On-Demand Video Courses

Live Virtual Classes

Hybrid Models

Interactive Apps and Gamified Learning

**Cuisine and Specialties Covered:**

Regional & International Cuisines

Baking & Pastry Arts

Plant-Based, Vegan & Special Diet Cooking

Professional Skills

Food Styling, Photography, and Blogging

Business Models Covered:

Subscription-Based Platforms

One-Time Purchase Courses

Freemium Models

B2B Licensing and White-Label Solutions

End Users Covered:

Business Model

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL CULINARY SKILLS ONLINE MARKET, BY SKILL LEVEL**

*Culinary Skills Online Market Forecasts to 2032 – Global Analysis By Skill Level (Beginner/Home Cook, Intermed...*

- 5.1 Introduction
- 5.2 Beginner/Home Cook
- 5.3 Intermediate/Enthusiast
- 5.4 Advanced/Professional Development

## **6 GLOBAL CULINARY SKILLS ONLINE MARKET, BY COURSE FORMAT**

- 6.1 Introduction
- 6.2 On-Demand Video Courses
- 6.3 Live Virtual Classes
- 6.4 Hybrid Models
- 6.5 Interactive Apps and Gamified Learning

## **7 GLOBAL CULINARY SKILLS ONLINE MARKET, BY CUISINE AND SPECIALTY**

- 7.1 Introduction
- 7.2 Regional & International Cuisines
- 7.3 Baking & Pastry Arts
- 7.4 Plant-Based, Vegan & Special Diet Cooking
- 7.5 Professional Skills
- 7.6 Food Styling, Photography, and Blogging

## **8 GLOBAL CULINARY SKILLS ONLINE MARKET, BY BUSINESS MODEL**

- 8.1 Introduction
- 8.2 Subscription-Based Platforms
- 8.3 One-Time Purchase Courses
- 8.4 Freemium Models
- 8.5 B2B Licensing and White-Label Solutions

## **9 GLOBAL CULINARY SKILLS ONLINE MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Individuals (B2C)
- 9.3 Educational Institutions (B2B)
- 9.4 Hospitality & Restaurant Businesses (B2B)
- 9.5 Corporates

## **10 GLOBAL CULINARY SKILLS ONLINE MARKET, BY GEOGRAPHY**

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

12.1 Coursera, Inc.

12.2 Udemy, Inc.

12.3 edX LLC

12.4 MasterClass Inc.

12.5 Skillshare, Inc.

12.6 Rouxbe Online Culinary School

12.7 America's Test Kitchen

12.8 Sur La Table, Inc.

12.9 Cozymeal, Inc.

12.10 Auguste Escoffier School of Culinary Arts

12.11 Le Cordon Bleu International B.V.

12.12 Gordon Ramsay Academy

12.13 BBC Maestro Limited

12.14 The Great Courses

12.15 King Arthur Baking Company

## List Of Tables

### LIST OF TABLES

- Table 1 Global Culinary Skills Online Market Outlook, By Region (2024–2032) (\$MN)
- Table 2 Global Culinary Skills Online Market Outlook, By Skill Level (2024–2032) (\$MN)
- Table 3 Global Culinary Skills Online Market Outlook, By Beginner / Home Cook (2024–2032) (\$MN)
- Table 4 Global Culinary Skills Online Market Outlook, By Intermediate / Enthusiast (2024–2032) (\$MN)
- Table 5 Global Culinary Skills Online Market Outlook, By Advanced / Professional Development (2024–2032) (\$MN)
- Table 6 Global Culinary Skills Online Market Outlook, By Course Format (2024–2032) (\$MN)
- Table 7 Global Culinary Skills Online Market Outlook, By On-Demand Video Courses (2024–2032) (\$MN)
- Table 8 Global Culinary Skills Online Market Outlook, By Live Virtual Classes (2024–2032) (\$MN)
- Table 9 Global Culinary Skills Online Market Outlook, By Hybrid Models (2024–2032) (\$MN)
- Table 10 Global Culinary Skills Online Market Outlook, By Interactive Apps and Gamified Learning (2024–2032) (\$MN)
- Table 11 Global Culinary Skills Online Market Outlook, By Cuisine and Specialty (2024–2032) (\$MN)
- Table 12 Global Culinary Skills Online Market Outlook, By Regional & International Cuisines (2024–2032) (\$MN)
- Table 13 Global Culinary Skills Online Market Outlook, By Baking & Pastry Arts (2024–2032) (\$MN)
- Table 14 Global Culinary Skills Online Market Outlook, By Plant-Based, Vegan & Special Diet Cooking (2024–2032) (\$MN)
- Table 15 Global Culinary Skills Online Market Outlook, By Professional Skills (2024–2032) (\$MN)
- Table 16 Global Culinary Skills Online Market Outlook, By Food Styling, Photography, and Blogging (2024–2032) (\$MN)
- Table 17 Global Culinary Skills Online Market Outlook, By Business Model (2024–2032) (\$MN)
- Table 18 Global Culinary Skills Online Market Outlook, By Subscription-Based Platforms (2024–2032) (\$MN)
- Table 19 Global Culinary Skills Online Market Outlook, By One-Time Purchase Courses

(2024–2032) (\$MN)

Table 20 Global Culinary Skills Online Market Outlook, By Freemium Models

(2024–2032) (\$MN)

Table 21 Global Culinary Skills Online Market Outlook, By B2B Licensing and White-Label Solutions (2024–2032) (\$MN)

Table 22 Global Culinary Skills Online Market Outlook, By End User (2024–2032) (\$MN)

Table 23 Global Culinary Skills Online Market Outlook, By Individuals (B2C)

(2024–2032) (\$MN)

Table 24 Global Culinary Skills Online Market Outlook, By Educational Institutions (B2B) (2024–2032) (\$MN)

Table 25 Global Culinary Skills Online Market Outlook, By Hospitality & Restaurant Businesses (B2B) (2024–2032) (\$MN)

Table 26 Global Culinary Skills Online Market Outlook, By Corporates (2024–2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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