

Food Britannia: UK Crowned Culinary Content Kings



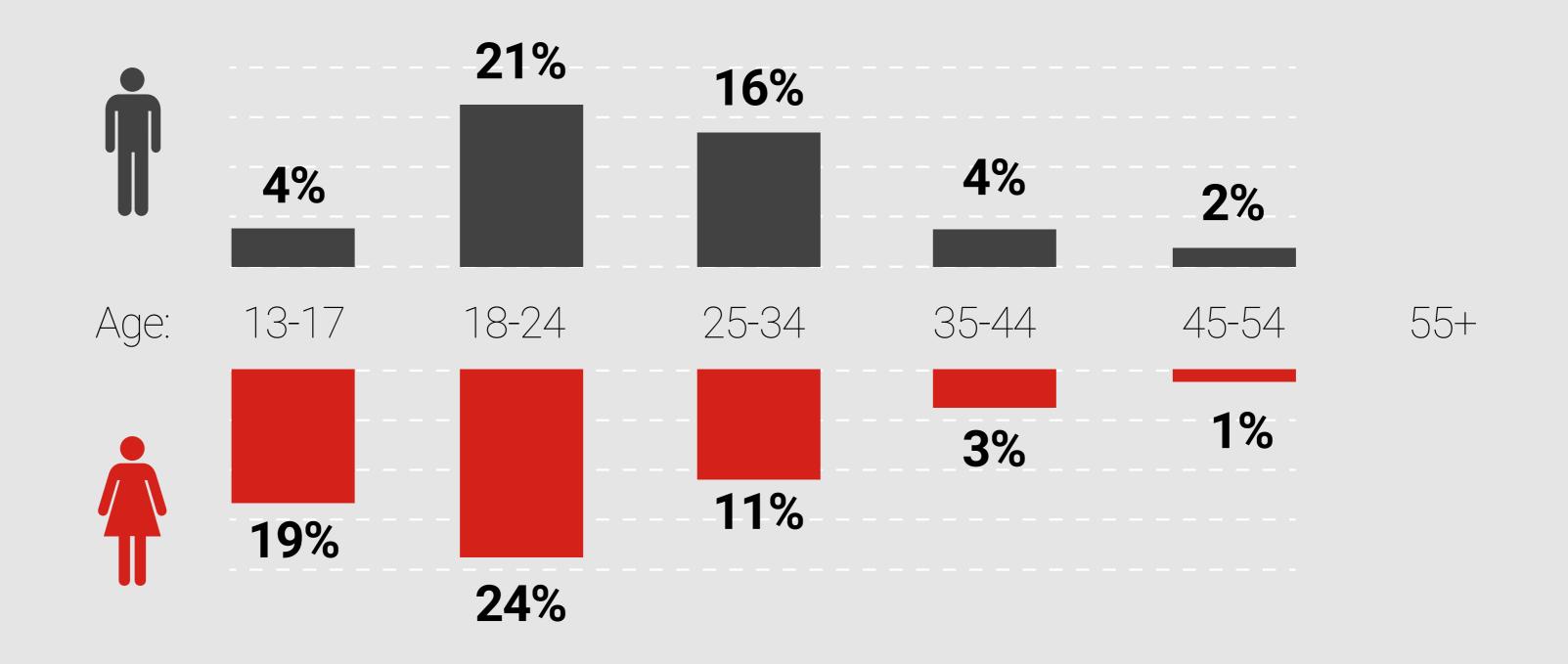
In recent years, the UK has undergone a food revolution. Once widely perceived as having the worst cuisine in Europe, British chefs are now world renowned – and the UK leads culinary heavyweights France, Italy and Spain in producing the most popular video content devoted to food.

Top European countries for food content



*Number of food related videos uploaded in each country between January and November 2015

Demographics watching food content - men grow to love cooking



Top YouTube creators 2015

Top brand creators 2015



1.Jamie Oliver



2.SORTEDfood



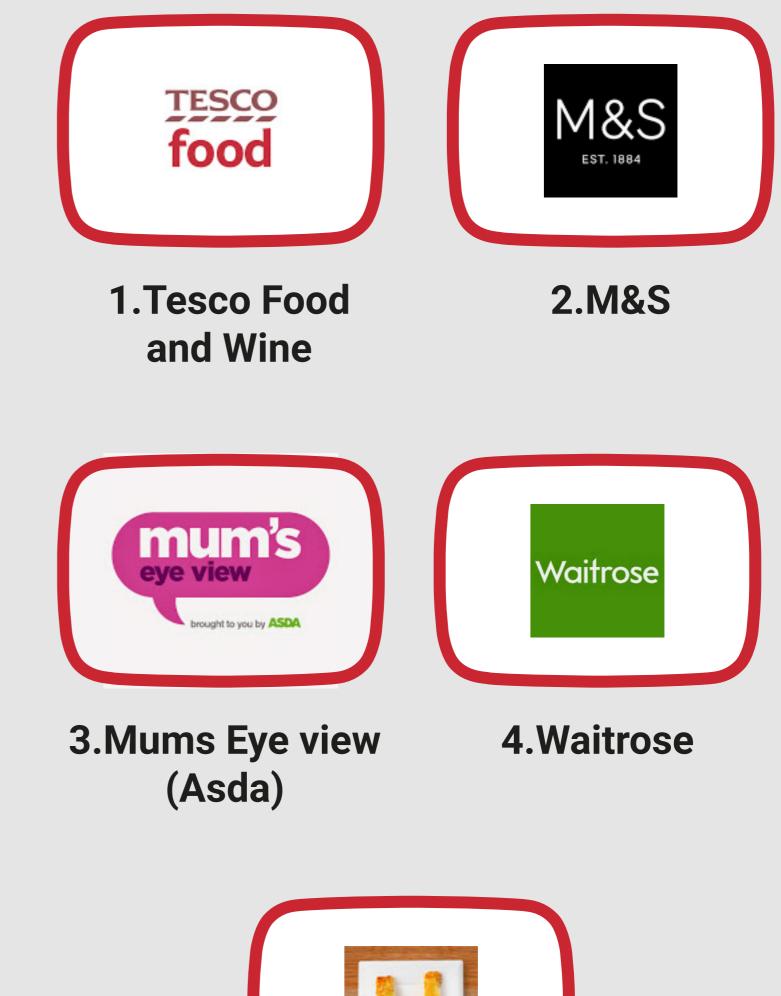
3.Cupcake Jemma



4.settime2588



5.My Virgin Kitchen



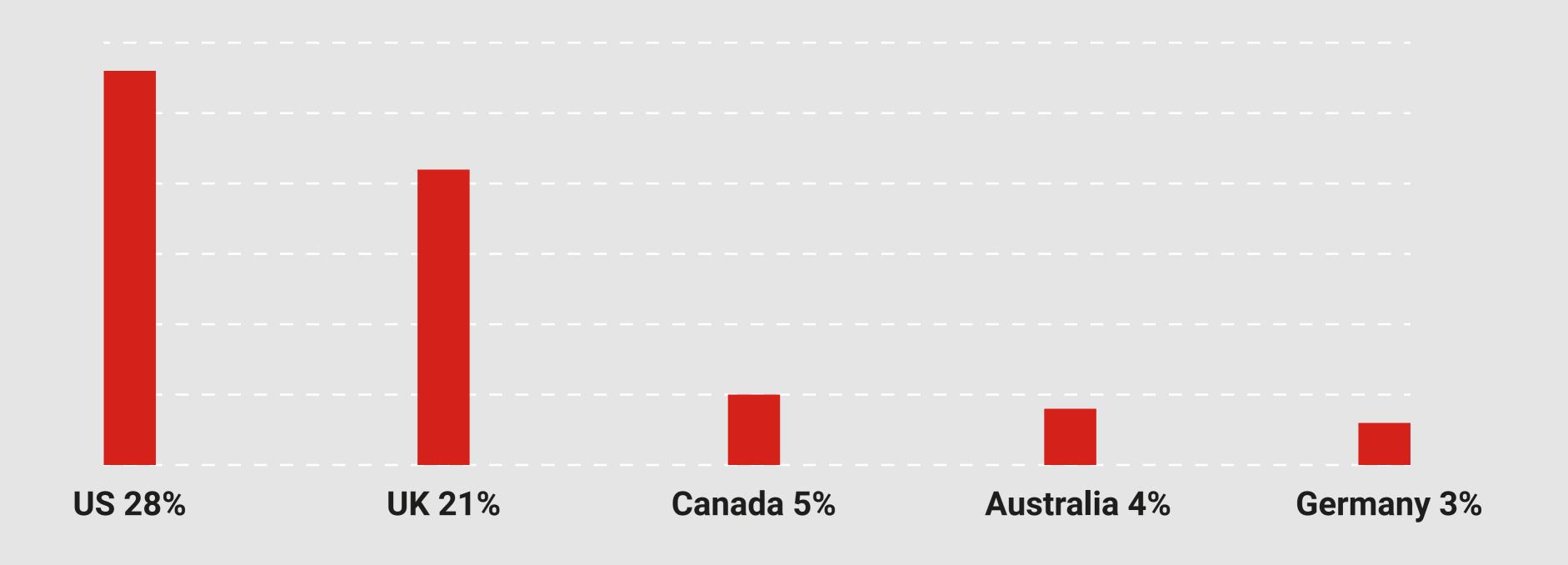


5.Homemade (Sainsbury's)

Popular Christmas recipes in UK

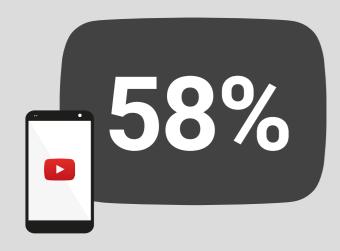


Who's hungry for British food



Americans watch more British food-related content than Brits themselves. When it comes to American content, **Brits deliver only 4% of the views.**

Foodie facts



YoY growth of UK food content



Food is in the top 10 categories with most engagement next to gaming, how-to & style videos and comedy



Cake baking is a very large category representing **20%** of all views in the last year

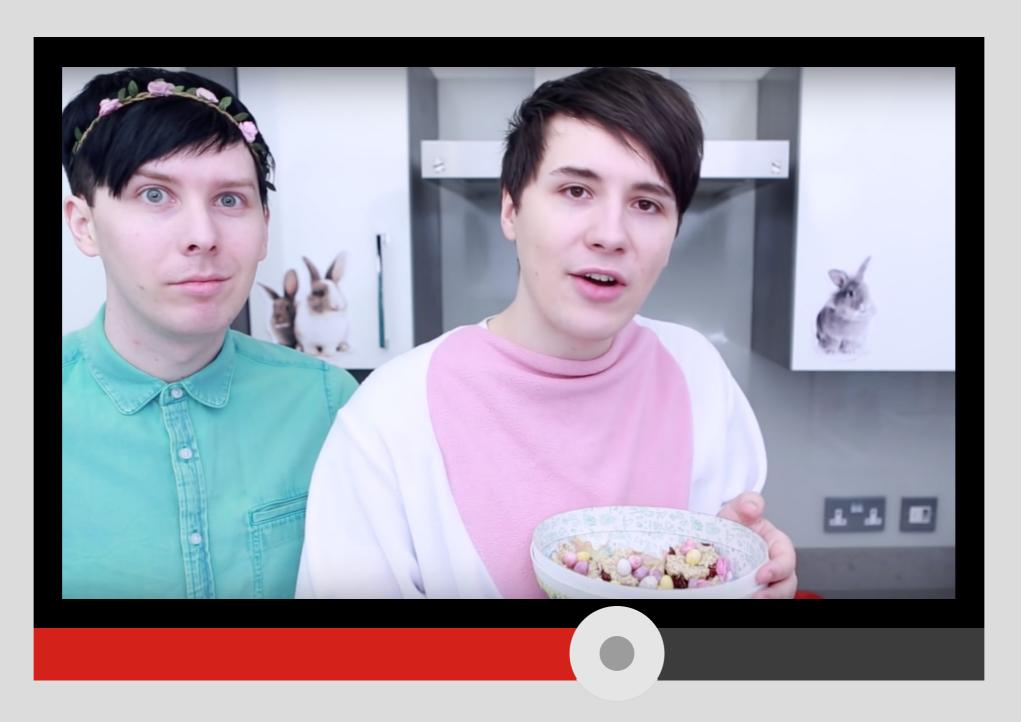


7,018 food content creators in UK

Most engaging British food video

Dan and Phil

The most popular UK food content in 2015 was 'Dan and Phil's Easter Baking Extreme Chocolate Nests', demonstrating the popularity of food content related to special occasions and the growing appeal of food content to Millennials.





178k likes 16k comments



23k Tweets

Research conducted by video intelligence company Tubular Labs in partnership with YouTube, based on data valid between January-November 2015.