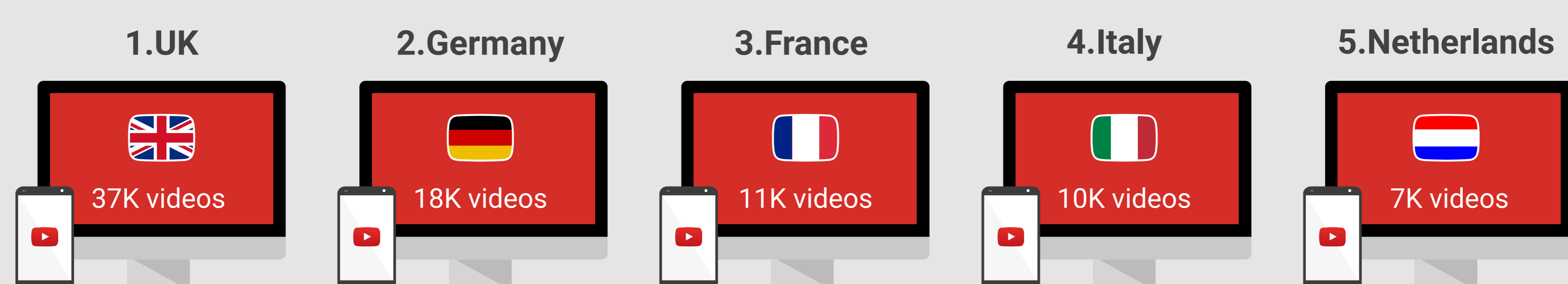


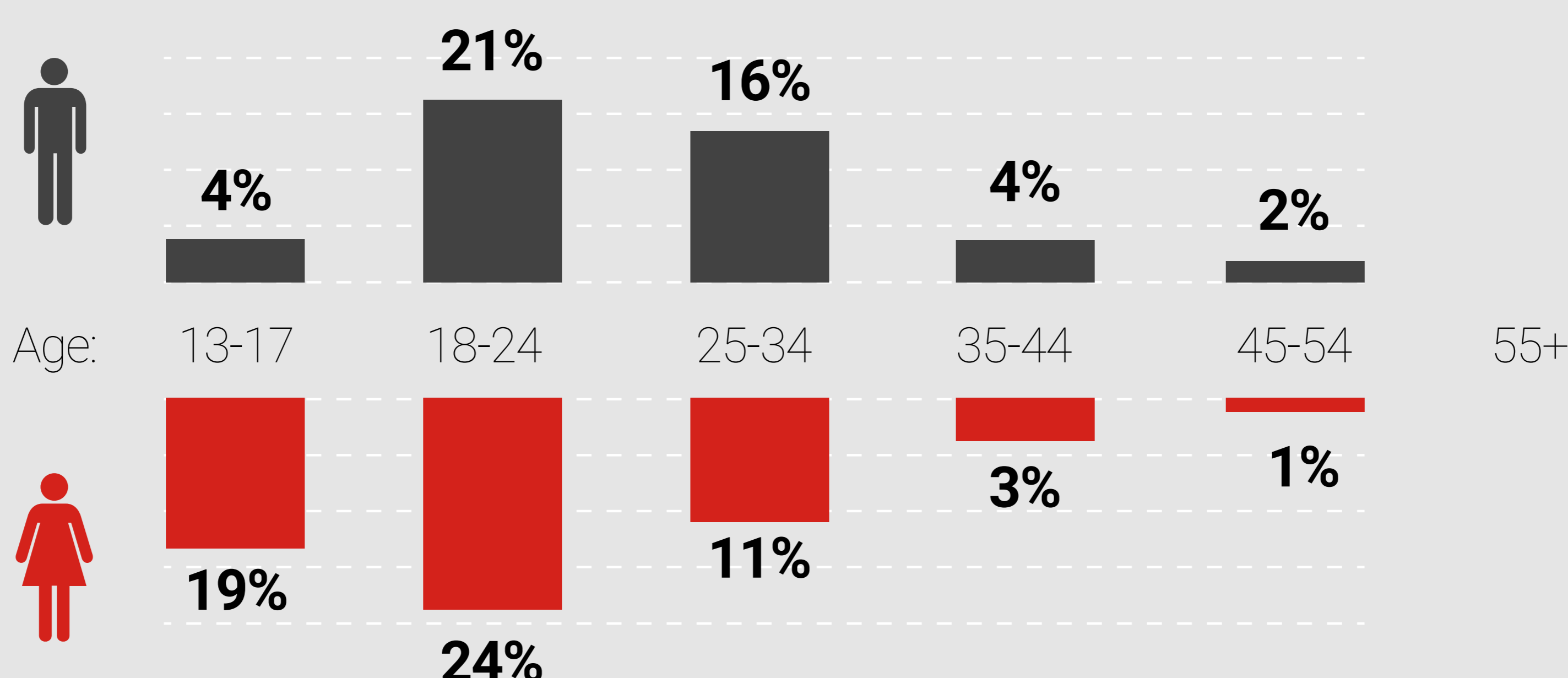
In recent years, the UK has undergone a food revolution. Once widely perceived as having the worst cuisine in Europe, British chefs are now world renowned – and the UK leads culinary heavyweights France, Italy and Spain in producing the most popular video content devoted to food.

## Top European countries for food content

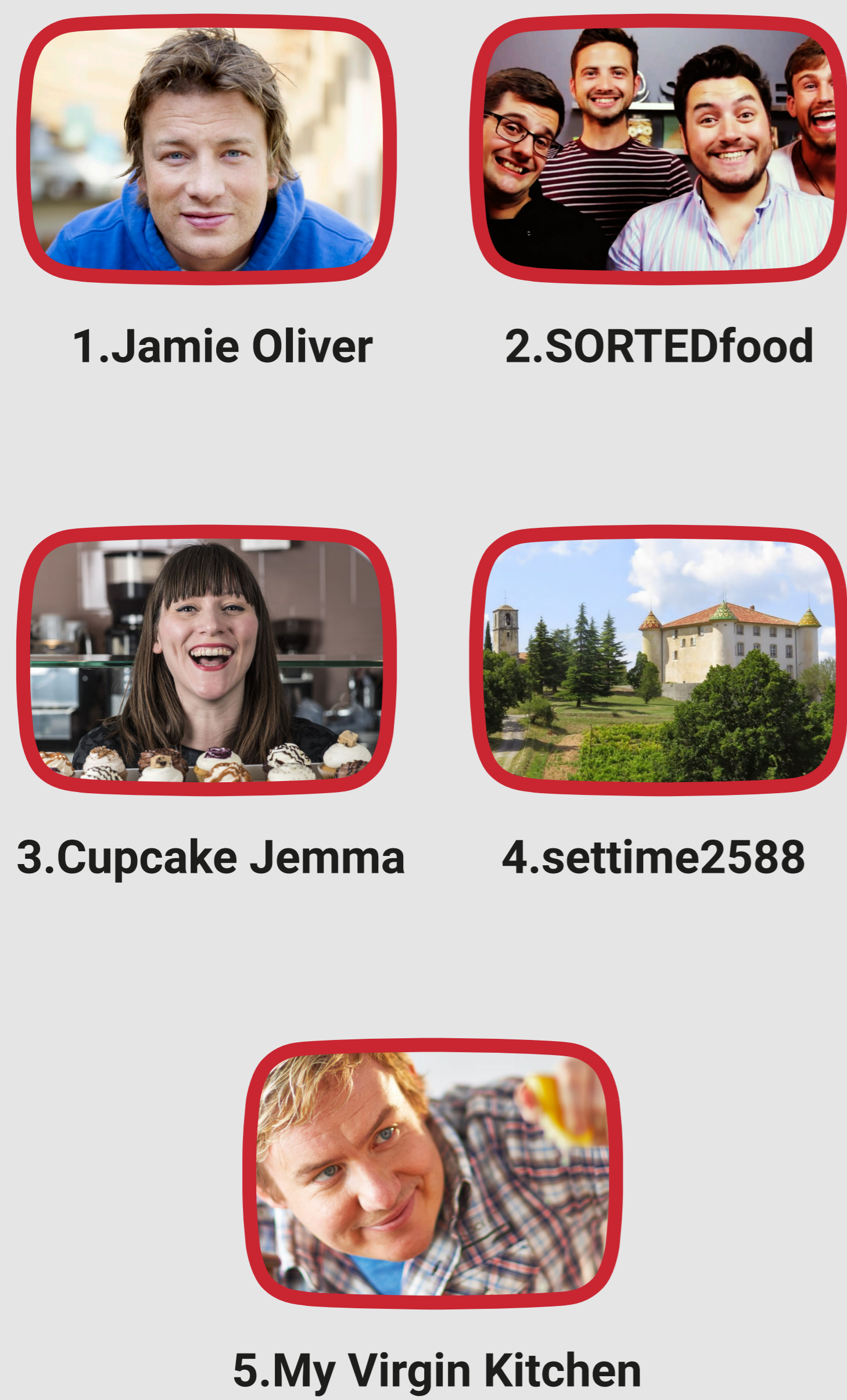


\*Number of food related videos uploaded in each country between January and November 2015

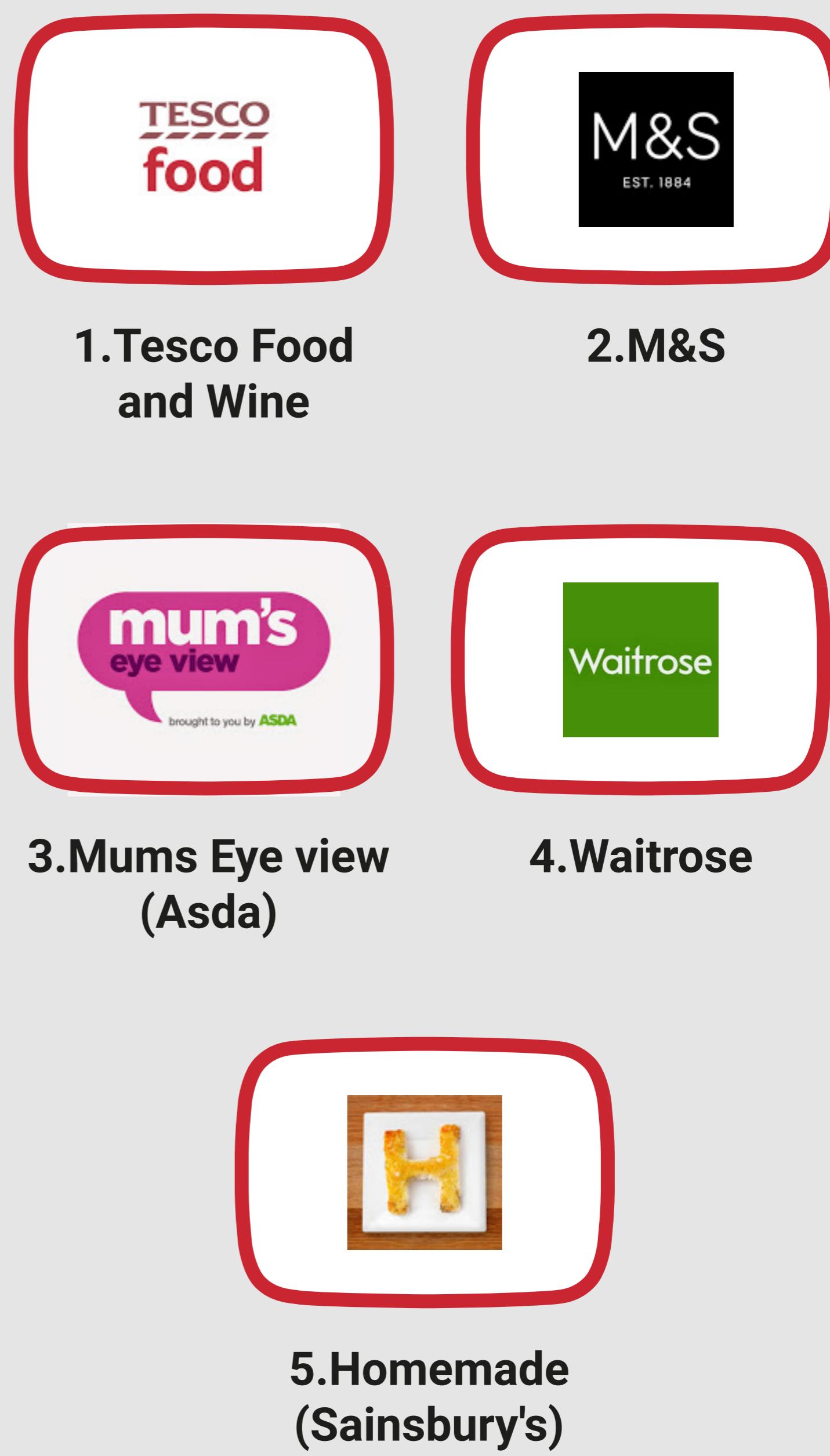
## Demographics watching food content - men grow to love cooking



## Top YouTube creators 2015



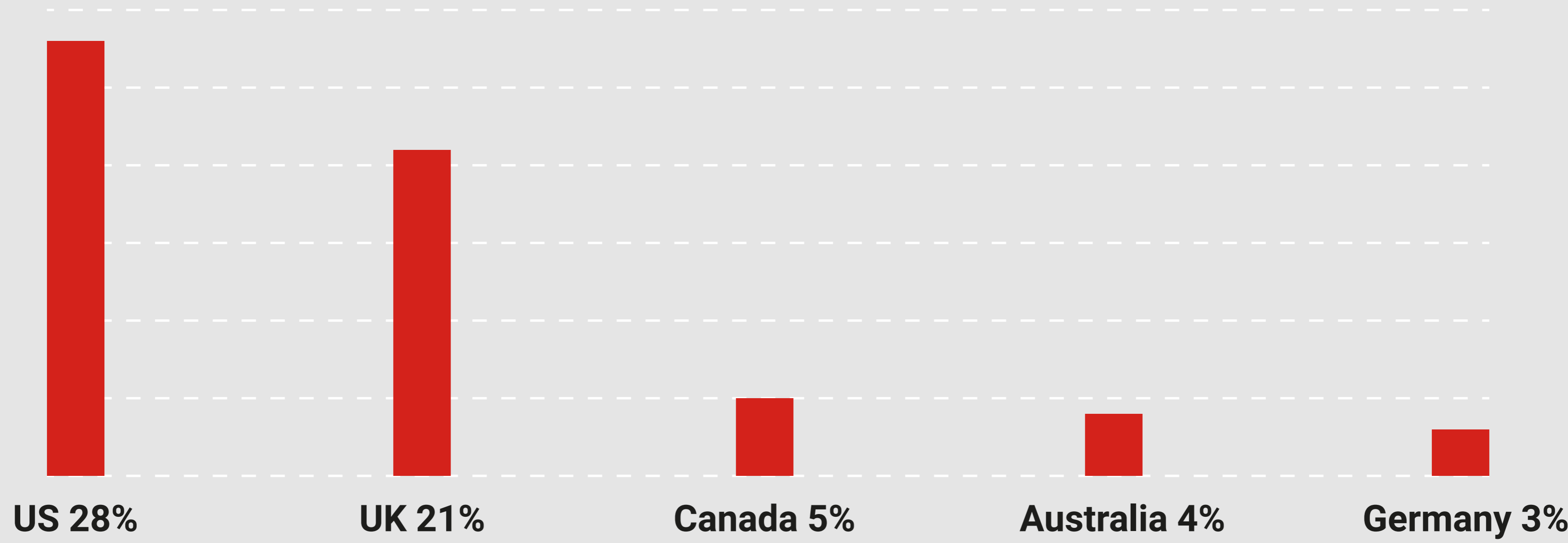
## Top brand creators 2015



## 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



## 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.



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