



## **Cestari Observes Shift in Kitchen Tools Purchasing as More Customers Begin Cooking for Two**

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Cestari, a manufacturer of premium kitchen tools for serious home cooks, has identified a notable trend in its customer purchasing data showing an increasing number of buyers transitioning to cooking for smaller households, particularly two-person homes. The company's analysis reveals distinct changes in product selection and cooking patterns as households downsize, offering insights into how kitchen habits evolve during different life stages.

According to the U.S. Census Bureau, in 2025, there were 39.7 million one-person households, accounting for 29% of all U.S. homes, up from 20% in 1975. The data shows customers in smaller households gravitating toward different kitchen tools and cooking methods than those preparing meals for larger families. Where once batch cooking and family-sized portions dominated their kitchen routines, these cooks are now embracing more intimate meal preparation with renewed enthusiasm for culinary exploration.

"We're seeing a fascinating shift in how our customers approach cooking when their households become smaller," said Susan MacDowell, Founder and CEO of Cestari. "The transition from cooking for a family to cooking for two represents more than just portion adjustment. These customers are rediscovering the

pleasure of cooking without the time pressures and logistical demands of feeding a larger household."

The purchasing patterns reveal several key changes in kitchen behavior. Customers are investing in pasta-making tools that allow fresh pasta to become a regular weeknight option rather than a weekend-only project. The data also shows increased interest in quality glass storage containers designed to handle two-day leftovers efficiently, reflecting the reality of smaller-portion cooking.

These observations come as the broader kitchenware industry examines demographic shifts in home cooking. While Cestari does not specifically target or market to empty nesters or smaller households, the company's customer data provides valuable insights into evolving kitchen needs across different life stages.

The trend extends beyond simple downsizing. Customers cooking for two are spending more time on meal preparation, treating cooking as an enjoyable activity rather than a daily obligation. This shift has implications for how kitchen tools are used and valued, with quality and versatility becoming increasingly important factors in purchasing decisions.

"The customers we're observing aren't looking for smaller tools or simplified cooking methods," added MacDowell. "They're actually expanding their culinary horizons, trying techniques they may not have had time for when cooking was primarily about efficiently feeding a family. Fresh pasta, artisanal breads, and carefully crafted sauces are becoming part of their regular repertoire."

The findings align with broader consumer trends showing Americans spending more time on home cooking and food preparation as a leisure activity. For those cooking for two, the kitchen becomes a space for creativity and connection rather than purely functional meal production.

Cestari continues to monitor these purchasing patterns as part of its commitment to understanding how home cooks use their kitchen tools across different life circumstances. The company maintains its focus on creating durable, versatile tools that serve cooks regardless of household size, while its weekly newsletter from Cestari provides recipes and techniques adaptable to various portion needs.

Founded with a commitment to quality kitchen tools backed by a lifetime guarantee, Cestari serves home cooks seeking professional-grade equipment for everyday use. The company offers a comprehensive range of kitchen tools through its online catalog, along with educational resources through its blog and newsletter.

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For more information about Cestari, contact the company here: [CestariSusanMacDowell1-978-800-1013support@cestarikitchen.com](mailto:CestariSusanMacDowell1-978-800-1013support@cestarikitchen.com) Cestari Kitchen 451 King Street Littleton MA 01460

## Cestari

*Cestari Kitchen provides premiere kitchen products for the home cook. Every Cestari Kitchen tool is backed by a lifetime guarantee.*

Website: <http://www.cestarikitchen.com>

Email: [support@cestarikitchen.com](mailto:support@cestarikitchen.com)

Phone: 1-978-800-1013

