

Hot Dogs and Sausages - US - September 2014

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“The hot dog and sausage category is projected to grow, but manufacturers must do more to address issues related to health, product quality, and freshness in order to enjoy more robust category sales. Consumers are also seeking a wider variety of flavors and ethnic offerings.”

– Julia Gallo-Torres, Senior Analyst, Food and Drink/Foodservice Reports

This report looks at the following areas:

- Can parents learn to like hot dogs as much as their children do?
- How to make sausages more attractive to consumers?
- How do brands gain more appeal among Hispanics?

The US hot dogs and sausages market is driven primarily by demographic factors, including households with children and Hispanic consumers who value the price and taste these meats add to meals. The decline in families and the general increase in healthier eating have had a negative impact on the hot dog segment. Conversely, interest in protein and high-taste foods has injected some energy into the sausage segment. Minimal overall growth is trending toward healthier (uncured, preservative/additive-free) products and more flavorful options, as driven by Millennials, with expectations for this to continue, albeit slowly, in the future.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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