

Grilling and Barbecuing - US - March 2014

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“The grilling category is unique in that, for many adults, it is strongly associated with positive memories and emotions of cookouts past. Those who purchase a grill are not just buying an appliance upon which they can prepare food; they are buying it for the experiences they can have through ownership.”

– Fiona O’Donnell, Category Manager – Lifestyles & Leisure

This report looks at the following areas:

- How important are family and friends in this space?
- How important is year-round grill usage?
- Why do home ownership rates matter?

Grilling is quite popular. About eight of 10 households in the US own at least one grill, and about 60% of these owners use their grill a few times a month or more. Moreover, in many households, a grill is a complement to a kitchen’s cooking appliances. Grilling is considered a year-round activity. Despite grilling’s popularity and being regarded as the quintessential all-American family activity, unit sales of barbecue grills decreased between 2008 and 2013. The economic downturn depressed sales and led many to put off purchasing, replacing, or upgrading their grill.

This report builds on the analyses presented in Mintel’s Outdoor Barbecue – US, April 2012 and the 2010, 2007, and 2003 reports of the same title. It explores whether consumers own barbecue grills and, among those who do, which types and how often they use them. The report also covers which household members typically participate in grilling, why they grill, and what types of foods they make. Also discussed are resources people use to learn how to grill and enhancements that would encourage them to grill more often, as well as factors that influence purchase decisions, grill usage and operations, and the foods prepared on the grill. An examination of retail channels and leading companies is also included.

This report includes household gas, charcoal, and electric grills, as well as combination gas and charcoal grills, Stove-top and portable grills, and smokers. Market size, segments, and forecast data are limited to US shipments of outdoor gas, charcoal, and electric grills. Accessories and attachments are not included.

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DID YOU KNOW?

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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GHP Group, Inc. (Dyna-Glo)

Spectrum Brands Holdings (George Foreman)

Brinkmann

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Jarden Corporation (Coleman Company)

Big Green Egg

RH Peterson Co (Fire Magic)

Lynx

Kalamazoo

Innovations and Innovators

Hasty-Bake

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iGrill Mini

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