

Grilling and Barbecuing - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The grilling and barbecuing market continues to perform well. High household penetration challenges the market, yet the category is poised for moderate growth as younger adults embrace grilling. Additionally, interest in new features that simplify the grilling experience and flavor-enhancing fuels provide ways of engaging category shoppers."

- **Rebecca Cullen, Home and personal care analyst**

This report looks at the following areas:

- Grill ownership levels consistent, challenging the market
- Price-driven approach could limit spending
- Some adults not grilling as often as they could

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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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Key Retailers and Brands

Retailers

Lowe's

The Home Depot

Walmart

Target

Grill manufacturers and grill-related brands

Weber-Stephen

Char-Broil

Vision

Dyna-Glo

Kingsford

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In their words:

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Household penetration high, full-size gas grills remain most popular
Adults conduct extensive research prior to purchasing
Price drives purchases
Majority shop at big-box home stores yet mass still holds appeal
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In their words:

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