

## Hot Dogs and Sausages - US - April 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"A third of respondents to Mintel's survey say they would eat more hot dogs and sausages if they were more nutritious. This presents brands with an opportunity to add value to their products by incorporating nutritious elements such as vitamins, minerals, fiber, or some other type of nutritious ingredient."*

– John N. Frank, Category Manager, Food and Drink Reports

### In this report we answer the key questions:

- Can hot dogs and sausages be positioned as more nutritious?
- How can brands get consumers to think outside the bun?
- How will more consumers perceive hot dogs as an affordable meal?
- Should leading franks brands consider all-natural brand extensions?

The U.S. market for hot dogs and sausages is driven primarily by demographic factors, including households with children and black consumers, who report the most likelihood to consume these products. The recovering economy and health considerations, such as the obesity epidemic and concern about the role in the epidemic of products like hot dogs and sausages, also factor into sales. This report focuses on these factors, and provides in-depth analysis of the following:

- competition from meat alternative products
- how sausages maintain higher sales than hot dogs
- how supermarkets retain the highest share of the market
- marketing strategies from the leading hot dog and sausage brands
- innovations in the market, including healthier products and unique flavors.

Additionally, this report features close analysis of the Experian Marketing Services NCS/NHCS, as well as revealing data from Mintel's exclusive consumer survey, pinpointing important categories such as consumption, occasions for eating, consumer attitudes and behaviors, and analysis of the role of race/Hispanic origin in the market.

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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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## Table of Contents

### Scope and Themes

What you need to know  
 Definition  
 Data sources  
 Sales data  
 Consumer survey data  
 Advertising creative  
 Abbreviations and terms  
 Abbreviations  
 Terms

### Executive Summary

#### Hot dog and sausage sales forecast to increase into 2017

Figure 1: Total U.S. retail sales and forecast of hot dogs and sausages, at current prices, 2007-17

#### Demographics factor heavily into sales

#### Kids are big on hot dogs and sausages

Figure 2: U.S. child population changes, 2013-18

#### Blacks report the most likelihood of all ethnicities to eat hot dogs and sausages

#### Health attributes limit consumption—for those who care

#### Slow economic recovery helps drive sales

Figure 3: Attitudes toward sausages and frankfurters/hot dogs, February 2013

#### The consumer

#### More than eight in 10 eat hot dogs; more than three quarters eat sausages

Figure 4: Household consumption of frankfurters/hot dogs, sausages, and bratwurst, by age, August 2011-August 2012

#### Significant numbers of respondents are eating more/about the same amount as last year

Figure 5: Sausage and frankfurter/hot dog eating habits compared to a year ago, February 2013

#### Most eat hot dogs and sausages for breakfast and dinner

Figure 6: Occasions for eating prepackaged frankfurters/hot dogs, frozen or refrigerated dinner sausages, and frozen or refrigerated breakfast sausages, February 2013

#### Most eat hot dogs/sausages grilled in a bun, with eggs, or plain

Figure 7: How prepackaged frankfurters/hot dogs and sausages are eaten, February 2013

#### Most cite freshness as important when shopping for hot dogs/sausages

Figure 8: Shopping habits for prepackaged frankfurters/hot dogs and/or sausages, by eating more/about the same compared to a year ago, February 2013

#### Close to half interested in gourmet/premium products

Figure 9: Interest in various types of frankfurters/hot dogs and/or sausages, by eating more/about the same compared to a year ago, February 2013

#### Half say all-natural claims influence them to buy

Figure 10: Influence of product descriptions, February 2013

#### What we think

### Issues in the Market

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- How will more consumers perceive hot dogs as an affordable meal?
- Should leading franks brands consider all-natural brand extensions?

## Insights and Opportunities

- Marketing humane business practices
- Expanding the occasions on which consumers eat hot dogs

## Trend Applications

- Trend: Nouveau Poor
- Trend: The Real Thing
- Mintel Futures: Access Anything, Anywhere

## Market Size and Forecast

### Key points

- Steady growth driven by kids, blacks
- Health considerations limit stronger growth

### Hot dogs and sausages market size and forecast

Figure 11: Total U.S. retail sales and forecast of hot dogs and sausages, at current prices, 2007-17

Figure 12: Total U.S. retail sales and forecast of hot dogs and sausages, at inflation-adjusted prices, 2007-17

### Fan chart forecast

Figure 13: Total U.S. retail sales and fan chart forecast of hot dogs and sausages, at current prices, 2007-17

## Market Drivers

### Key points

#### Households with kids most likely to eat hot dogs and sausages

Figure 14: Eating more/about the same amount of sausages and frankfurters/hot dogs, by presence of children in household, February 2013

#### Blacks report the most likelihood to eat hot dogs and sausages

Figure 15: Population, by race and Hispanic origin, 2008, 2013, and 2018

Figure 16: Attitudes/Opinions about food, by race/Hispanic origin, August 2011-August 2012

#### Negative health attributes could limit frequent consumption

Figure 17: Low-fat/fat-free frankfurter/hot dog products used, by age, August 2011-August 2012

Figure 18: Attitudes/Opinions about food, by age, August 2011-August 2012

#### Childhood obesity may also limit consumption among kids

Figure 19: Teen attitudes toward food, by gender, April 2011-June 2012

#### Slow economic recovery means many consumers will opt for cheap foods

Figure 20: Attitudes toward sausages and frankfurters/hot dogs, by more/about the same compared to a year ago, February 2013

## Competitive Context

### Meat alternatives present shoppers with a more nutritious option

Figure 21: Types of meat alternatives used in the household, by age, August 2011-August 2012

Figure 22: Number of meat alternatives packages used in last 30 days, August 2011-August 2012

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Figure 23: Types of meat alternatives used in the household, July 2007-August 2012

## Segment Performance

### Key points

Sausages comprise close to two thirds of the category

Sales of hot dogs and sausages by segment

Figure 24: Total U.S. retail sales of selected hot dog and sausage products at current prices, by segment, 2010-12

## Segment Performance—Sausages

### Key points

Sausage sales should increase further as brands increase flavor variety

Dinner sausages peak during summer; breakfast sausages during holidays

Sales and forecast of sausages

Figure 25: Total U.S. retail sales and forecast of sausages, at current prices, 2007-17

## Segment Performance—Hot Dogs

### Key points

100% beef hot dogs trending significantly in 2013

Low-fat claims help drive sales to health-conscious consumers

Summer months are hot dog season

Sales and forecast of hot dogs

Figure 26: Total U.S. retail sales and forecast of hot dogs, at current prices, 2007-17

## Retail Channels

### Key points

Supermarkets comprise more than 60% of the market

Channel sales of hot dogs and sausages

Figure 27: Total U.S. retail sales of hot dogs and sausages, by channel, at current prices, 2010 and 2012

Supermarkets slow in 2012 as mass stores step up their grocery offerings

Figure 28: Supermarket sales of hot dogs and sausages, at current prices, 2007-12

Other channels experience strong growth in 2011 and 2012

Figure 29: Other channel sales of hot dogs and sausages, at current prices, 2007-12

Natural supermarkets

Sales of hot dogs and sausages in the natural channel

Figure 30: Natural supermarket sales of hot dogs and sausages, at current prices, 2010-12\*

Figure 31: Natural supermarket sales of hot dogs and sausages, at inflation-adjusted prices, 2010-12\*

Natural channel sales of hot dogs and sausages by segment

Figure 32: Natural supermarket sales of hot dogs and sausages, by segment, 2010 and 2012\*

Natural channel brands of note

Natural channel sales of organic hot dogs and sausages

Figure 33: Natural supermarket sales of organic hot dogs and sausages, 2010 and 2012\*

## Leading Companies

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## Key points

Sara Lee, maker of Hillshire Farm, holds nearly 25% of MULO market

Other brands each account for less than 10% of MULO sales

Private label outpaces most national brands

Leading MULO hot dog and sausage products companies

Figure 34: MULO sales of hot dog and sausage product companies, 2012-13

## Brand Share—Sausages

### Key points

Jimmy Dean keeps Sara Lee on top in the segment

Johnsonville grows 7.4%, focuses on BFY

Smithfield's Smok-Y blends breakfast and dinner

Smaller brands show mixed results

Private label grows 10.2%

Leading sausage products brands

Figure 35: MULO sales of sausage brands, 2012-13

## Brand Share—Hot Dogs

### Key points

Sara Lee also leads the hot dog segment; Ball Park tops Oscar Mayer

Bar-S, Smithfield grow slightly

Hebrew National drops 5.3% while Nathan's Famous grows 15.5%

Other leading brands individually account for less than 2% of the segment

Leading hot dog products brands

Figure 36: MULO sales of hot dog brands, 2012-13

## Innovation and Innovators

No additives/preservatives is top claim for franks and sausages

Figure 37: Sausage product claims, 2009-13

Figure 38: Frankfurter product claims, 2009-13

Healthier products are in demand

Unique flavors help drive interest in sausages

Minimally processed sausages are said to be healthier

## Marketing Strategies

### Overview

#### Jimmy Dean

Figure 39: Brand analysis of Jimmy Dean, 2013

#### Jimmy Dean Sausages TV spot

Figure 40: Jimmy Dean Sausages television ad, 2013

### Online initiatives

Johnsonville

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Figure 41: Brand analysis of Johnsonville, 2013

Johnsonville Sausages TV spot

Figure 42: Johnsonville Sausages television ad, 2012

Online initiatives

Eckrich

Figure 43: Brand analysis of Eckrich, 2013

Eckrich Smoked Sausages TV spot

Figure 44: Eckrich Smoked Sausages television ad, 2012

Online initiatives

Ball Park

Figure 45: Sausage and frankfurter/hot dog eating habits compared to a year ago—more/about the same, by gender, February 2013

Figure 46: Brand analysis of Ball Park, 2013

Ball Park Angus Beef Franks TV spot

Figure 47: Ball Park Angus Beef Franks television ad, 2012

Online initiatives

Oscar Mayer

Figure 48: Brand analysis of Oscar Mayer, 2013

Oscar Mayer Selects TV spot

Figure 49: Oscar Mayer Selects television ad, 2012

Online initiatives

Hebrew National

Figure 50: Brand analysis of Hebrew National, 2013

Hebrew National Hot Dogs TV spot

Figure 51: Hebrew National Hot Dogs television ad, 2012

Online initiatives

## Hot Dog and Sausage Consumption

Key points

**More than eight in 10 eat hot dogs: three quarters eat sausages**

Figure 52: Household consumption of frankfurters/hot dogs, sausages, and bratwurst, by age, August 2011-August 2012

**Households with kids more likely to consume**

Figure 53: Household consumption of frankfurters/hot dogs, sausages, and bratwurst, by presence of children in household, August 2011-August 2012

**More than half are eating more/the same amount of hot dogs**

Figure 54: Sausage and frankfurter/hot dog eating habits compared to a year ago, February 2013

**Nearly three quarters eat uncooked sausages**

Figure 55: Types of sausages and frankfurters/hot dogs eaten, by age, August 2011-August 2012

**Households with children more apt to eat precooked sausages**

Figure 56: Types of sausages and frankfurters/hot dogs eaten, by presence of children in household, August 2011-August 2012

**Most eat pork sausage, link forms**

Figure 57: Kinds and forms of sausage eaten, by age, August 2011-August 2012

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Nearly eight in 10 eat mild/regular sausage flavors

Figure 58: Sausage flavors eaten, by age, August 2011-August 2012

Most eat sausage with breakfast

Figure 59: Occasions for eating sausages, by age, August 2011-August 2012

## Occasions for Eating Hot Dogs and Sausages

Key points

Expanding the use of hot dogs and sausages as snack foods

Figure 60: Occasions for eating prepackaged frankfurters/hot dogs, frozen or refrigerated dinner sausages, and frozen or refrigerated breakfast sausages, February 2013

Men much more likely than women to eat for a range of meal occasions

Figure 61: Occasions for eating prepackaged frankfurters/hot dogs, frozen or refrigerated dinner sausages, and frozen or refrigerated breakfast sausages, by gender, February 2013

Younger respondents more likely to eat for a range of meal occasions

Figure 62: Occasions for eating prepackaged frankfurters/hot dogs, frozen or refrigerated dinner sausages, and frozen or refrigerated breakfast sausages, by age, February 2013

## How Hot Dogs and Sausages are Eaten

Key points

Hot dogs most likely to be eaten in a bun; sausages plain or with eggs

Figure 63: How prepackaged frankfurters/hot dogs and sausages are eaten, February 2013

Younger respondents are more adventurous with hot dog/sausage meals

Figure 64: How prepackaged frankfurters/hot dogs and sausages are eaten, by age, February 2013

## Brands Eaten

Key points

Four in 10 eat Jimmy Dean sausage; more than a third eat Hillshire Farm

Figure 65: Sausage brands eaten, August 2011-August 2012

Johnsonville tops bratwurst brands among respondents

Figure 66: Fresh bratwurst brands eaten, by age, August 2011-August 2012

Respondents are most likely to eat Ball Park and Oscar Mayer

Figure 67: Frankfurter/hot dog brands eaten, August 2011-August 2012

## Attitudes Toward Hot Dogs and Sausages

Key points

More than six in 10 report trying to eat healthier

Figure 68: Attitudes toward sausages and frankfurters/hot dogs, by eating more/about the same compared to a year ago, February 2013

## Hot Dog and Sausage Shopping Habits

Key points

More than half of respondents agree freshness is important

Figure 69: Shopping habits for prepackaged frankfurters/hot dogs and/or sausages, February 2013

55+ most likely to buy name brands, read nutrition and ingredient labels

Figure 70: Shopping habits for prepackaged frankfurters/hot dogs and/or sausages, by age, February 2013

## Interest in Product Types

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## Key points

Respondents most interested in premium/gourmet hot dogs

Figure 71: Interest in various types of frankfurters/hot dogs and/or sausages, by eating more/about the same compared to a year ago, February 2013

Seniors most likely to be interested in diet-restricted products

Figure 72: Interest in various types of frankfurters/hot dogs and/or sausages, by age, February 2013

## Influence of Product Descriptions

### Key points

Respondents most likely to cite all-natural ingredients as important

Figure 73: Influence of product descriptions, February 2013

Seniors cite all natural; low/no nitrate/nitrite; low fat, sodium, cholesterol as important

Figure 74: Influence of product descriptions on frankfurter/hot dog or sausage purchases, by age, February 2013

## Impact of Race/Hispanic Origin

### Key points

Blacks most likely to eat sausages that are not precooked; Hispanics most likely to eat precooked

Figure 75: Types of frankfurters/hot dogs and sausages eaten, by race/Hispanic origin, August 2011-August 2012

Blacks, Asians most likely to eat smoked, hot/spicy sausages

Figure 76: Sausage flavors eaten, by race/Hispanic origin, August 2011-August 2012

Blacks most likely to eat sausages for breakfast, lunch, and snacks

Figure 77: Occasions for eating sausages, by race/Hispanic origin, August 2011-August 2012

Whites least likely to eat hot dogs and sausages as part of a dish

Figure 78: How prepackaged frankfurters/hot dogs and sausages are eaten, by race/Hispanic origin, February 2013

## IRI/Builders Panel Data

### Dinner sausage

Consumer insights on key purchase measures—dinner sausage

#### Brand map

Figure 79: Brand map, selected brands of dinner sausage, by household penetration, 2012\*

#### Brand leader characteristics

#### Key purchase measures

Figure 80: Key purchase measures for the top brands of dinner sausage, by household penetration, 2012\*

### Frankfurters

Consumer insights on key purchase measures—frankfurters

#### Brand map

Figure 81: Brand map, selected brands of frankfurters, by household penetration, 2012\*

#### Brand leader characteristics

#### Key purchase measures

Figure 82: Key purchase measures for the top brands of frankfurters, by household penetration, 2012\*

### Refrigerated breakfast sausage/ham

Consumer insights on key purchase measures—refrigerated breakfast sausage/ham

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## Brand map

Figure 83: Brand map, selected brands of refrigerated breakfast sausage/ham, by household penetration, 2012\*

## Brand leader characteristics

## Key purchase measures

Figure 84: Key purchase measures for the top brands of refrigerated breakfast sausage/ham, by household penetration, 2012\*

## Appendix—Market Drivers

### Shifting U.S. demographics

Figure 85: U.S. population, by age, 2008-18

Figure 86: Households with children, 2002-12

### Racial, ethnic population growth

Figure 87: Population by race and Hispanic origin, 2008, 2013, and 2018

Figure 88: Households with children, by race and Hispanic origin of householder, 2012

### Consumer confidence

Figure 89: University of Michigan's index of consumer sentiment (ICS), 2007-13

### Unemployment

Figure 90: U.S. Unemployment Rate, by month, 2002-13

Figure 91: U.S. Unemployment and underemployment rates, 2007-13

Figure 92: Number of employed civilians in U.S., in thousands, 2007-13

### Food cost pressures

Figure 93: Changes in USDA Food Price Indexes, 2011 through 2013, Feb. 25, 2013

### Obesity

Figure 94: U.S. Obesity, by age group, 2008 and 2012

### Childhood and teen obesity—highest in decades

Figure 95: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

## Appendix—Other Useful Consumer Tables

### How hot dogs and sausages are eaten

Figure 96: How prepackaged frankfurters/hot dogs and sausages are eaten, by household income, February 2013

### Attitudes toward hot dogs and sausages

Figure 97: Attitudes toward sausages and frankfurters/hot dogs, by gender, February 2013

Figure 98: Attitudes toward sausages and frankfurters/hot dogs, by age, February 2013

Figure 99: Attitudes toward sausages and frankfurters/hot dogs, by household income, February 2013

### Occasions for eating hot dogs and sausages

Figure 100: Occasions for eating prepackaged frankfurters/hot dogs, frozen or refrigerated dinner sausages, and frozen or refrigerated breakfast sausages, by household income, February 2013

### Hot dog and sausage shopping habits

Figure 101: Shopping habits for prepackaged frankfurters/hot dogs and/or sausages, by gender, February 2013

Figure 102: Shopping habits for prepackaged frankfurters/hot dogs and/or sausages, by household income, February 2013

### Interest in product types

Figure 103: Interest in various types of frankfurters/hot dogs and/or sausages, by gender, February 2013

Figure 104: Interest in various types of frankfurters/hot dogs and/or sausages, by household income, February 2013

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### Influence of product descriptions

Figure 105: Influence of product descriptions on frankfurter/hot dog or sausage purchases, by household income, February 2013

### Impact of race/Hispanic origin

Figure 106: Influence of product descriptions on frankfurter/hot dog or sausage purchases, by race/Hispanic origin, February 2013

Figure 107: Attitudes toward sausages and frankfurters/hot dogs, by race/Hispanic origin, February 2013

### Appendix—Trade Associations

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