

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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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
Abbreviations and terms
Terms

Executive Summary

The market
Sales forecast to increase 24% from 2014-19, to reach \$9.6 billion
Figure 1: Total US retail sales and fan chart forecast of hot dogs and sausages, at current prices, 2009-19
Market is growing, except for hot dogs
Figure 2: Total US retail sales of sausages and hot dogs, by segment, at current prices, 2012 and 2014
Fewer children, smaller households result in reduced sales
Growing Hispanic market seeks variety and health in sausages
Millennials purchase all types, but prefer fresher products
Figure 3: Purchase behavior regarding hot dogs or sausages – Any purchase, by generations, June 2014
Brand name is important to consumers seeking consistency of products
Figure 4: top five reasons to purchase one brand of hot dogs or sausages over another, June 2014
Consumers are concerned about the healthy attributes of sausages
Taste beats affordability
Figure 5: top five reasons for purchasing hot dogs or sausages in the past, June 2014
What we think

Issues and Insights

Can parents learn to like hot dogs as much as their children do?
Issues
Insight: Parents seek healthier ingredients and more transparency
How to make sausages more attractive to consumers?
Issues
Insight: Refrigerated, fresh, and better quality key to expanded sales of sausages
How do brands gain more appeal among Hispanics?
Issues
Insight: Tout freshness and variety, when courting Hispanics

Trend Applications

Trend: Factory Fear

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Trend: Locavore

Trend: Hungry Planet

Market Size and Forecast

Key points

Sales and forecast of hot dogs and sausages

Figure 6: Total US retail sales of hot dogs and sausages, 2009-19

Figure 7: Total US retail sales of hot dogs and sausages, at inflation-adjusted prices 2009-19

Sales of hot dogs to reach \$9.6 billion in 2019

Figure 8: Total US retail sales and fan chart forecast of hot dogs and sausages, at current prices, 2009-19

Forecast methodology

Segment Performance

Key points

Hot dog and sausage category experiencing growth

Breakfast sausages growing strong, hot dogs declining

Figure 9: Total US retail sales of sausages and hot dogs, by segment, at current prices, 2012 and 2014

Total US retail sales of packaged refrigerated hot dogs, 2009-19

Consumers are avoiding hot dogs

Figure 10: Total US retail sales of packaged refrigerated hot dogs, 2009-19

Total US retail sales of packaged refrigerated dinner sausages, 2009-19

Dinner sausages a winner

Figure 11: Total US retail sales of packaged refrigerated dinner sausages, 2009-19

Total US sales of packaged refrigerated breakfast sausages, 2009-19

Breakfast sausages continue to be a favorite

Figure 12: Total US retail sales of packaged refrigerated breakfast sausages, 2009-19

Total US retail sales of packaged frozen hot dogs and sausages, 2009-19

Sales and forecast of packaged frozen hot dogs and sausage

Figure 13: Total US retail sales of packaged frozen hot dogs and sausages, 2009-19

Market Drivers

Key points

Households with kids consume more hot dogs and sausages

Figure 14: Frankfurter or hot dog consumption, by presence of children in household, January 2013-March 2014

The number of households with children is declining

Figure 15: Total US households, by presence of own children, 2003-13

Hispanics present good growth opportunities

figure 16: Population, by race and Hispanic origin, 2009, 2014, and 2019

Health deters consumers from buying more sausage products

Figure 17: Factors that influence decision on whether or not to buy hot dogs or sausages, June 2014

Consumers look for affordable meat products, as food prices rise

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Retail Channels

Key points

Supermarkets still have the majority of retail sales

Channel sales of hot dogs and sausages

Figure 18: Total US retail sales of sausages and hot dogs, by channel, at current prices, 2012-14

Supermarket sales bouncing back

Sales in supermarkets go back to growth mode

Figure 19: US supermarket sales of sausages and hot dogs, at current prices, 2009-14

Sales are growing in other retail channels

Sales in other channels gaining strength

Figure 20: US sales of sausages and hot dogs, through other retail channels, at current prices, 2009-14

Leading Companies

Key points

Segment leaders struggle to differentiate in a flat category

Figure 21: Johnsonville Sausages, "Johnsonville wishes you a Happy Bratsgiving," YouTube Video, 2014

Figure 22: Eckrich, "Bring the Smoke," TV Ad, 2013

Manufacturer sales of hot dogs and sausages

Figure 23: MULO sales of hot dogs and sausages at retail, by leading companies, rolling 52 weeks 2013 and 2014

Brand Share – Frozen Hot Dogs and Sausages

Key points

Red meat alternatives and recipe applications drive growth in frozen sausage

Figure 24: Farmer John, "Chicken Sausage and Cheesy Grits," Twitter Post, October 2013

Figure 25: Jones Dairy Farm, "Weekday," TV Ad, 2013

Manufacturer sales of frozen hot dogs and sausages

Figure 26: MULO sales of frozen hot dogs and sausages at retail, by leading companies, rolling 52 weeks 2013 and 2014

ConAgra declines across key measures

Figure 27: Key purchase measures for the top sausage and hot dog brands, by household penetration, 52 weeks ending Dec. 30, 2012 (year ago) and Dec. 29, 2013 (current)

Brand Share – Refrigerated Breakfast Sausage

Key points

Larger brands decline steeply; smaller, local brands make gains

Figure 28: Aidells, "Don't Eat Boring' Man," TV Ad, 2014

Manufacturer sales of refrigerated breakfast sausage

Figure 29: MULO sales of refrigerated breakfast sausages at retail, by leading Companies, rolling 52 weeks 2013 and 2014

Brand Share – Refrigerated Dinner Sausage

Key points

Small brands make greatest gains as major brands decline

Figure 30: Farmland, "Passion For Pork Since 1959," YouTube Video, 2014

Figure 31: Buddig, "Future Hawks," TV Ad, 2014

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Manufacturer sales of refrigerated dinner sausage

Figure 32: MULO sales of refrigerated dinner sausages at retail, by leading Companies, rolling 52 weeks 2013 and 2014

Brand Share – Refrigerated Hot Dogs

Key points

Segment leaders decline as smaller brands make gains

Figure 33: Ball Park Franks, "So American: Greatest Invention Ever," TV Ad, 2014

Figure 34: Oscar Mayer, "Introducing the 2014 WIENERMOBILE," TV Ad, 2014

Figure 35: Applegate, "Hot Dogs & the City," YouTube Video, 2013

Manufacturer sales of refrigerated hot dogs

Figure 36: MULO sales of refrigerated hot dogs at retail, by leading Companies, rolling 52 weeks 2013 and 2014

Innovations and Innovators

Additive/preservative-free, microwavable, and no allergen top product claims

Figure 37: Sausage launches, new formulations, and range extensions by top product claims, 2010-14

Figure 38: Hot dog launches, new formulations, and range extensions by top product claims, 2010-14

Preservative- and additive-free hot dogs remain popular

Chicken provides flavorful alternative to red meat

Cheddar enhances a variety of flavor combinations

Natural casings pair with premium options

The Consumer – General Purchase Overview

Key points

Sausages may soon overtake hot dogs

Figure 39: Purchase behavior regarding hot dogs or sausages, June 2014

Figure 40: Purchase behavior regarding hot dogs or sausages – Any purchase, by presence of children in household, June 2014

Figure 41: Purchase behavior regarding hot dogs or sausages – More often, by household size, June 2014

Millennials buying more, especially fresh; older adults buying less

Figure 42: Purchase behavior regarding hot dogs or sausages – Any purchase, by age, June 2014

Consumers buying more items with healthy properties; brands important to half

Figure 43: Changes in purchase behavior of hot dogs or sausages, June 2014

Figure 44: Decision to purchase one brand of hot dogs or sausages over another, June 2014

Figure 45: Factors that influence decision on whether or not to buy hot dogs or sausages, June 2014

The Consumer – By Households with Children

Key points

Purchase and usage increase in households with kids, and larger households

Figure 46: Sausage consumption, by presence of children in household, January 2013-March 2014

Figure 47: Frankfurter or hot dog consumption, by presence of children in household, January 2013-March 2014

Figure 48: Types of sausage eaten, by household size, January 2013-March 2014

Figure 49: Usage occasions, by household size, January 2013-March 2014

More natural presentations are preferred; households with children less concerned with sodium

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- Figure 50: Changes in purchase behavior of hot dogs or sausages – More often, by presence of children in household, June 2014
- Figure 51: Manner in which hot dogs are consumed or used, by presence of children in household, June 2014
- Figure 52: Decision to purchase one brand of hot dogs or sausages over another, by presence of children in household, June 2014
- Figure 53: Factors that influence decision on whether or not to buy hot dogs or sausages, by presence of children in household, June 2014

The Consumer – By Age

Key points

Younger consumers prefer healthier and fresh items

- Figure 54: Changes in purchase behavior of hot dogs or sausages – More often, by age, June 2014
- Figure 55: Purchase behavior regarding hot dogs or sausages – More often, by age, June 2014

Convenience and spicy flavors appeal to young; older crowd prefers non-precooked sausage

- Figure 56: Types of sausage eaten, by age, January 2013-March 2014
- Figure 57: Kinds of sausage eaten, by age, January 2013-March 2014
- Figure 58: Forms of sausage eaten, by age, January 2013-March 2014
- Figure 59: Flavors of sausage eaten, by age, January 2013-March 2014

Those aged 55-64 like sausages for breakfast/brunch more than those aged 18-24

- Figure 60: Manner in which hot dogs and sausages are consumed or used, by age, June 2014
- Figure 61: Manner in which hot dogs and sausages are consumed or used, by age, June 2014

Older consumers value brand names and USDA certification more than younger consumers

- Figure 62: Decision to purchase one brand of hot dogs or sausages over another, by age, June 2014
- Figure 63: Factors that influence decision on whether or not to buy hot dogs or sausages, by age, June 2014

The Consumer – By Generation

Key points

Millennials buying more sausage and fresh products, and more often than last year

- Figure 64: Purchase behavior regarding hot dogs or sausages – Any purchase, by generations, June 2014

Precooked items are less important to Baby Boomers

- Figure 65: Changes in purchase behavior of hot dogs or sausages – Any consumption, by generations, June 2014

Freshness and transparency key to gaining repeat Millennial business

- Figure 66: Purchase behavior regarding hot dogs or sausages – Purchase more often, by generations, June 2014
- Figure 67: Changes in purchase behavior of hot dogs or sausages – More often, by generations, June 2014

Swing Generation values food safety, while Boomers choose their favorite brands

- Figure 68: Decision to purchase one brand of hot dogs or sausages over another, by generations, June 2014
- Figure 69: Factors that influence decision on whether or not to buy hot dogs or sausages, by generations, June 2014

How Hot Dogs and Sausages are Used, by Type, Format

Key points

Consumers want fresh food when sharing with others

- Figure 70: Manner in which hot dogs are consumed or used by purchase behavior regarding hot dogs or sausages – Any consumption – Hot dog/sausage type, June 2014

Patties are preferred for breakfast or brunch

- Figure 71: Manner in which hot dogs are consumed or used by purchase behavior regarding hot dogs or sausages – Any consumption – Format, June 2014

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Reasons Why Consumers Eat Hot Dogs and Sausages

Key points

Those buying more rate taste as the most important factor

Figure 72: Decisions on hot dogs or sausages purchased in the past, June 2014

Households with kids value convenience and health

Figure 73: Decisions on hot dogs or sausages purchased in the past – Any rank, by presence of children in household, June 2014

Older consumers like taste and affordability, while younger people value protein

Figure 74: Decisions on hot dogs or sausages purchased in the past – Any rank, by age, June 2014

Breakfast eaters want fresh sausage, while hot dog eaters want more variety

Figure 75: Decisions on hot dogs or sausages purchased in the past, by purchase behavior regarding hot dogs or sausages – More often – Hot dog/sausage type, June 2014

Figure 76: Decisions on hot dogs or sausages purchased in the past, by purchase behavior regarding hot dogs or sausages – More often – Hot dog/sausage type, June 2014

The Consumer – Purchase Influencers and Opportunities

Key points

Brands are important to those concerned about quality, safety, and health

Figure 77: Decision to purchase one brand of hot dogs or sausages over another, by decisions on hot dogs or sausages purchased in the past – Any rank, June 2014

Figure 78: Decision to purchase one brand of hot dogs or sausages over another, by decisions on hot dogs or sausages purchased in the past – Any rank, June 2014

The Consumer – By Hot Dog and Sausage Repertoire

Key points

Households with several children value convenience more

Figure 79: Repertoire of types of hot dog and sausage, by presence of children in household, June 2014

Figure 80: Repertoire of types of hot dog and sausage, by presence of children in household, June 2014

Figure 81: Repertoire of types of hot dog and sausage, by age, June 2014

The Consumer – By Race/Hispanic Origin

Key points

Blacks consume the most sausages, while poultry products have high appeal to Hispanics

Figure 82: Sausage consumption, by race/Hispanic origin, January 2013-March 2014

Figure 83: Types of sausage eaten, by race/Hispanic origin, January 2013-March 2014

Figure 84: Types of frankfurters or hot dogs eaten, by race/Hispanic origin, January 2013-March 2014

Hispanics attracted to fresh formats, while Blacks prefer patties

Figure 85: Purchase behavior regarding hot dogs or sausages – Any purchase, by race/Hispanic origin, June 2014

Purchase more/least often trends

Figure 86: Purchase behavior regarding hot dogs or sausages – More often, by race/Hispanic origin, June 2014

Figure 87: Purchase behavior regarding hot dogs or sausages – Less often, by race/Hispanic origin, June 2014

Asians like smoked, hot, and Polish sausages; Hispanics like mild flavors but are likely adding their own ingredients

Figure 88: Flavors of sausage eaten, by race/Hispanic origin, January 2013-March 2014

Breakfast use strong, but sausage snacking weak across all race groups

Figure 89: Usage occasions, by race/Hispanic origin, January 2013-March 2014

Figure 90: Manner in which hot dogs and sausages are consumed or used, by race/Hispanic origin, June 2014

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Figure 91: Number of pounds eaten in last 30 days, by race/Hispanic origin, January 2013-March 2014

Hispanics look for ethnic and gourmet products; Whites least concerned with all-natural items

Figure 92: Changes in purchase behavior of hot dogs or sausages – Any purchase, by race/Hispanic origin, June 2014

Figure 93: Changes in purchase behavior of hot dogs or sausages – More often, by race/Hispanic origin, June 2014

Figure 94: Changes in purchase behavior of hot dogs or sausages – Less often, by race/Hispanic origin, June 2014

Taste and convenience most important to ethnic groups, healthy attributes also important

Figure 95: Decisions on hot dogs or sausages purchased in the past – Any rank, by Hispanic origin, June 2014

Figure 96: Decision to purchase one brand of hot dogs or sausages over another, by race/Hispanic origin, June 2014

Figure 97: Factors that influence decision on whether or not to buy hot dogs or sausages, by race/Hispanic origin, June 2014

Popular brands losing sales to smaller brands

Figure 98: Brands of sausage eaten, by race/Hispanic origin, January 2013-March 2014

Figure 99: Brands of frankfurters or hot dogs eaten, by race/Hispanic origin, January 2013-March 2014

Figure 100: Brands of bratwurst eaten, by race/Hispanic origin, January 2013-March 2014

Figure 101: Repertoire of types of hot dog and sausage, by race/Hispanic origin, June 2014

Figure 102: Repertoire of ways of eating hot dogs and sausage, by race/Hispanic origin, June 2014

Appendix – Other Useful Consumer Tables

Figure 103: Purchase behavior regarding hot dogs or sausages – Any purchase, by household size, June 2014

Figure 104: Repertoire of types of hot dog and sausage, by generations, June 2014

Figure 105: Decisions on hot dogs or sausages purchased in the past – Any rank, by generations, June 2014

Figure 106: Manner in which hot dogs and sausages are consumed or used, by generations, June 2014

Figure 107: Decisions on hot dogs or sausages purchased in the past, by purchase behavior regarding hot dogs or sausages – More often – Format, June 2014

Figure 108: Forms of sausage eaten, by region, January 2013-March 2014

Figure 109: Flavors of sausage eaten, by region, January 2013-March 2014

Figure 110: Usage occasions, by region, January 2013-March 2014

Figure 111: Brands of sausage eaten, by region, January 2013-March 2014

Figure 112: Fresh bratwurst consumption, by region, January 2013-March 2014

Figure 113: Types of frankfurters or hot dogs eaten, by region, January 2013-March 2014

Figure 114: Brands of frankfurters or hot dogs eaten, by region, January 2013-March 2014

Figure 115: Flavors of bratwurst eaten, by household income, January 2013-March 2014

Figure 116: Brands of bratwurst eaten, by household income, January 2013-March 2014

Figure 117: Brands of bratwurst eaten, by region, January 2013-March 2014

Figure 118: Sausage consumption, February 2008-March 2014

Figure 119: Types of sausage eaten, February 2008-March 2014

Figure 120: Kinds of sausage eaten, February 2008-March 2014

Figure 121: Fresh bratwurst consumption, February 2008-March 2014

Figure 122: Flavors of bratwurst eaten, February 2008-March 2014

Figure 123: Frankfurter or hot dog consumption, February 2008-March 2014

Appendix – Trade Associations

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