

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Grilling in its traditional form remains popular, but the industry cannot ignore the fact that consumers are evolving. Millennials, who tend to be multicultural and urban, live different lifestyles than their parents did, and their lifestyle needs aren’t necessarily being met. Marketers must evolve with these consumers if they hope to maximize sales growth.”  
– Lindsey Rogers, Consumer Analyst

This report looks at the following areas:

- How can companies encourage more frequent grilling?
- How can companies maintain sales growth in an industry that is cyclical?
- How can brands increase brand loyalty and distinguish themselves from their competitors?

The grilling market has recovered along with the economy. Household penetration of grills has remained steady and there is no reason to expect ownership to fluctuate. However, ownership of the two major grill types – gas and charcoal – have fallen over the past decade as newer entrants that use alternate fuel (or dual fuel) and other speciality grills appear to have taken share.

This report builds on the analysis presented in Mintel’s Grilling and Barbecuing – US, March 2014, and Outdoor Barbecue – US, April 2012. It discusses how companies can maximize that growth by effectively targeting consumers.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

DID YOU KNOW?

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

# Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Scope and Themes

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

### Executive Summary

#### The market

Figure 1: Total US volume sales and forecast of barbecue grills, 2009-19

#### Market drivers

#### The consumer

Ownership of grills remains steady, though ownership of gas and charcoal have decreased

Figure 2: Types of grills owned, December 2014

Grillers are interested in accessories that create better flavors, allow them to cook a greater variety of foods

Figure 3: Grill accessories owned, interested in owning, December 2014

Summer is still grilling season, but many do grill in winter

Figure 4: Frequency of grilling by season, on holidays, on weekdays, and on weekends, December 2014

Most consumers travel with their grills, regardless of its size

Figure 5: Frequency of grilling by location, December 2014

Nearly half of consumers will be in the market to buy a grill within the next two years

Figure 6: Plans to purchase a new grill, December 2014

Slightly more than one third of those who expect to buy a grill plan to upgrade

Figure 7: Reasons for purchasing a new grill, December 2014

Price is more important than brand for one quarter of prospective grill buyers

Figure 8: Differences between planned grill purchase and current grill owned – Brand, fuel type, size, December 2014

Most visitors to leisure/travel sites, price comparison sites plan to buy a grill

Figure 9: Plans to purchase a grill within the next two years – Any, by websites visited daily, December 2014

Two thirds unconvinced about grill's value, lifestyle fit

Figure 10: Attitudes toward grill ownership, the grilling occasion, and grill accessories, December 2014

#### What we think

### Issues and Insights

How can companies encourage more frequent grilling?

The issues

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The implications

How can companies maintain sales growth in an industry that is cyclical?

## The issues

The implications

How can brands increase brand loyalty and distinguish themselves from their competitors?

## The issues

The implications

## Trend Application

Trend: Why Buy?

Trend: Many Mes

Trend: Minimize Me

## Market Size and Forecast

### Key points

Unit sales of grills expected to increase to 15.5 million by 2019

Figure 11: Total US volume sales and forecast of barbecue grills, 2009-19

### Fan chart forecast

Figure 12: Total US volume sales and forecast of barbecue grills, 2009-19

## Market Drivers

### Key points

Changing housing market

Figure 13: US home ownership rate: 2004-14, fourth quarter, seasonally adjusted

US economic growth

Figure 14: GDP change from previous period, Q1 2007-Q4 2014

Figure 15: Consumer confidence and unemployment, by month, January 2010-January 2015

Demographic shifts

Households with children

Figure 16: US households with children, 2003-13

Millennials

## Segment Performance

### Key points

Gas grills account for slight majority of grills, regaining market share

Figure 17: Total US volume sales of barbecue grills, by segment, 2012 and 2014

Segment performance – Outdoor gas barbecue grills

Figure 18: Total US volume sales and forecast of gas barbecue grills, 2009-19

Segment performance – Outdoor charcoal barbecue grills

Figure 19: Total US volume sales and forecast of charcoal barbecue grills, 2009-19

## Leading Companies

### Key points

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Profiles of select grill manufacturers

Weber-Stephen

Char-Broil

Dyna-Glo

George Foreman Grills

Brinkmann

Coleman Company

Big Green Egg

Fire Magic

Lynx

Kalamazoo Outdoor Gourmet

Other leading grill-related brands

Kingsford

The Companion Group

Mr. Bar-B-Q

RubberMaid

### Innovations and Innovators

#### Tabletop grills

##### Grazing Grill

Figure 20: The Grazing Grill

##### JAG Grill

Figure 21: Eight-seat JAG Grill

#### Smart grills

##### Lynx Concept Grill

##### Char-Broil smart grill series

##### Other innovative grills

##### The BBQ Bruce Handrail Grill

#### Non-traditional grilling accessories

##### The Miracle Grill Mat from As Seen On TV

Figure 22: "Miracle Grill Mat As Seen On TV Infomercial, Online video, March 2014

##### S'mores Grilling Accessories from Hershey's and Mr. Bar-B-Q

### Marketing Strategies

#### Overview of the brand landscape

Figure 23: Brand analysis of Weber, Char-Broil, and Kingsford, 2015

Figure 24: Social media followers of leading grill marketers, Facebook, Twitter, YouTube, Pinterest, and Instagram, Jan. 12, 2015

#### Brand analysis: Weber

##### Online initiatives

Figure 25: Weber Grills, "Go behind the scenes at Weber's test kitchen," online video, July 2014

Figure 26: Weber's Twitter activity, Aug. 6, 2014 – Jan. 6, 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 27: Weber Grills, "Weber Xmas," online video, December 2014

### Integrated marketing campaigns

Figure 28: Weber Grills, "These are anything but serious times. Relax like it's your job," 30-second television ad, May 2014

Figure 29: Weber Grills, "One grill was engineered for #UnseriousTimes. Make the most of them," 30-second television ad, May 2014

### Sponsorships

### Mobile marketing

### Other marketing efforts

### Brand analysis: Char-Broil

### Online initiatives

Figure 30: Char-Broil, "Charbroil Chef tips – How to grill a filet Mignon on a TRU-Infrared Grill," Online video, May 2014

Figure 31: Char-Broil's Twitter activity, Dec. 1, 2014 – Jan. 6, 2015\*

### Experiential and other marketing efforts

### Brand analysis: Kingsford Charcoal

### Online initiatives

Figure 32: Kingsford's Twitter activity, Aug. 6, 2014 – Jan. 6, 2015

Figure 33: Tweet from Kingsford Charcoal, Nov. 19, 2014, 5:29pm

Figure 34: Tweet from Kingsford Charcoal, December 10, 2014, 5:58pm

Figure 35: Tweet from Kingsford Charcoal, November 12, 2014, 6:36pm

Figure 36: Kingsford, "Hey!" TV commercial, May 20, 2014

### Integrated marketing campaign

Figure 37: Kingsford, "The Social Grill," 30-second television ad, May 15, 2014

Figure 38: Tweet from Kingsford Charcoal, November 19, 2014, 5:29pm

### Experiential

Figure 39: destination America, "BBQ Pit Wars | The Kingsford Invitational," promo video, June 18, 2014

## Household Grill Ownership

### Key points

#### Overall ownership holding steady, declines in gas and charcoal

Figure 40: Household grill ownership, trended, December 2011, December 2013, January 2015

Figure 41: Ownership of outdoor gas and charcoal grills, Spring 2007-Summer 2014

#### Majority of grill owners own only one working grill

Figure 42: Average number of working grills owned, December 2014

#### Full-size gas grills are most popular, followed by full-size charcoal

Figure 43: Types of grills owned, December 2014

#### Multiple grill ownership trends similarly to overall ownership

#### Households with incomes of \$50K+ more likely to own a grill

#### Grill ownership correlates with household size, presence of children

#### Urban households average more grills than suburban households, though penetration is higher in suburban areas

Figure 44: Grill ownership – Any, and average number of grills owned, by key demographics, January 2015

#### Households in the Mountain division own the most grills

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 45: Average number of grills owned, by nine regions/divisions, December 2014

## Grill Accessories – Ownership and Interest

### Key points

#### Nine in 10 grill owners own a grill accessory

Figure 46: Grill accessories owned, December 2014

#### Interest in grill accessories declines with age

Figure 47: Grill accessories interested in owning, by age, December 2014

Figure 48: Count of grill accessories owned, by age, December 2014

#### Urbanites are interested in grill accessories, but may lack space

Figure 49: Grill accessories interested in owning, by area, December 2014

Figure 50: Count of grill accessories owned, by area, December 2014

## Frequency of Grilling by Season, Day of Week, and Occasion

### Key points

#### Summer, holidays, weekends are popular times for grilling

#### Grilling by season

Figure 51: Frequency of grilling by season, December 2014

#### Grilling on holidays

Figure 52: Frequency of grilling during the holidays, December 2014

#### Weekdays versus weekends

Figure 53: Frequency of grilling, weekend versus weekdays, December 2014

#### When consumers grill, by grill type

#### Gas versus charcoal

#### Niche and indoor grillers

Figure 54: Frequency of grilling – Regularly, by types of grills owned, December 2014

#### Frequency of grilling, by region

Figure 55: Frequency of grilling in the summer and winter – Regularly, by region, December 2014

Figure 56: Frequency of grilling – Regularly, by region/divisions, December 2014

## Frequency of Grilling by Grilling Location

### Key points

#### More than half grill at parks/campgrounds, homes of friends and family

Figure 57: Frequency of grilling by location, December 2014

#### Grillers aged 25-34 most likely to grill away from home

Figure 58: Location of grilling – Any participation, by age, December 2014

#### Urbanites most likely to travel with grill

Figure 59: Location of grilling – Any participation, by area, December 2014

#### Renters grill both at home and away from home

Figure 60: Location of grilling – Any participation, by primary residence, December 2014

#### Participation in grilling away from home varies based on type and size of grill owned

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Grill type

### Grill size

Figure 61: Location of grilling – Any participation, by types of grills owned, December 2014

## Plans to Purchase a New Grill

### Key points

#### Nearly half of adults plan to buy a grill within two years

Figure 62: Plans to purchase a new grill, December 2014

#### Majority of Millennials in the market to buy a grill

Figure 63: Time frame for purchasing a new grill – Any plans within next two years, by age, December 2014

#### Larger households more likely to purchase a grill

Figure 64: Time frame for purchasing a new grill – Any plans within next two years, by area, presence of children in the household, household size, and primary residence, December 2014

#### Most who plan to purchase a grill are current grill owners

Figure 65: Plans to purchase a grill – Any plans within the next two years, by current grill ownership, December 2014

Figure 66: Time frame for purchasing a new grill – Any plans within the next two years, by type of grill owned and number of working grills owned, December 2014

### CHAID Analysis

#### Methodology

#### Urban homeowners with children represent a practical target

Figure 67: Plans to purchase a new grill – CHAID – Tree output, December 2014

Figure 68: Plans to purchase a new grill – CHAID – Table output, December 2014

## Reasons for Purchasing a New Grill

### Key points

#### Plurality of prospective grill buyers are looking for an upgrade

Figure 69: Reason for purchasing a new grill, December 2014

#### Charcoal grillers more likely to upgrade, gas grillers more likely to replace

Figure 70: Reason for purchasing a new grill, by types of grills owned, December 2014

#### Urban grillers want to cook a greater variety of food

Figure 71: Reason for purchasing a new grill, by area, December 2014

## Loyalty to Grill Size, Type, and Brand

### Key points

#### Grill brand, fuel type, and size consistency among multiple grill owners

#### Multiple grill owners tend to own more than one grill brand

Figure 72: Grill types owned by multiple grill owners – Same brand, fuel type, size, December 2014

#### Younger consumers are more brand loyal

Figure 73: Grill types owned by multiple grill owners – Same brand, fuel type, size, by age, December 2014

#### About half of urbanites own two or more grills of the same brand

Figure 74: Grill types owned by multiple grill owners – Same brand, fuel type, size, by area, December 2014

#### Households with children are more brand loyal

Figure 75: Grill types owned by multiple grill owners – Same brand, fuel type, size, by presence of children in household, December 2014

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Similarities between current grill owned and planned grill purchase

#### Prospective grill buyers plan to stick with what is familiar

Figure 76: Differences between planned grill purchase and current grill owned – Brand, fuel type, size, December 2014

#### Suburban, rural grill buyers may be more influenced by advertising claims

Figure 77: Differences between planned grill purchase and current grill owned – Brand, fuel type, size, by area, December 2014

#### Whether charcoal or gas, most grillers want what they already have

Figure 78: Differences between planned grill purchase and current grill owned – Fuel type, by types of grills owned, December 2014

#### When it comes to size, the bigger the better

Figure 79: Differences between planned grill purchase and current grill owned – Size, by size of grills owned, December 2014

### Targeting Grillers Online

#### Key points

##### Many consumers who plan to buy a grill are active online

Figure 80: Plans to purchase a grill within the next two years – Any, by websites visited daily, December 2014

Figure 81: Plans to purchase a grill within the next two years – Any, by websites visited daily, December 2014

##### Most Yelp, Foursquare, Flickr users plan to buy a grill within the next two years

Figure 82: Plans to purchase a grill within the next two years – Any, by social media sites visited daily, December 2014

### Attitudes toward Grilling

#### Key points

##### Attitudes toward grill ownership

Figure 83: Attitudes toward grill ownership, December 2014

##### Urban grillers lack space for larger grills

Figure 84: Attitudes toward grill ownership, by area, December 2014

##### Lifestyle needs of young grillers aren't being met

Figure 85: Attitudes toward grill ownership, by age, December 2011

##### Attitudes toward the grilling occasion

Figure 86: Attitudes toward the grilling occasion, December 2014

##### For Millennials, grilling is a throwback to their childhood

Figure 87: Internet Explorer, "Child of the 90s | Internet Explorer," Jan. 23, 2013

Figure 88: Attitudes toward grill ownership, by age, December 2014

##### Urban grillers think grilling is more work

Figure 89: Attitudes toward grill ownership, by area, December 2014

##### Parents less likely to call grilling fun, easy

Figure 90: Attitudes toward grill ownership, by presence of children in household, December 2014

##### Grills that require more work are viewed as less fun

Figure 91: Attitudes toward grill ownership, by types of grills owned, December 2014

##### Attitudes toward grill accessories

Figure 92: Attitudes toward the grill accessories, December 2014

##### Those who are most likely to shop for grills are most likely to enjoy shopping for grill accessories

Figure 93: Attitudes toward grill ownership, by age, December 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)



# Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Urban respondents show a greater interest in grilling accessories

Figure 94: Attitudes toward grill ownership, by area, December 2014

## Impact of Race and Hispanic Origin

### Key points

#### Grill ownership

Figure 95: Grill penetration, by race and Hispanic origin, January 2015

Figure 96: Types of grills owned, by race and Hispanic origin, December 2014

#### Grill accessories – Ownership and interest

Figure 97: Grill accessories owned, by race/Hispanic origin, December 2014

Figure 98: Grill accessories interested in owning, by race/Hispanic origin, December 2014

#### Frequency of grilling by grill location

Figure 99: Location of grilling – Any participation, by race/Hispanic origin, December 2014

#### Frequency of grilling by season, day of week, and occasion

Figure 100: Frequency of grilling, season, day of week, and occasion – Regularly, by race/Hispanic origin, December 2014

#### Plans to purchase a new grill

Figure 101: Time frame for purchasing a new grill, by race/Hispanic origin, December 2014

#### Loyalty to brand, fuel type, and size

Figure 102: Grill types owned by multiple grill owners – Same brand, fuel type, size, by race/Hispanic origin, December 2014

Figure 103: Differences between planned grill purchase and current grill owned, by race/Hispanic origin, December 2014

#### Attitudes toward grill ownership

Figure 104: Attitudes toward grill ownership, by race/Hispanic origin, December 2014

#### Attitudes toward the grilling occasion

Figure 105: Attitudes toward the grilling occasion, by race/Hispanic origin, December 2014

#### Attitudes toward grill accessories

Figure 106: Attitudes toward grill accessories, by race/Hispanic origin, December 2014

## Appendix – Other Useful Consumer Tables

### Household grill ownership

#### Penetration/types of grills owned

Figure 107: Types of grills owned, by household area, December 2014

Figure 108: Types of grills owned, by household income, December 2014

Figure 109: Types of grills owned, by presence of children in the household, December 2014

Figure 110: Types of grills owned, by household size, December 2014

Figure 111: Types of grills owned, by nine region/divisions, December 2014

Figure 112: Types of grills owned, by nine region/divisions, December 2014 (cont)

Figure 113: Ownership of outdoor gas and charcoal grills, Spring 2007-Summer 2014

#### Average number of grills owned

Figure 114: Average number of grills owned and average number of working grills owned, by household characteristics, December 2014

#### Number of working grills owned

Figure 115: Number of working grills owned, by race/Hispanic origin, December 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 116: Number of working grills owned, by area, December 2014

Figure 117: Number of working grills owned, by household income, December 2014

Figure 118: Number of working grills owned, by presence of children in household, December 2014

Figure 119: Number of working grills owned, by household size, December 2014

Figure 120: Number of working grills owned, by region/divisions, December 2014

Figure 121: Number of working grills owned, by region/divisions, December 2014 (cont)

### Grill accessories – Ownership and interest

#### Grill accessories owned

Figure 122: Grill accessories owned, by gender, December 2014

Figure 123: Grill accessories owned – Any own, by household characteristics, December 2014

Figure 124: Grill accessories owned, by area, December 2014

Figure 125: Grill accessories owned, by household income, December 2014

Figure 126: Grill accessories owned, by presence of children in household, December 2014

Figure 127: Grill accessories owned, by primary residence, December 2014

Figure 128: Grill accessories owned, by types of grills owned, December 2014

Figure 129: Grill accessories owned, by types of grills owned, part II, December 2014

Figure 130: Grill accessories owned, by types of grills owned, part III, December 2014

#### Grill accessories interested in owning

Figure 131: Grill accessories interested in owning, by gender, December 2014

Figure 132: Count of grill accessories owned, by gender, December 2014

Figure 133: Count of grill accessories owned, by number of working grills owned, December 2014

#### Frequency of grilling by season, day of week, and occasion

Figure 134: Frequency of grilling, by season, day of week, and occasion, December 2014

Figure 135: Frequency of grilling – Regularly, by gender, December 2014

Figure 136: Frequency of grilling – Regularly, by age, December 2014

Figure 137: Frequency of grilling – Regularly, by area, December 2014

Figure 138: Frequency of grilling – Regularly, by household income, December 2014

Figure 139: Frequency of grilling – Regularly, by presence of children in household, December 2014

Figure 140: Frequency of grilling – Regularly, by primary residence, December 2014

Figure 141: Frequency of grilling – Regularly, by types of grills owned, December 2014

Figure 142: Frequency of grilling – Regularly, by number of working grills owned, December 2014

Figure 143: Frequency of grilling – Regularly, by region/divisions, part I, December 2014

Figure 144: Frequency of grilling – Regularly, by region/divisions, part II, December 2014

#### Frequency of grilling by grilling location

##### Any participation

Figure 145: Frequency of grilling by location, December 2014

Figure 146: Location of grilling – Any participation, by gender, December 2014

Figure 147: Location of grilling – Any participation, by household income, December 2014

Figure 148: Location of grilling – Any participation, by presence of children in household, December 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 149: Location of grilling – Any participation, by number of working grills owned, December 2014

Figure 150: Location of grilling – Any participation, by types of grills owned, December 2014

Figure 151: Location of grilling – Any participation, by region/divisions, part I, December 2014

Figure 152: Location of grilling – Any participation, by region/divisions, Part II, December 2014

### Regular participation

Figure 153: Location of grilling – regularly, by primary residence, December 2014

### Plans to purchase a new grill

Figure 154: Time frame for purchasing a new grill, December 2014

Figure 155: Time frame for purchasing a new grill, by gender, December 2014

Figure 156: Time frame for purchasing a new grill, by age, December 2014

Figure 157: Time frame for purchasing a new grill, by race/Hispanic origin, December 2014

Figure 158: Time frame for purchasing a new grill, by household income, December 2014

### Reasons for purchasing a new grill

Figure 159: Reason for purchasing a new grill, December 2014

Figure 160: Reason for purchasing a new grill, by age, December 2014

Figure 161: Reason for purchasing a new grill, by household income, December 2014

Figure 162: Reason for purchasing a new grill, by presence of children in household, December 2014

Figure 163: Reason for purchasing a new grill, by types of grills owned, part I, December 2014

Figure 164: Reason for purchasing a new grill, by types of grills owned, part II, December 2014

### Loyalty to grill size, type, and brand

#### Grill brand, fuel type, and size consistency among multiple grill owners

Figure 165: Varieties of grills owned by multiple grill owners, by gender, December 2014

Figure 166: Varieties of grills owned by multiple grill owners, by age, December 2014

Figure 167: Varieties of grills owned by multiple grill owners, by region, December 2014

Figure 168: Varieties of grills owned by multiple grill owners, by area, December 2014

Figure 169: Varieties of grills owned by multiple grill owners, by household income, December 2014

Figure 170: Varieties of grills owned by multiple grill owners, by presence of children in household, December 2014

#### Similarities between current grill owned and planned grill purchase

Figure 171: Differences between planned grill purchase and current grill owned, December 2014

Figure 172: Differences between planned grill purchase and current grill owned, by gender, December 2014

Figure 173: Differences between planned grill purchase and current grill owned, by age, December 2014

Figure 174: Differences between planned grill purchase and current grill owned, by household income, December 2014

Figure 175: Differences between planned grill purchase and current grill owned, by types of grills owned, part I, December 2014

Figure 176: Differences between planned grill purchase and current grill owned, by types of grills owned, part II, December 2014

Figure 177: Differences between planned grill purchase and current grill owned, by types of grills owned, part III, December 2014

### Attitudes toward grilling

Figure 178: Attitudes toward grilling, December 2014

Figure 179: Attitudes toward grilling, by gender, December 2014

Figure 180: Attitudes toward grilling, by household income, December 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Grilling and Barbecuing - US - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 181: Attitudes toward grilling, by presence of children in household, December 2014

Figure 182: Attitudes toward grilling, by types of grills owned, December 2014

Figure 183: Attitudes toward grilling, by types of grills owned, December 2014

Figure 184: Attitudes toward grilling, by types of grills owned, December 2014

### Appendix – Trade Associations

Association of Home Appliance Manufacturers (AHAM)

Hearth, Patio & Barbecue Association (HPBA)

National Propane Gas Association (NPGA)

National Restaurant Association (NRA)

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)