

Grilling and Barbecuing - US - July 2016

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"Grill ownership is strong and positive sales are expected through 2021. Gas format grills are most popular in full-size units, whereas portable units are most popular in charcoal format. Consumer sentiment toward grills differs by generation, in which younger adults enjoy grilling to socialize while older adults grill to cook."
- Stephen Brown, Research Analyst

This report looks at the following areas:

- Strong grill ownership and future growth opportunities
- Declining homeownership and family households take away key buyers
- Charcoal is losing favor over gas
- Weak purchase interest

Taste of grilled food is the biggest reason why most grill, which emphasizes the benefit of taste and flavor-centric marketing. As an outdoor item, grilling allows for a sensory experience and a chance to try new foods or flavors. For this reason, convenience and functionality are important characteristics for an enjoyable grilling experience.

For the purposes of this Report, Mintel has used the following definitions:

This Report covers household gas, charcoal, and electric grills, as well as dual-fuel gas/charcoal grills, stove-top/portable grills, outdoor fryers, and smokers. The market size and segmentation cover gas and charcoal grills. Electric grills are not included in the market size estimates.

Accessories and attachments sold separately from the barbecue grills are not included in the market size, though they are discussed throughout the body of the Report.

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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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