

## Outdoor Entertaining - US - February 2017

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"A desire to socialize, coupled with enjoyment for hosting others motivates 71% of adults with outdoor space to entertain guests outdoors. Growth in adjacent markets such as outdoor furniture and grills bodes well for the future of outdoor entertaining since the vast majority of outdoor entertainers prefer hosting informal events such as casual barbecues."

- John Poelking, Leisure Analyst

This report looks at the following areas:

- Some with outdoor space don't host
- More structured, planned events are uncommon
- Concerns over the perceptions of outdoor space

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

Outdoor entertaining involves hosting nonresidents at home, primarily outdoors. This includes formal and informal events that are planned in advance including holiday parties, graduation parties, birthday parties, and informal get-togethers such as grilling and barbecuing or cookouts, among others.

This Report builds on the analysis presented in Mintel's *Patio and Outdoor Living – US, July 2016*, *Grilling and Barbecuing – US, July 2016*, and *Party Planning and Home Entertaining – US, February 2016*.

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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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Bringing meat to the party

### Market Factors

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## People enjoy hosting others at their home

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The benefits of comfortable, durable furniture  
 Digital projectors turn backyards into movie theaters  
 Updates on the tried and true  
 Setting the tone for outdoor parties  
 Music needs to be heard outside  
 Keeping kids interested  
 Trying out new events

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## Attitudes toward Online Inspiration

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#### Opportunities

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#### Demographics

#### Characteristics

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Opportunities

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Demographics

Characteristics

Opportunities

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Demographics

Characteristics

Opportunities

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Opportunities

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Abbreviations

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