

Grilling and Barbecuing - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The grilling and barbecuing market continues to perform well. High household penetration challenges the market, yet the category is poised for moderate growth as younger adults embrace grilling. Additionally, interest in new features that simplify the grilling experience and flavor-enhancing fuels provide ways of engaging category shoppers."

- **Rebecca Cullen, Home and personal care analyst**

This report looks at the following areas:

- Grill ownership levels consistent, challenging the market
- Price-driven approach could limit spending
- Some adults not grilling as often as they could

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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

Overview

What you need to know
Definition

Executive Summary

The issues

Grill ownership levels consistent, challenging the market
Figure 1: Grill ownership, any (net), April 2017

Price-driven approach could limit spending
Figure 2: Top five purchase factors, any rank, April 2017

Some adults not grilling as often as they could
Figure 3: Grilling frequency, April 2017

The opportunities

Nearly two in five will be in the market to purchase a grill in the next year
Figure 4: Any grill (net) ownership and intent to purchase, net, April 2017

Young adults enter prime purchasing years
Figure 5: Plan to buy in the next year, any (net), by age, April 2017

Focus on flavor, experiential benefits of grilling
Figure 6: Select attitudes and motivations and interest in flavor innovations (net), April 2017

What it means

The Market – What You Need to Know

Grill sales maintain stable growth
“Hygee,” health, and outdoor trends benefit the market
Climate changes extend grilling season

Market Size and Forecast

Grill sales forecast to maintain steady growth through 2022
Figure 7: Total US sales and fan chart forecast of grilling and barbecuing, at current prices, 2012-22
Figure 8: Total US sales and fan chart forecast of grilling and barbecuing, at current prices, 2012-22

Market Perspective

Americans find “hygee” in the outdoors
Digital media influences grill market
Healthy living ambitions favor grilling
Homes, and kitchens, expand to the outdoors
Figure 9: Walmart digital email ad, April 2017

Market Factors

Migration to urban areas, smaller spaces

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Warmer temperatures provide longer grilling seasons

Figure 10: Average summer temperatures – Contiguous US, June-August 2012-16 and total US sales of grills, 2012-16

Childless households continue to rise

Figure 11: Households, by presence of related children, 2006-16

Key Trends – What You Need to Know

Shopping experience differentiates retailers

Fuel perceptions vary

Newer players heighten competition, big-box stores integrate technology

Future of grilling could rely on solar and smart grills

Key Retailers and Brands

Retailers

Lowe's

The Home Depot

Walmart

Target

Grill manufacturers and grill-related brands

Weber-Stephen

Char-Broil

Vision

Dyna-Glo

Kingsford

Fuel Preferences and Perceptions

Fuel perceptions consistent with product promotion

Flavor-focused adults turn to charcoal and pellets

Gas offers ease of use

Combo benefits

What's In?

New entrants offer affordable grills with high-end features

Lowe's, The Home Depot benefit from online-to-in-store initiatives

To each their own – grilling methods become personal

In their words:

What's Next?

Solar powered grills

Smoking is the new grilling

Smart grills and accessories

Accessories for every cooking occasion

The Consumer – What You Need to Know

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Household penetration high, full-size gas grills remain most popular
 Adults conduct extensive research prior to purchasing
 Price drives purchases
 Majority shop at big-box home stores yet mass still holds appeal
 Most adults grill regularly
 Taste, convenience motivate grillers
 Smart technology, expanded flavor profile hold most interest

Ownership and Intent to Purchase

Gas still most popular fuel, low purchase intent could challenge market
 Figure 12: Ownership and intent to purchase, April 2017

Young adults, parents own wider variety of grills – potential future buyers
 Figure 13: Any ownership (net) of select grills, by age, parental status, April 2017

Hispanics turn to alternate fuels
 Figure 14: Any ownership (net) of grills, net, by Hispanic origin, April 2017

Affluence influences ownership
 Figure 15: Any ownership (net) of grills, net, by household income, April 2017

Living location, residence correlates with grill ownership
 Figure 16: Any ownership (net) of select grills, by residence, living location, April 2017

Shopping Process

Purchase Factors

Price is central to purchase, though secondary factors are important
 Figure 17: Purchase factors, by rank, April 2017

Young adults, parents look at features beyond functionality
 Figure 18: Select purchase factors, any rank (net), by age, parental status, April 2017

Style, features important for Hispanics
 Figure 19: Select purchase factors, any rank (net), by Hispanic origin, April 2017

Purchase Location

Home improvement retailers favored over mass channels
 Figure 20: Purchase location, April 2017

Mass channels more popular among less-affluent shoppers
 Figure 21: Home improvement retailers and mass merchandisers shopped, by age and income, April 2017

Mass channels favored among Hispanics and parents
 Figure 22: Mass merchandisers shopped, by Hispanic origin, parental status, April 2017

Grilling Frequency

Most grilling regularly
 Figure 23: Grilling frequency, April 2017

Men, young adults, and parents are enthusiastic grillers
 In their words:

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Figure 24: Grilling frequency, by gender, age, April 2017

Figure 25: Grilling frequency, by parental status, April 2017

Grilling frequency varies by region, area

Figure 26: Grilling frequency, by region, living location, April 2017

Grilling Attitudes and Motivations

Adults grill for taste and convenience over health

In their words:

Equal share grill year-round and seasonally

In their words – Season influences grilling habits:

Figure 27: Grilling attitudes and motivations, April 2017

Young adults, parents grill for reasons beyond convenience

Figure 28: Select grilling motivations and attitudes, by age, parental status, April 2017

Urban dwellers grill to unwind, voice safety concerns

Figure 29: Relaxing benefits of grilling and attitudes toward safety, by living location, April 2017

Interest in Grilling Innovations

Simplifying user experience, flavor innovations reach widest audience

Figure 30: Trial and interest in grilling innovations, April 2017

Young adults, parents drawn to smart features, enhanced flavors

Figure 31: Interest in select grilling innovations, any interest or trial (net), by age, parental status, April 2017

Hispanics over index on interest in innovations

Figure 32: Interest in select grilling innovations, any interest or trial (net), by Hispanic origin, April 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 33: Total US sales and forecast of grilling and barbecuing, at inflation-adjusted prices, 2012-22

Appendix – The Consumer

Figure 34: Gas or charcoal grill ownership, November 2008-November 2016

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