

## Grilling and Barbecuing - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Most adults are grill owners; a substantial 79% of adults currently own a grill and 32% plan to buy a grill in the next year. Flavor is a top motivator to grill, followed by convenience, enjoyment while entertaining, and relaxation."

– **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

Since 2013, the market has been driven by an improving economy, growing 24% to \$2.8 billion by 2018. Moving forward, the rate of growth may temper as a result of an aging population and shift to smaller households combined with long purchase cycles.

- **Long purchase cycles challenge future growth**
- **Families fuel grill ownership**
- **Need for visual inspection thwarts online purchasing**

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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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Home improvement stores account for largest share of sales

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### The Consumer – What You Need to Know

- Gas grills are popular; many adults own multiple grills
- Convenience and flavor drive fuel choice
- Grillers stick to basic accessories
- Vast majority of grill purchases occur in-store
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### In-store vs Online Purchases

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