

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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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

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Fuel perceptions consistent with product promotion

Flavor-focused adults turn to charcoal and pellets

Gas offers ease of use

Combo benefits

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New entrants offer affordable grills with high-end features

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

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In their words:

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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
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In their words:

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