

Outdoor Cooking: Incl Impact of COVID-19 - US - August 2020

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“Prior to the pandemic, the outdoor cooking category benefitted from slow but stable growth, which was expected to continue. However, the COVID-19 pandemic and recession are altering that trajectory. While consumers look to limit their discretionary spending, extended periods of time at home will foster the desire to improve their outdoor spaces, particularly in the short term.”
– Rebecca Cullen, Senior Household Care Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the outdoor cooking market.
- An influx of participation creates a new market for category players to harness the power of cocooning and staycation trends.
- Highlighting the cost savings and flavor benefits of outdoor cooking could help combat anticipated recessionary declines.

The outdoor cooking category is in a unique position. As Americans spend more time at home during the pandemic, they are finding a new appreciation for their outdoor spaces and the long tradition of cooking in the great outdoors.

This interest in outdoor living and cooking will have some longevity, fueling interest and engagement in the outdoor cooking space. The COVID-19 pandemic will have some short-term positive effects on sales; however, it is not expected to have a significant impact on the market long-term, as a recession will result in a cutback on spending on big-ticket items over the next few years until the economy recovers.

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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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