

Hot Dogs and Sausages – US – 2023

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This report looks at the following areas:

- Market size, segmentation and major drivers shaping the category
- Brand performance by segment, competitive strategies and opportunities
- Purchase by protein type and format
- Hot dog and sausage occasions
- Perceptions of global options
- Interest in hot dog/sausage features

Growth in the hot dog and sausage market continues to decelerate, masked by inflated beef and pork prices, effectively returning the category to its sluggish pre-pandemic patterns. Yet 20% of category users report increased consumption compared to 2022, reflecting a valuable position of relative affordability that brands should reinforce to sustain engagement.

Despite relative cost-effectiveness, perceptions of limited applications and certainly health and environmental concerns could be watering down the category's potential. It's a pretty good time to inspire new occasions, uses and applications as consumers look for cost-effective ways to indulge and explore.

Exploration with alternative proteins and greater purchase of less-utilized formats among younger category participants point to signs they are hungry and open to new ideas that not only keep things interesting but also support their evolving health and lifestyle needs.

In a post-pandemic landscape where the blurring line between meals and snacks is more muddled than ever with fluid workstyles and snack-centric consumers, flavorful product application versatility can help keep hot dogs and sausages in the consideration set more often.



“The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant.”

– **Mimi Bonnett, Senior Director – US Food and Drink**

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