

Outdoor Cooking - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Shifts in outdoor cooking equipment ownership and intent to purchase
- Approach to outdoor cooking equipment shopping
- Attitudes toward cooking outdoors
- Outdoor cooking behaviors

The pandemic, appreciation for the outdoors, and desire for authentic experiences and connection all serve as a basis for the outdoor cooking trend which continues to gain momentum. While outdoor cooking brands and retailers should prepare for a potential slowdown in demand amid inflation and a slowing housing market, a return to at-home dining and experiences will reinstate category strengths: affordability, flavor, and convenience.



"The pandemic served as an accelerant for a trend that was already in motion, and economic conditions will only fuel outdoor cooking behaviors. Adults are drawn to the category for its many benefits: flavor, experience, even health."

**- Rebecca Watters -
Associate Director,
Household & Health**

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- Consumers stick to what they know, challenging brand innovation

Figure 1: Outdoor cooking equipment ownership, trended, 2020-23

- Consumers are replacing worn out items, but also want to treat themselves

Figure 2: Outdoor cooking equipment purchase drivers, 2023

- Competitive strategies
- Focus on flavor trends to reach younger cooks
- Fire pits blurring the lines
- Rethink retail experiences
- Market predictions
- Delayed purchases hamper growth

Figure 3: Repertoire of outdoor cooking equipment owned and planned to purchase in the next year by Demographics, 2023

- Social and leisure trends & economy spur engagement

Figure 4: Outdoor cooking category outlook, 2023-28

- Opportunities
- Break the boys' club and change the narrative about women and outdoor cooking
- Sustainability has its place in outdoor cooking
- Don't sleep on the circular economy

MARKET DRIVERS

- What impact could potential gas stove ban have on outdoor cooking market?
- Slowdown in housing market, inflation begins to ease

Figure 5: Consumer Price Index change from previous period, 2013-2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Keep a pulse on flavor trends

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 6: Kingsford signature flavor boosters

- **Reaffirm the social side of outdoor cooking**
- **Do fire pit disruptors pose a threat to outdoor cooking equipment?**

Figure 7: Solo Stove Pi Pizza Oven

- **Sensory experiences for retail**
- **Brands and retailers in action:**
- **The ecological aspect of cooking outdoors becomes a bigger factor**
- **Lean into the circular economy**

Figure 8: Miller grill rental program, 2022

THE OUTDOOR COOKING CONSUMER – FAST FACTS OUTDOOR COOKING SEGMENTS

Figure 9: Outdoor cooking segments, 2023

- **Outdoor cooking segments**

Figure 10: Outdoor cooking segments, by key demographics, 2023

OUTDOOR COOKING EQUIPMENT OWNERSHIP AND INTENT TO PURCHASE

- **Fragmentation heightens competition, spurs future growth**

Figure 11: Outdoor cooking equipment ownership, trended, 2020-23

Figure 12: Outdoor cooking equipment purchase intent, trended, 2022-23

- **Is EC (electric cooking) the way of the future?**

Figure 13: Weber Lumin

- **Use flavor, versatility to connect with both parents and non-parents**

Figure 14: Repertoire of outdoor cooking equipment owned and planned to purchase in the next year, by parental status, 2023

- **Cost and living situation limits participation**

Figure 15: Reasons for not owning outdoor cooking equipment, 2023

OUTDOOR COOKING EQUIPMENT PURCHASE DRIVERS

- **Reward captures equal share of purchases as replacement**

Figure 16: Outdoor cooking equipment purchase drivers, 2023

- **Get Outdoor cooking idealists in the door with a deal**

Figure 17: Outdoor cooking equipment purchase drivers – a sale/promotion, by outdoor cooking segments, 2023

- **Young adults shop beyond practicality, women want value**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Select outdoor cooking equipment purchase drivers, by gender and age, 2023

OUTDOOR COOKING EQUIPMENT PURCHASE FACTORS

- Convenience drives the category**

Figure 19: Outdoor cooking equipment purchase factors, 2023

- Build reassurance for young women with honest reviews**

Figure 20: Select outdoor cooking equipment purchase factors - customer reviews- any rank (net), by gender and age, 2023

- Lack of brand loyalty heightens competition**

Figure 21: Outdoor cooking equipment purchase factors -Brand - Any rank (net), by age and income, 2023

OUTDOOR COOKING EQUIPMENT SHOPPING ATTITUDES AND BEHAVIORS

- In-store is here to stay, but it will evolve**

Figure 22: Outdoor cooking equipment shopping attitudes and behaviors, 2023

- Expert guidance reaches younger shoppers**

- Young adults delaying purchasing**

Figure 23: Select outdoor cooking equipment shopping attitudes and behaviors, by gender and age, 2023

- Circular options have room to grow to match interest**

Figure 24: Select outdoor cooking equipment shopping attitudes and behaviors, by gender and age, 2023

Figure 25: Select outdoor cooking equipment shopping attitudes, by select reasons for cooking outdoors, 2023

ATTITUDES TOWARD COOKING OUTDOORS

- Make cooking outdoors more than an easy way to prepare a meal**

Figure 26: Attitudes toward cooking outdoors, 2023

- Help young adults make more with what they have and explore flavors**

Figure 27: Select attitudes toward cooking outdoors, by age, 2023

APPENDIX - DATA SOURCES AND ABBREVIATIONS

- Data sources**

- Consumer survey data**

- Abbreviations and terms**

- Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.