

Grilling and Barbecuing - US - July 2019

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This report looks at the following areas:

- Market factors keep category growth in check
- High penetration, low intent to purchase
- Majority report unchanged grilling habits
- Long purchase cycles, replacement as key purchase drivers temper growth
- Focus on those interested in expanding inventory
- Lifestyle motivations, flavor experimentation support grilling enthusiasm
- Key groups inspired by grilling media



"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for brands and retailers to reach grillers."

**Rebecca Cullen, Household
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are Analyst**

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