

HOT STUFF

OUTDOOR GRILLING SEASON TAKEAWAYS

With 75% of adults owning a grill or smoker, sales opportunities abound if consumer goods manufacturers and retailers can keep the right items in stock for the fast 15 weeks from Memorial Day weekend through Labor Day weekend.

FIRE UP THE BARBIE



2.5%

Projected year-over-year annual sales growth for grills for the next three years

\$1 billion +

Projected total U.S. grill sales by 2022
(Includes gas, charcoal and wood pellet grills.)

83%

U.S. grill owners who own three or more grilling accessories

(Includes items such as grill covers, thermometers, brushes and tongs.)

31%

U.S. adults who grill at least once per week during the summer

GRILL LINES

Compared to other types of households, families buy more meat during the summer. Families with teenagers are most likely to buy meat substitutes.

Volume index for households with children vs. total households



Volume index for households with teens vs. total households

62 points higher

poultry



40 points higher

meat substitutes



51 points higher

beef



49 points higher

hot dogs



Summer 2018 figures



QUICK TRIPS

Pushed in part by road trips and higher demand for ice, cold beverages and other on-the-go items, trips to the convenience channel skyrocket between Memorial Day and Labor Day, while supermarket trips fall off.

1.5 million

Average decrease in weekly trips to grocery stores

879,000

Average increase in weekly trips to convenience stores



BEST WEEK EVER

These items see their highest sales during the weeks that include Memorial Day, July 4th and Labor Day.



BEER

PRE-MIXED COCKTAILS



LICORICE



SUMMER LOVIN'

The grilling season stretches over 29% of the calendar year. These fresh favorites are brisk summer sellers.



92%

Cherries



63%

Watermelon



62%

Fresh Corn



58%

Kebabs



54%

Melons

% of total dollar sales made during grilling season

FIZZ FACTS

The number of soda buyers have been flat over the last two summers, while the number of sparkling water buyers is up nearly 10%.



-0.3%

SODA BUYERS

9%

SPARKLING WATER BUYERS

Summer 2016 vs. Summer 2018