



State of the Barbecue Industry Report

The Hearth, Patio & Barbecue Association (HPBA) has conducted the *HPBA State of the Barbecue Industry Report** on a biennial basis since 1983. The following is select information from the 2005 Industry Report.

The Industry is Hot

- HPBA reports that grilling and barbecuing have become increasingly popular over the last decade, with the overall industry increasing by 44 percent from 1992 to 2005.
- More than nine out of ten (96 percent) grill owners used their grill in the past year, an increase of 5 percent over 2003.
- Barbecue grill shipments from manufacturers to retailers has increased to over 17 million – a 15% increase compared to 2003.

Grill Ownership and Usage

- The 2005 report shows 81 percent of U.S. households own a grill, an increase of nearly 10 percent from 2003 at 72 percent. In fact, 22 percent of households own *more* than one grill.
- Liquid propane (LP) gas grills are still the most popular type for consumers to own at 65 percent, while 37 percent of consumers own charcoal grills, 6 percent own natural gas grills and 2 percent own electric grills.
- Most households (96 percent) are grilling 5 percent more often throughout the year than reported in 2003; average grill usage is up to 26 times per year, an increase from 22 times per year in 2003.
- A majority of grill owners use their grills year-round and 44 percent use their grill 1-2 times per week during the peak grilling season (May-August).
- The most popular summer grilling holidays are Fourth of July, Memorial Day and Labor Day.
- Most grill owners barbecue at their primary residence (64 percent). Another 17 percent of respondents barbecue at a relative's home, and 6 percent barbecue at a second/vacation home or at a campground.

Household Grilling Roles

- Of households with either gas or charcoal grills, at least 62 percent of users are men and at least 35 percent are women.
- However, in households owning outdoor electric grills, at least 55 percent of the users are women and at least 42 percent are men.
- The primary griller (male) in the majority of households considers themselves to be average or above in terms of cooking skills.

What's Cookin' on the Grill

- Burgers, steaks, hot dogs and chicken are the most commonly prepared foods on outdoor grills.
- Although burger grilling was down by 2 percent, it is still the most popular item to grill at 87 percent, followed by steak at 83 percent (down 4 percent from 2003), chicken at 78 percent (a 6 percent increase from 2003), and hot dogs remaining the same at 76 percent.
- Barbecue sauce usage remains prevalent; however, dry meat rubs are commonly used by one-third of charcoal and gas grill owners.

Products & Purchase Trends

- Multi-purpose utensils have a common appeal for all three main grill types. Long-handled tongs, forks, cleaning brushes, and long-handled spatulas are all considered essential grilling accessories.
- The 2005 report revealed a 10 percent increase in consumers who complement their patio with furniture and larger grills, at 42 percent compared to 32 percent in 2003.
- One-quarter of grill owners surveyed plan to purchase a new grill in the near future. Of these owners, more than half plan to purchase a LP grill.
- Also, the type of grill selected to purchase is influenced by their current grill. That is, charcoal owners are more likely to buy another charcoal grill than any other type of grill, while gas grill owners are more likely to buy another gas grill.

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This research was conducted online via the TNS Interactive Panel in August 2005 with a sample size of nearly 8,200. The sample size included households assembled to be representative of the latest U.S. Census in terms of geography, age of head of household, market size, annual household income and household size. All respondents are 18+ years old.

About Hearth, Patio & Barbecue Association (HPBA)

The Hearth, Patio & Barbecue Association (HPBA), based in Arlington, VA, is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,600 members in the HPBA.

**Use of the HPBA State of the Barbecue Industry Report findings should be credited to the Hearth, Patio & Barbecue Association. Visit www.hpba.org for additional information.*

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