



## 2005 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 in 2005

- 🔥 HPBA reports that grilling and barbecuing are becoming increasingly popular over the last decade, with the overall industry increasing by 44 percent from 1992 to 2005.
- 🔥 Over nine out of ten (96%) grill owners used their grill in the past year, which is an increase of 5% over 2003.
- 🔥 Barbecue grill shipments from manufacturers to retailers has increased to nearly 15 million based on the 2005 report findings.

### What's Hot on the Grill

- 🔥 Burgers, steaks, hot dogs and chicken are the most commonly prepared foods on outdoor grills.
- 🔥 Grill owners usually spend a similar amount on food to be cooked on the grill as they do on food they cook in their kitchen.
- 🔥 HPBA reports that in 2005, grilling chicken was on the rise at 78 percent, up 6 percent from 2003.
- 🔥 Although, burger grilling was down by 2 percent, it is still the most popular item at 87 percent to grill. With steak coming in second at 83 percent (down 4 percent from 2003), chicken third at 78 percent, and hot dogs remaining the same at 76 percent.
- 🔥 Barbecue sauce usage on the other hand is prevalent. Four in ten charcoal, and one-third of gas and electric grill owners use barbecue sauce frequently. Dry meat rubs are commonly used by one-third of charcoal and gas grill owners, but rarely among electric grill owners.
- 🔥 Most grill owners prepare foods on their grills that have a similar cost (85%) as foods that they prepare normally in their kitchen's.

### Grill Ownership and Usage

- 🔥 The 2005 report shows 81 percent of US households own a grill, which is up by more than 10 percent from 2003 at 72 percent.
- 🔥 Eight out of ten households now own an outdoor barbecue grill or smoker.
- 🔥 In fact, 22 percent of households own more than one grill and use their grill 5 percent more (96 percent) throughout the year than they did in 2003.
- 🔥 Consumers are even more excited about grilling with average grill usage up to 26 times per year as reported in 2005 compared to 22 times in 2003.

- 🔥 Year-round grill use has also increased by almost 5 percent since 2003 (60 percent vs. 56 percent) showing that consumers are enthusiastic about grilling for all seasons. And between 1991 and 2005 - the percent of year round grillers went up more than 10 percent from 35 percent to 48 percent
- 🔥 Most grill owners barbecue at their primary residence (64%). Another 17% barbecue at a relative's home. Six percent barbecue at a second/vacation home or at a campground.

### **Grill Usage: Who's Cooking?**

- 🔥 Consumers are even more excited about grilling with average grill usage up to 26 times per year as reported in 2005 compared to 22 times in 2003
- 🔥 44% use their grill 1-2 times per week during the peak grilling season
- 🔥 The male head of the household dominates the grilling arena. Men (at 62 %) are more likely to do the cooking on both gas or charcoal grills. The male in the house normally cooks, lights, decides to grill and cooks when entertaining.
- 🔥 More than 35 percent of women are now taking the tongs for gas grilling, up six percent from 2003. And 55 percent of women are using electric grills, surpassing the men at 42 percent. However, men and women are on equal footing in the decision of when to grill, at 47 percent each.
- 🔥 The primary griller (male) in the majority of households considers themselves to be average or above in terms of cooking skills.
- 🔥 While summer holiday grilling is still popular, with the most popular grilling holidays 4<sup>th</sup> of July 74%; Memorial Day 62%; and Labor Day 55%, year-round grilling has increased by almost 5 percent since 2003 (60 percent vs. 56 percent) showing that consumers are enthusiastic about grilling for all seasons.

### **Hot Products/Trends**

- 🔥 Multi-purpose utensils have a common attraction across all three main grill type. Long handled tongs, forks, cleaning brushes, and long handled spatulas are all considered essential grilling accessories.
- 🔥 LP gas grills are still also the hottest type for consumers to own at 65 percent, while 37 percent of consumers own charcoal, 6 percent own Nat'l gas grills and 2 percent purchased electric.
- 🔥 Barbecue grill shipments from manufacturers to retailers have increased to nearly 15 million based on the 2005 report findings.
- 🔥 **Future purchase:** One-quarter of grill owners plan to purchase a new grill in the near future. Of these owners, over half (57%) plan to purchase a LP grill. The type of grill these owners plan 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.
- 🔥 **TREND ALERT:** The 2005 report found that more consumers (42 percent) are complementing their patio with furniture and *larger* grills, compared to 32 percent in 2003. Up by 10 percent!

### ***HPBA State of the Barbecue Industry Report***

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](http://www.hpba.org) for additional information.*

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