

Outdoor Barbecue - US - November 2003 (\$2995.00)

The overall outlook for the \$3.9 billion outdoor barbecue market is positive, but a relatively saturated market and growing number of competitors will make it difficult for individual manufacturers to increase market share. Growth in the outdoor barbecue market will come from consumers who are trading up to bigger and better models, as they embrace an outdoor lifestyle. A weak economy has resulted in consumers less interested in spending money outside the home, while conversely becoming more interested in creating a cozy haven in their own backyards, and being willing to spend money to do so.

Among the key issues covered in this report are specialty barbecue stores, the shift toward entertaining at home, the popularity of gas grills over charcoal, and consumer concerns about safety. Original consumer research examines attitudes and behavior by age, gender, ethnicity and income, and a six-year trend analysis predicts future growth.

Included in this report are outdoor barbecues, including gas, electric and charcoal grills. In addition, this report includes outdoor barbecue accessories, which include grill covers, grill mats, and grilling cookware. Excluded are smokers, steamers, and other items that are attachments rather than accessories.

Report contents may be subject to change prior to the date of publication.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

Flowers and Plants, U.S. Report, February 2004

Garden Power Tools, U.S. Report, November 2003

Gardening, U.S. Report, November 2003

Household Appliances V3: Washers and Dryers, U.S. Report, January 2003

DIY Retailing, U.S. Report, December 2002

Household Appliances V2: Electric & Gas Stoves and Ranges, U.S. Report, December 2002

Household Appliances V1: Freezer, Refrigerators & Dishwashers, U.S. Report, December 2002