

A photograph of a person's hand holding a grey spatula with a white logo on the head. The person is wearing khaki cargo shorts and is standing on a wooden deck. The background is a blurred wooden railing.

2014 CATEGORY FORECAST

JANUARY 2014

Grill-top Mgmt

As consumers expand their grilling prowess to entire meals, grill-top management continues to expand.

Page 3

Millennials

Materials, color & nostalgic brands help consumers feel comfortable in their quest for their dream entertaining space.

Page 4

Color / Materials

These basic kitchenware components will find a permanent home in grilling accessories in 2014.

Page 5



Summary

By Jeff Norling

Grilling continues to strengthen as a year-round consumer activity and with that will lead to further expansion in the grilling accessories category.

The category experienced its largest increase in Retail Dollar Sales in 5 years. This is partly due to the expansion of grilling tools & accessories designed for cooking an entire meal.

The basic backyard barbecue has morphed in many cases to become an alternative way to create quality meals, complicated recipes and create a casual atmosphere for home entertaining that is best accomplished around the grill.

While the pace of change in vendor offerings is accelerating, causing competitive advantage to erode more rapidly, there is a consumer trend toward “comfortable, value & tradition” in this category.

Millennials, all 71.3 million of them, have become largely nostalgic, and their preferences in grilling accessories reflect this.



Consumers are now grilling entire meals, requiring them to think about how they manage their grill-top. Everything has to fit and rotation is key.

Products must be designed to meet this consumer trend with innovation, but not at the expense of familiarity.





Millennials show a larger affinity for global gastronomy than any generation before. While they like a taste of foreign culture on the grill, they also yearn for a taste of home. Millennials seek a “warmth factor” in their kitchens, and 57.5% of Millennials chose “comfortable” as a word to describe their dream entertaining space. Millennials look to achieve this with grillware that has a traditional and vintage feel.

They value quality over quantity, and have a real passion for design simplicity and multi-functional use.



Harnessing color with materials of differing consumer advantages has long been relegated to kitchenware alone. Grill tools & accessories vendors have turned the proverbial table on this trend and have been met with overwhelming consumer support. Long lasting sustainable and striking product will be more widely available than ever in 2014.

