

# 2013 Category Overview



Grilling has become a year-round form of cooking in many parts of the country.



## What's Hot!

**Ethnic** Mexican, Spanish and Italian lead the grilling segment of cooking.

**Infrared** Quick cooking at high temperatures requires quality goods and coatings.

**Color** No longer relegated to the kitchen. You will find more color than ever in 2013!

**Theme** A large part of the accessory market is gifting. Themed accessories offer can't miss items for dad.

**Quality** Consumers expect purchases to last longer than a single season, moving the needle on quality.



Consumers are grilling healthier foods, such as fish and vegetables, creating new retail opportunities in the grillware category.

As consumers embraced the trend of cooking at home more, outdoor grilling and cooking has been on the rise as well. Grilling has become a year-round cooking method in much of the U.S., touted for its home entertaining value as well as a healthier way to prepare foods. Add the trend of fun and color into the category and you can understand why outdoor grilling continues to grow year after year.

Aside from the fact that grilling continues to become more popular, it is no longer just a way to cook hamburgers, chicken

and hot dogs. With an influx of both traditional and contemporary grilling tools and accessories, as well as education in the form of cookbooks, television cooking shows and demos, consumers have moved from basic grilling to creating everything from fish to vegetables to pizza to desserts on the grill.

Products designed to meet this consumer trend must be high design, but not over the top. The consumer wants innovation, but not at the expense of familiarity.