

# The Impact of COVID-19 on Outdoor Grilling

The COVID-19 public health crisis is altering consumer behavior across many industries in the U.S., including home improvement. We wanted to know what consumers are thinking about grilling this summer. **Here's what they told us.**

**56% of U.S. adults cook outdoors at least once a week.**

20% cook outdoors 2+ times per week.



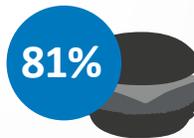
**Over 75% of consumers who regularly cook outdoors**

said they would likely cook outdoors more frequently during the crisis.



**64% of consumers who think this situation will last less than 2 months say they'll cook outdoors more frequently.**

43% of those who think it'll take 4+ months will do so.



Among consumers who already cook outdoors 2+ times per week, **81% say they'll cook outdoors more frequently.**

**48% of consumers whose jobs have been affected or who are getting paid less**

are still likely to cook outdoors more frequently than they were before.



## Number of Outdoor Cooking Appliances Owned

### # OF OUTDOOR COOKING APPLIANCES



30% of consumers aged 18 – 34 **do not own an outdoor cooking appliance.**



Consumers aged 35 – 54 are more likely than their counterparts in other age groups to **own 2 or more outdoor cooking appliances.**



39% of consumers making \$100k or more **own 2 or more outdoor cooking appliances.**

Will COVID-19 really drive an increase in grills, accessories, and fuel sales? Our Grills Hybrid Retail Tracking Service, powered by NPD and Pricing Excellence, will answer this question and others. The service includes item-level sales tracking of grills, accessories, and grilling fuels across several retail channels. We can help you uncover emerging opportunities to fuel your data-driven growth.

Source: The NPD Group and CivicScience/Impact of COVID-19 on Grilling Report

**Want more insights like this?** Contact Matt Hendrick at [matthew.hendrick@npd.com](mailto:matthew.hendrick@npd.com) or call 216-273-7635.

