GRILLING Season!

FAST FACTS

89% of the cost of meat (53%)
48% overall cost of groceries (48%)
33% cost of propane, wood pellets/chips, etc. (33%)

75% of consumers plan to MAINTAIN their frequency of grilling this summer!
24% plan to INCREASE their frequency of grilling this summer!

America’s GRILL Preference?
- Gas/Propane: 45%
- Charcoal/Kettle: 39%
- Portable: 23%

What’s America GRILLING?
- 89% Beef Burgers
- 74% Beef Hot Dogs
- 66% Beef Sausages/Brats
- 64% Ribeye Steak
- 62% Beef Ribs

What’s MOST IMPORTANT when grilling?
1. TASTE
2. EASE OF PREPARATION
3. IF THE MEAL IS FAMILY FRIENDLY

89% of consumers have concerns this grilling season. They are...
- COST OF MEAT (53%)
- OVERALL COST OF GROCERIES (48%)
- COST OF PROPANE, WOOD PELLETS/CHIPS, ETC. (33%)

Inflation-Driven Behavior Changes
- USE OF COUPONS/WEEKLY DEALS MORE OFTEN (40%)
- LESS DINING OUT (39%)
- BUY DIFFERENT OR LESS EXPENSIVE CUTS OF MEAT THAN NORMAL (37%)

TOP GRILLING OCCASIONS:
- July 4th (80% of households)
- Memorial Day (75%)
- Weekend Meal (73%)
- Labor Day (70%)

96% of consumers plan to grill this summer
7 Average number of times per month consumers plan to grill

Source: Summer Grilling Insights Survey 2023. Analysis provided by National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. ARMS #071423-04