



Summer Grilling Guide 2019

The summer season has arrived, a time for warm weather, cool treats, and lots of backyard BBQs. As Americans fire up their grills, we fired up our insights to better understand the whos and whats of summertime shopping, particularly as it relates to grilling categories.

Read on for insights such as:



Top 5 Day of Summer Grocery Sales



Grilling Intentions and Ownership



Distribution of Grocery Sales



Holiday-Specific Trends



Hosting vs. Attending for Summer Holidays



And more!



Top 5 Days of the Summer in Grocery Sales

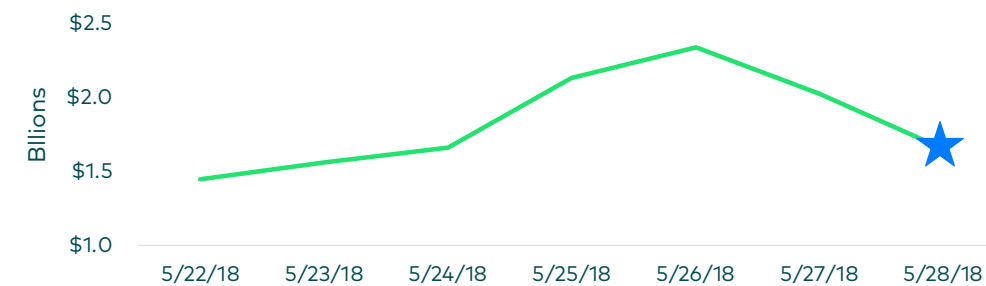
Grocery sales skyrocket on Saturdays before each summer holiday, and are also typically a bit higher the day before the holiday itself. In 2018, the Saturday before Father's Day saw the highest single day of grocery sales all summer, and a spike on July 3rd proved that a mid-week 4th can still drive weekend-level sales.

	Saturday, June 16 1 day before Father's Day	\$2.41 billion
	Saturday, September 1 2 days before Labor Day	\$2.41 billion
	Saturday, May 26 2 days before Memorial Day	\$2.34 billion
	Saturday, June 30 4 days before Fourth of July	\$2.34 billion
	Tuesday, July 3 1 day before Fourth of July	\$2.27 billion

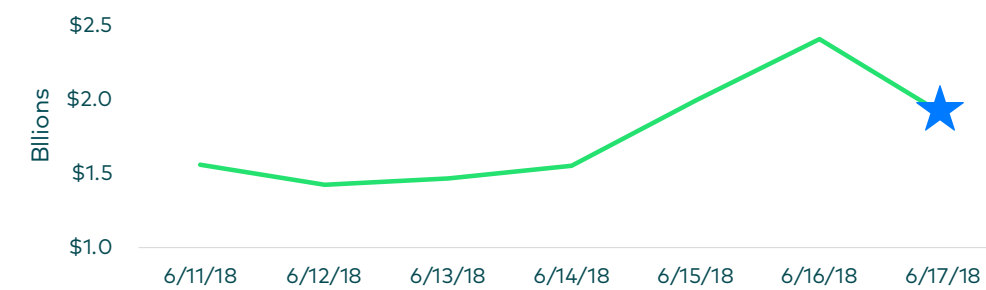
Source: Numerator Insights 5/22/18 - 9/3/18

Distribution of Grocery Sales in the Week Leading up to each Holiday

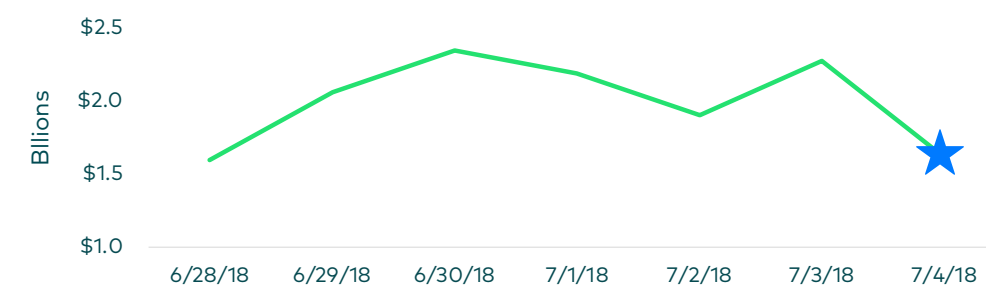
Memorial Day 2018



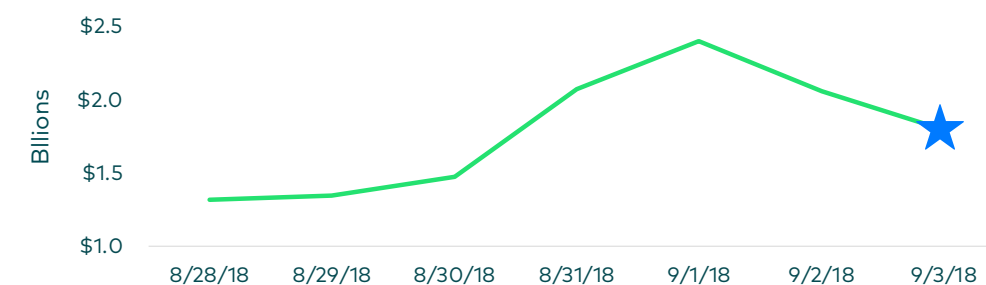
Father's Day 2018



Fourth of July 2018



Labor Day 2018



Source: Numerator Insights 5/22/18 - 9/3/18

★ Actual Holiday

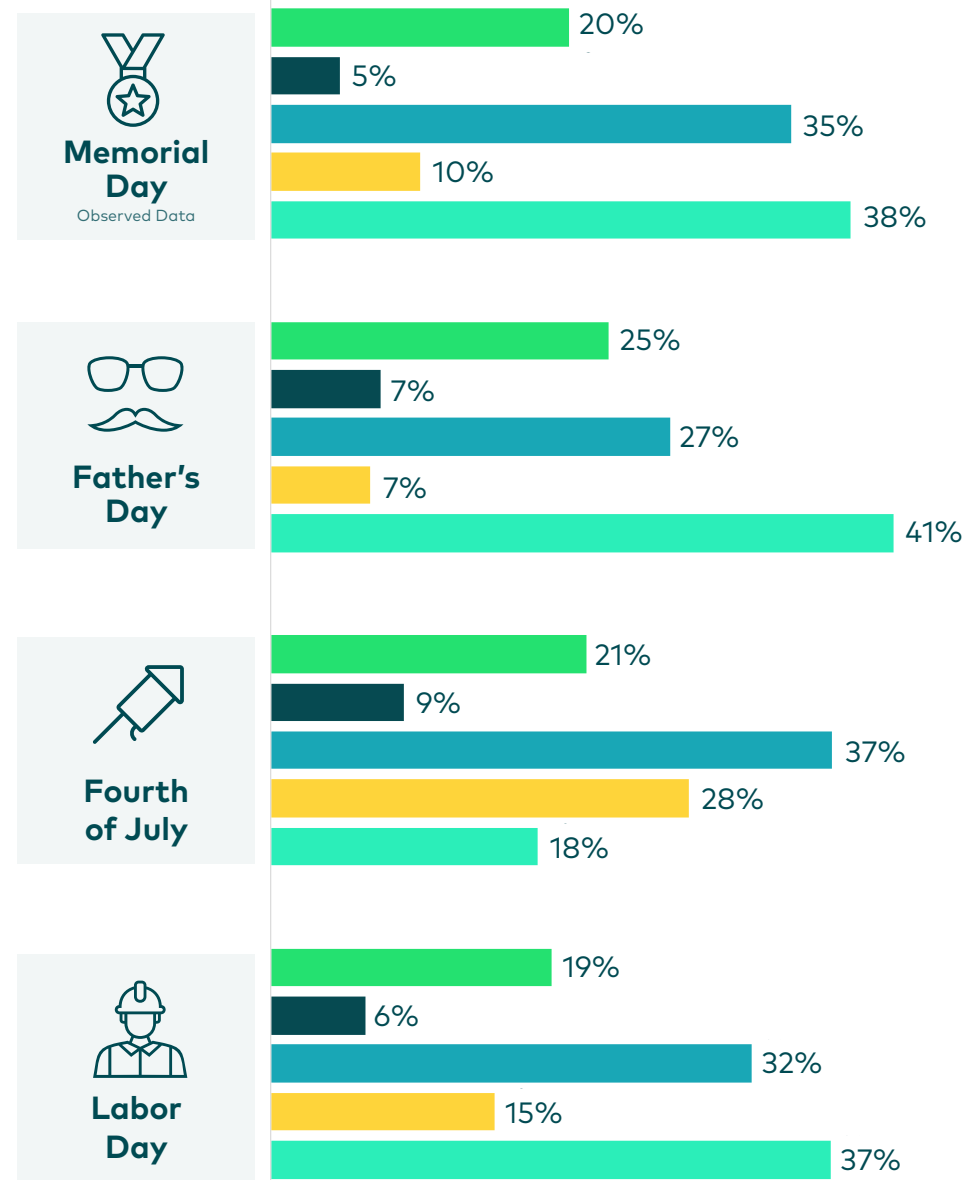


Hosting for the Holidays or Just Attending

Overall intentions to host or attend an event were highest on the Fourth of July and lowest on Father's Day. Identifying and targeting those most likely to host an event can mean big sales for retailers, as these individuals tend to buy all the fixings for a barbecue, while attendees typically purchase only one or two items.

Do you plan to host or attend any of the following events this year? Select all that apply.

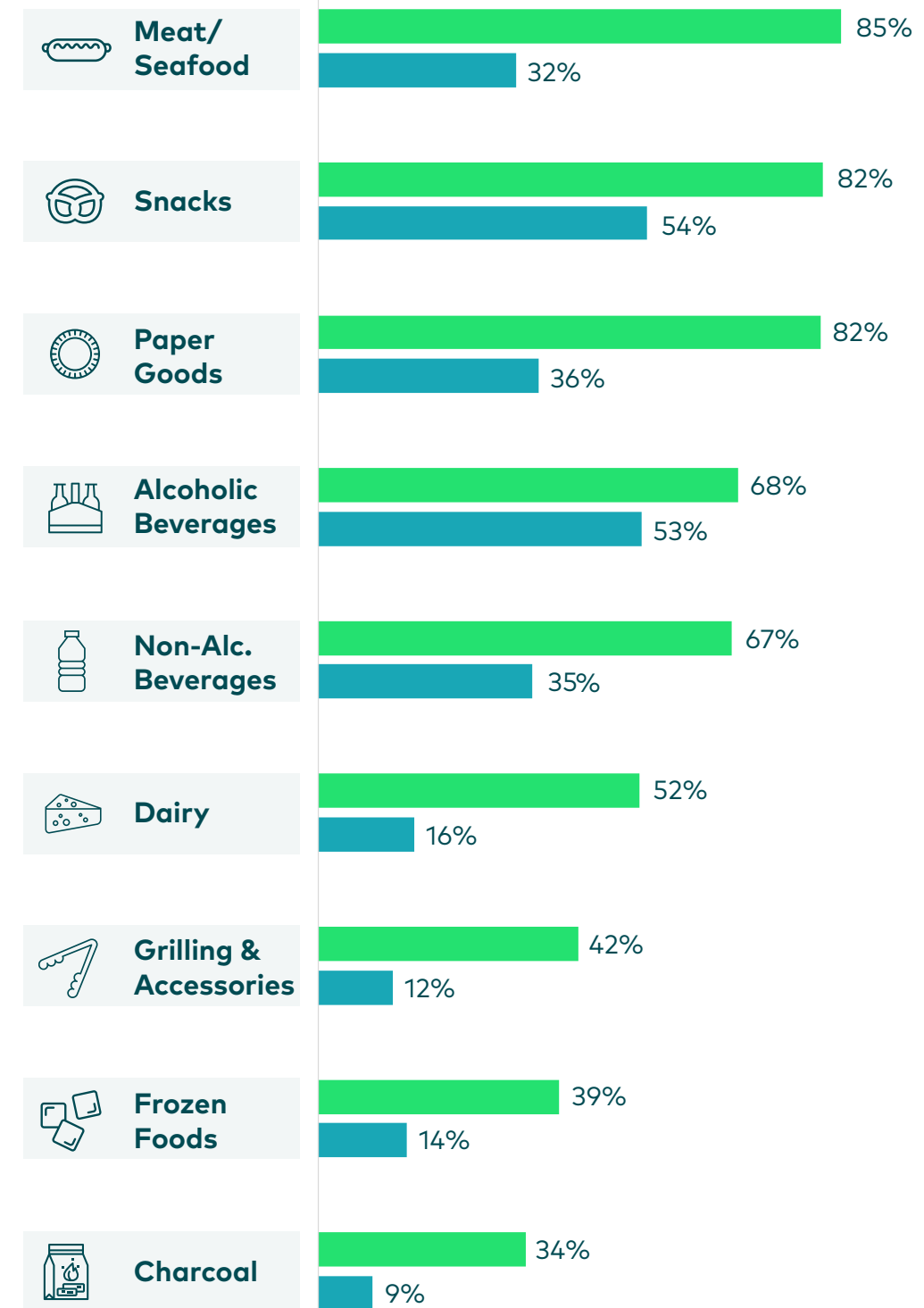
- Host an event at my home
- Host an event at another location (park, restaurant)
- Attend an event hosted by family or friends
- Attend a public event (festival, fair)
- Do not plan to host or attend any of these



Planned Purchases Made for Hosting/Attending

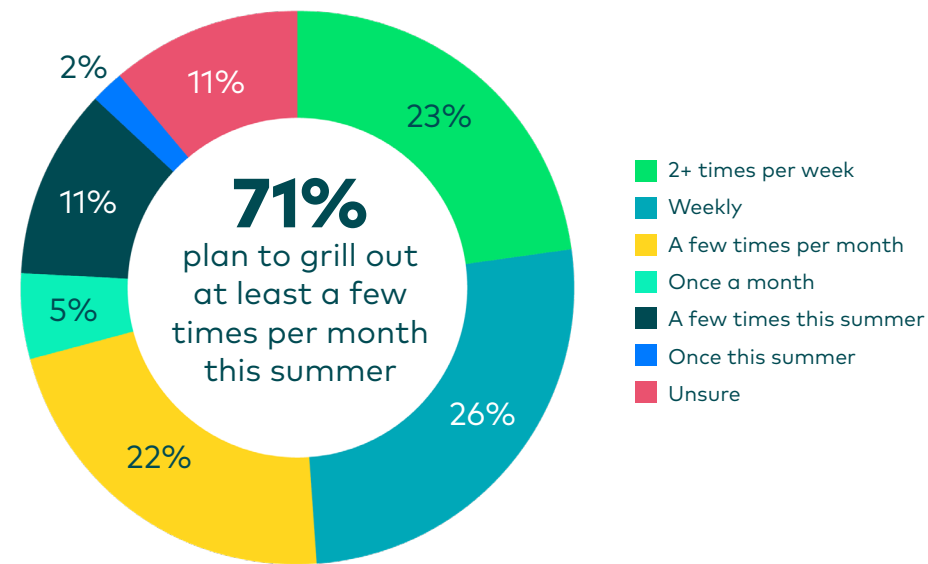
When you host/attend a get together, what do you plan to purchase? Select all that apply.

- Hosting
- Attending

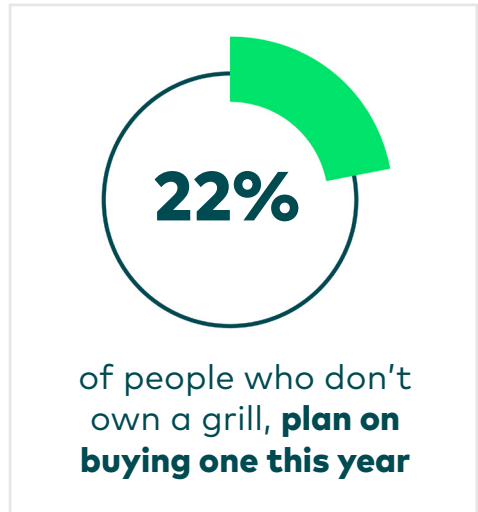
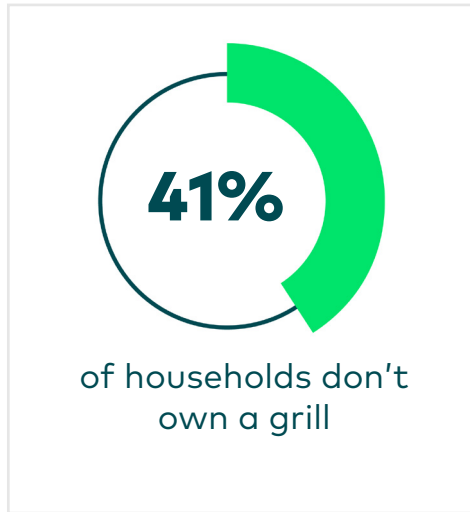
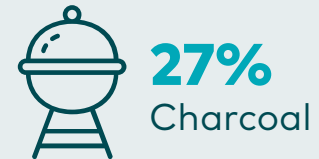
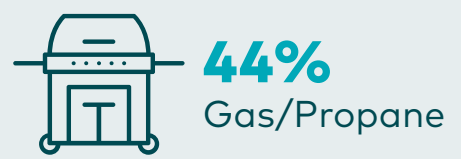


Grilling Intentions and Ownership

How often do you plan to grill out this summer?



59% of households own an outdoor grill

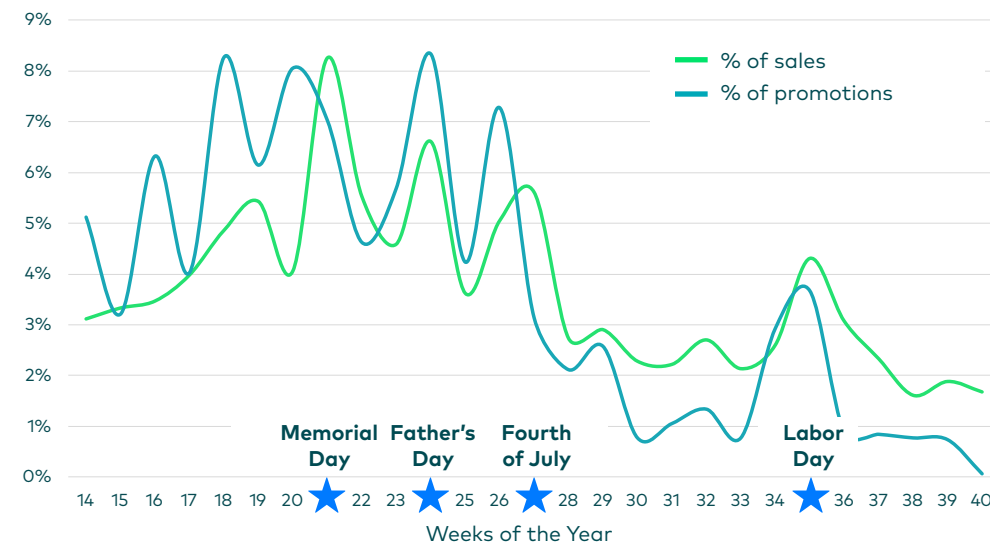


Source: Numerator Insights; Numerator Survey, June 2019

Gearing up for Father's Day Grilling

Grill sales and promotions are heaviest at the beginning of the summer season, and spike on or before holiday weeks like Memorial Day, Father's Day, and Fourth of July. Sales and promotions simmer down after the Fourth of July, but there is a final spike leading into Labor Day.

Summer Grilling Sales Compared to Promotions



- True Value** 6/11/2019
- Home Depot** 6/7/2019
- Mills Fleet Farm** 6/8/2019
- Target** 6/10/2019

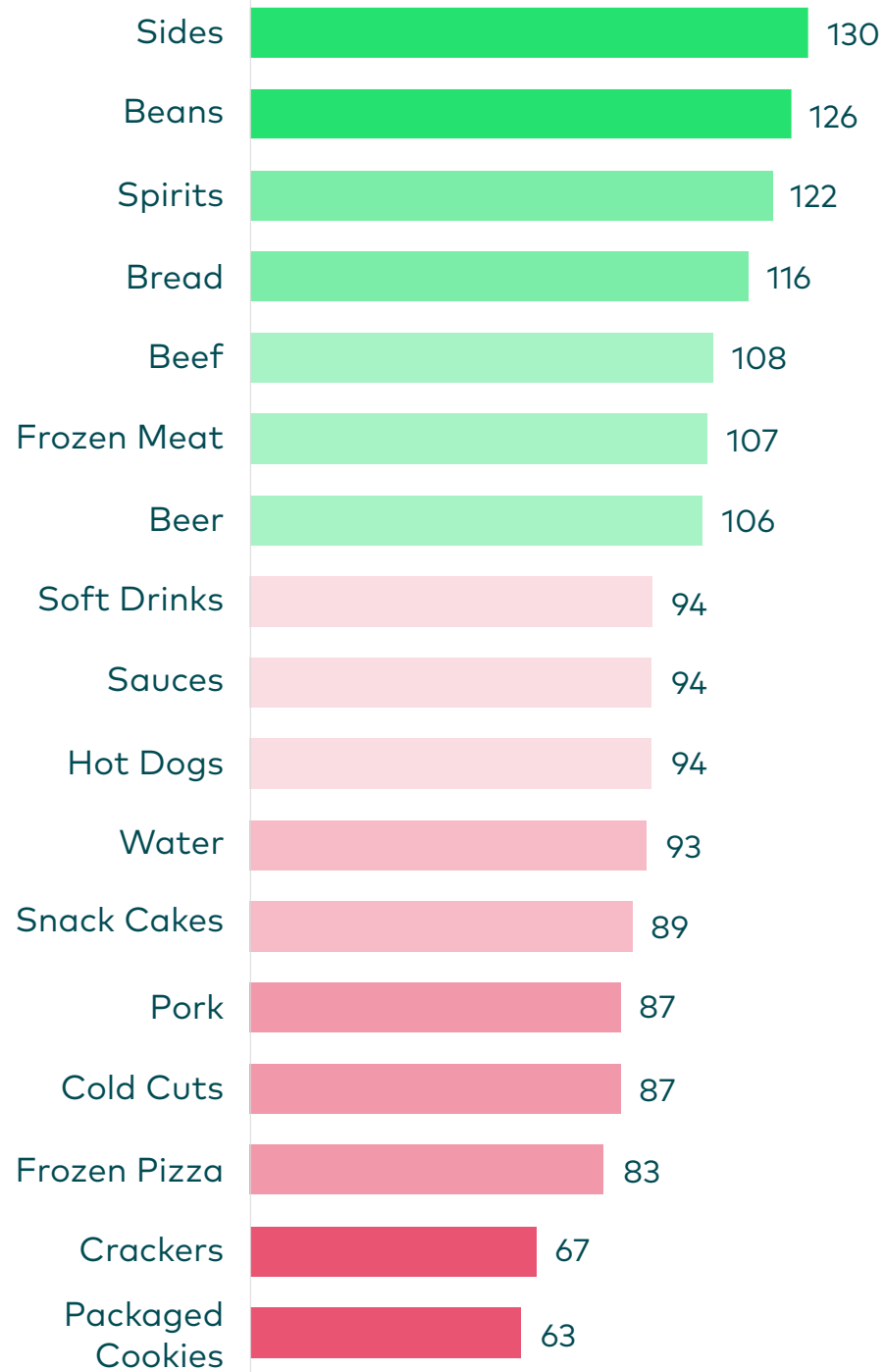
Source: Numerator Insights & Numerator Promotions Intel, April - September 2018; Sales of Barbecue & Grilling and Grills & Outdoor Cooking categories; Promotions for Grills, digital and print circulars



Fourth of July Favorites

Items more or less likely to be purchased the day before the Fourth of July versus the week prior.

Grocery Categories: Index July 3 vs June 30



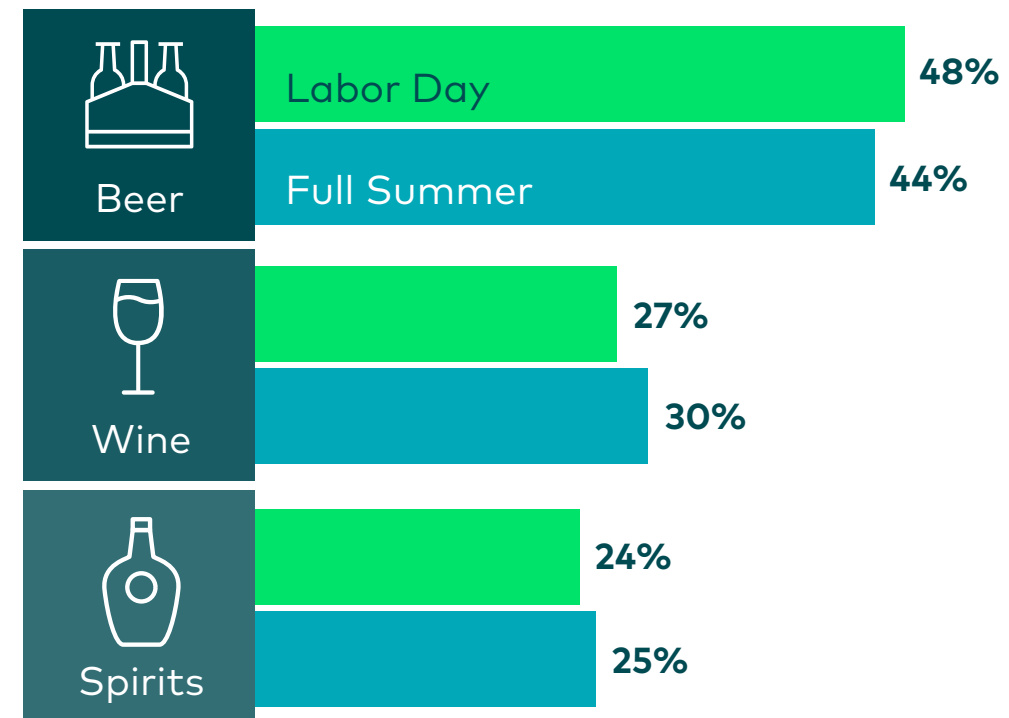
On July 4th, the most popular categories were:
Beer & Cider | Desserts | Fresh Seafood

Source: Numerator Insights

Labor Day Liquor

Beer accounted for nearly half of alcohol sales on Labor Day weekend 2018. As Americans reached for Premium & High End Beers, they were less likely to grab wine, spirits or value beers compared to the rest of the summer.

Top Labor Day Alcohol: % of Total Labor Day Alcohol Sales



	% ALCOHOL SALES	INDEX VS. FULL SUMMER
PREMIUM BEER	16%	103
HIGH END BEER	15%	122
RED WINE	10%	87
WHITE WINE	8%	86
VODKA	8%	96
WHISKEY	7%	97
VALUE BEER	5%	93
PREMIUM PLUS BEER	5%	113
HARD SELTZERS/TEAS	2%	155

Source: Numerator Insights





Summer Grilling Guide 2019

This guide is just a taste of what you can learn with the power of Numerator insights. Let's dive deep into your category or brand to help answer questions like:

When do shoppers of my category start planning their summer grilling purchases?

What's influencing my shoppers' decisions?

How do peoples' attitudes or media consumption habits translate to summer holiday spending?

What do trip circuits look like for specific banners or items?

How do pricing and discounts for my product compare to my category overall? To my top competitors?

Do shoppers plan to look for my items online or in-store? Which retailers?

What is the impact of summer grilling occasions on my brand or category?

Is my brand attracting new shoppers during the summer season?

Get it while it's hot!
Reach out today to see how you can
win summer grilling season!