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US Collection

Outdoor Kitchens: United States

April 2020



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About This Report

Scope

This report forecasts to 2024 US outdoor kitchen sales in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- cooking fixtures
- islands, cabinets, and other storage
- refrigeration and cooling equipment
- cocktail and bar centers
- sinks and faucets

Total demand is also segmented by distribution channel as follows:

- barbecue and outdoor specialty stores
- home centers
- contractors
- e-commerce
- mass merchandisers and wholesale clubs

To illustrate historical trends, total demand is provided in annual series from 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

An outdoor kitchen is generally defined as an outdoor cooking area that resembles an indoor kitchen. For the purpose of this report, an outdoor kitchen is further defined according to the following criteria:

- It must be installed on a residential property, either a single-family home or multifamily housing.
- An outdoor kitchen may be fully outdoors or in a semi-enclosed room.
- At least one built-in or otherwise stationary cooking fixture is required.
- Only prefabricated outdoor kitchen components are included in sales figures. For example, islands and pizza ovens that are site-built out of general building and hardscaping materials are not included.

Excluded from the scope of this report are:

- portable (cart model) grills
- dining sets and other outdoor furniture
- fire features (e.g., fireplaces, fire pits, fire tables)
- site-built outdoor kitchen components (e.g., islands or pizza ovens made from general building and hardscape materials)

About This Report

- range hoods
- decking
- hardscaping used in site-built outdoor kitchen installations
- patio flooring and walls

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Outdoor Kitchens: United States (FF90058) is based on *Outdoor Kitchens*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | NAICS & SIC Codes Related to Outdoor Kitchen Equipment

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
332913	Plumbing Fixture Fittings & Trim Mfg	3432	Plumbing Fixture Fittings & Trim
332999	All Other Miscellaneous Fabricated Metal Product Mfg	3499	Fabricated Metal Products, NEC
335220	Major Household Appliance Mfg	3631	Household Cooking Equipment
337124	Metal Household Furniture Mfg	3632	Household Refrigerators & Home & Farm Freezers
337125	Household Furniture (Except Wood & Metal) Mfg	2514	Metal Household Furniture
		2519	Household Furniture, NEC

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Outdoor Kitchens

Freedonia Industry Studies

Cabinets

Countertops

Decorative Tile

Fencing in the US

Global Major Household Appliances

Global Pools & Spas

Hardscaping Products

Home & Garden Pesticides

Home Kitchen & Bathroom Remodeling

Home Organization Products

Landscaping Products

Lawn & Garden Consumables

Lawn & Garden Watering Products

Outdoor Furniture & Grills

Outdoor Living Products 2020

Plumbing Fixtures & Fittings

Power Lawn & Garden Equipment

Sheds & Other Residential Outdoor Storage

Wood & Competitive Decking

Freedonia Focus Reports

Construction: United States

Hand Tools: United States

Hardscaping Products: United States

Home & Garden Pesticides: United States

Housing: United States

Household Refrigerators & Freezers: United States

Landscaping Products: United States

Landscaping Services: United States

Lawn & Garden Consumables: United States

Lighting Fixtures: United States

Pools & Spas: United States

Power Tools: United States

Recreation: United States

Freedonia Custom Research

Trade Publications

Better Homes & Gardens

Casual Living

HardScape Magazine

Hearth & Home

Home Furnishings News

LandscapingNetwork.com

OutdoorMancave.com

Sunset Magazine

Agencies & Associations

American Home Furnishings Alliance

American Institute of Architects

American Society of Landscape Architects

Hearth, Patio & Barbecue Association

United States Census Bureau

United States Department of Commerce

United States International Trade Commission