

# THE BARBECUES MARKET IN AUSTRALIA, 2007

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**A Proposal from BIS Shrapnel**

**February, 2007**

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## 1. BACKGROUND

BIS Shrapnel is producing the fourth edition of its report *The Barbecues Market in Australia*, to meet the market information needs of a product that lacks good quality market data.

The earlier editions of this study were published in 2001, 2003 and 2005. It is now timely to update and expand the scope of this research.

BIS Shrapnel Pty Limited has been analysing and monitoring household appliance markets in Australia for 30 years through private and multi-client studies. This study builds on our experience and expertise in analysing these markets.

In the 2007 edition, we will also include an update to our 2004 report *The Gas Patio Heater Market in Australia*.

## 2. METHODOLOGY

Data will be collected via a telephone survey of 4,000 households across Sydney, Melbourne, Brisbane, Adelaide and Perth; plus non-metropolitan areas of New South Wales, Victoria and Queensland. Brisbane includes the Gold Coast region.

The sample structure for each city will reflect the distribution of the population.

This survey will establish the incidence and number of the barbecues being purchased, along with responses to a series of attitudinal questions regarding these purchases.

The key benefit to clients, of multi-client studies, is the huge saving in fieldwork costs normally associated with surveys involving thousands of households.

## 3. MARKET COVERAGE

The study will be presented in one volume, which will cover the following products:

- Gas barbecues
  - Solid fuel barbecues
  - Electric barbecues
  - Patio heaters: a snap-shot update of our 2004 report, *The Gas Patio Heater Market in Australia* (we will collect penetration of gas, electric and solid fuel patio heaters).
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## 4. SCOPE OF THE REPORT

The report will build upon previous editions with time-series presentation across appropriate sections.

Key segments include:

### ***Market Overview...***

- Market size estimates
- Household penetration
- Market segmentation (gas, solid fuel and electric)
- Features and accessories
- Gas market analysis (including bottled versus mains; and swap-and-go versus owned)
- Extent of pre-purchase research
- Purchase motivation
- Frequency of use
- Reasons for choosing gas, electric or solid fuel
- Price analysis (including cost perceptions)

### ***Brand Analysis...***

- Market share of leading brands
  - Second choice brand
  - Drivers of brand selection
  - Who drives the brand decision
  - Retailer influence in brand choice
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### ***Brand Perceptions and Ratings***

- Unprompted brand association
- Prompted brand association
- Brand perception ratings by:
  - Quality
  - Value for money
  - Design/features; and
  - Innovation

### ***Brand Satisfaction/Performance...***

- Respondents rate their new barbecue in terms of:
  - Retailer advice at point of sale
  - Ease of assembly
  - Ease of cleaning
  - After sales service (where applicable); and
  - Cooking performance

### ***Demographics...***

- Product analysis (gas, electric and solid fuel by consumer age, household income and household structure)
- Major brand analysis (brands by consumer age, household income and household structure)

### ***Retailer analysis...***

- Place of purchase analysis
  - Access to store catalogue prior to purchase
  - Price paid by place of purchase
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## **5. SPECIAL QUESTIONS**

Early-bird subscribers can ask questions specific to their own needs. If such information is of general interest or requested by a number of subscribers, it may be incorporated in the report (conditional on available questionnaire space).

Should subscribers prefer confidential questions a higher price will be charged.

## **6. PRESENTATION**

The survey results will be presented in a user friendly report; all clients receive two hard copies and a PDF electronic version.

Wherever possible, results will be displayed across a range of demographic variables and by product type (ie. gas, electric and solid fuel).

## **7. TIMING**

BIS Shrapnel plans to commence the fieldwork for this study in early March 2007. We expect the report to be published in late April 2007.

If subscribers require specific information prior to publication, we will meet these needs wherever possible.

## **8. BIS SHRAPNEL**

BIS Shrapnel Pty Limited is Australia's largest independent business research and forecasting company. We offer an unmatched combination of strengths: economic analysis and forecasting, coupled with marketing intelligence gathering and analysis. For further details visit the BIS Shrapnel website at: [www.bis.com.au](http://www.bis.com.au).

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