

Hot Dogs and Sausages - US - October 2017

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"Although a commonly purchased food, the hot dogs and sausages category struggled in 2017. Consumers perceive products to be too processed and unhealthy. Brands can try to combat negative health perceptions with product reformulation and free-from claims. However, players in the category may do better to communicate product convenience, versatility, taste, and affordability."
- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- **Pricing, health issues, and seasonality chip away at category**
- **Health perception needs improvement**

This Report builds on the analysis presented in Mintel's *Hot Dogs and Sausages – US, April 2013* and *Hot Dogs and Sausages – US, September 2014*. For the purposes of this Report, Mintel has used the following definitions

Hot dogs:

Any packaged, refrigerated, or frozen hot dog or frankfurter (eg Oscar Mayer all-beef hot dogs).

Dinner sausage:

Any packaged, refrigerated sausage primarily marketed as an option for lunch, dinner, or a snack (eg Johnsonville sweet Italian sausage, Hillshire Farm smoked Bratwurst)

Breakfast sausage:

Any packaged, refrigerated, or frozen sausage primarily marketed as an option for breakfast or a morning snack (eg Jimmy Dean maple pork sausage links, Johnsonville original breakfast patties)

Hot dogs and sausages include all meat types (beef, pork, poultry) and forms (links, patties, ground/crumbled).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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