

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) BBQ Sauces & Rubs Market 2018, Forecast to 2023**

<https://marketpublishers.com/r/G26791A5639EN.html>

Date: July 2018

Pages: 145

Price: US\$ 4,880.00 (Single User License)

ID: G26791A5639EN

## **Abstracts**

Barbecue sauce (also abbreviated BBQ sauce) is used as a flavoring sauce, a marinade, basting or topping for meat cooked in the barbecue cooking style, including pork or beef ribs and chicken. It is a ubiquitous condiment and is used on many other foods as well.

### **SCOPE OF THE REPORT:**

This report focuses on the BBQ Sauces & Rubs in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Barbecue sauces and rubs has become a regular item in kitchens and restaurants across the global. The variety of dishes that use barbecue sauce provide barbecue sauce producers with ample protection from the economic shockwaves of the recession. Furthermore, as the popularity of organic foods increases in the global, new barbecue sauce producers have emerged to meet demand for high quality sauces. These factors have encouraged industry revenue to grow at a average rate of 5% to total \$6.3 billion in 2016, including growth of 4% in 2015.

While the largest barbecue sauce producers are major consumer products conglomerates, such as Kraft Foods Group Inc., smaller industry operators have entered the market. Kraft Foods Group Inc hold 3.69% market share. Barbecue sauce is primarily served with meat dishes, so the amount of meat people consume influences the industry's performance.

The BBQ sauces and rubs industry has a low level of concentration. The two largest firms are: Kraft and Sweet Baby Ray's. These major companies hold sizable advantages, including their ability to spend more on product development and

marketing than smaller companies. As such, even though barriers to entry are relatively low, revenue from any one small operator will not represent a significant share of total industry revenue. Even independent companies that produce and distribute on a national scale, like Sweet Baby Ray's, will still likely generate far less revenue than major international conglomerates. The global total number of industry enterprises has remained relatively stable since 2008.

The BBQ sauces and rubs industry is in the mature phase of its industry life cycle. Little change and muted growth in this industry point to its maturity. The majority of new products created are variations on well-established ones, and the industry's products are widely accepted in consumer markets. While the industry is growing over the 10 years to 2022, there are limitations to its growth.

The worldwide market for BBQ Sauces & Rubs is expected to grow at a CAGR of roughly 5.3% over the next five years, will reach 9110 million US\$ in 2023, from 6680 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kraft

Sweet Baby Ray's

Croix Valley

KC Masterpiece

Stubb's

Victory Lane BBQ

Flagship

Rufus Teague

Traeger

Sucklebusters

Famous Dave's

Open Pit

ConAgra Foods

Oakridge BBQ Rub

Aliminter S.A.

Gyma

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

BBQ Sauces

BBQ Rubs

Market Segment by Applications, can be divided into

Commercial

Household

There are 15 Chapters to deeply display the global BBQ Sauces & Rubs market.

Chapter 1, to describe BBQ Sauces & Rubs Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of BBQ Sauces & Rubs, with sales, revenue, and price of BBQ Sauces & Rubs, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of BBQ Sauces & Rubs, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, BBQ Sauces & Rubs market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe BBQ Sauces & Rubs sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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