

Global Electric BBQ Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Electric BBQs, also known as electric grills, are innovative cooking appliances that offer a convenient and eco-friendly alternative to traditional charcoal or gas grills. These devices use electricity to generate heat for grilling, making them suitable for indoor and outdoor use. The market for electric BBQs has been steadily growing due to various factors driving consumer preferences towards convenient and sustainable cooking solutions.

The current market size for electric BBQs in 2023 is estimated at approximately USD 150 million. With a projected Compound Annual Growth Rate (CAGR) of 8.75% from 2024 to 2032, the market is expected to reach USD 280 million by the end of the forecast period. This growth can be attributed to several key factors influencing the market dynamics.

One of the primary growth drivers for electric BBQs is the increasing focus on health and environmental consciousness among consumers. Electric grills offer a cleaner and healthier grilling option compared to traditional grills, as they produce fewer emissions and are easier to clean. Additionally, the versatility and convenience of electric BBQs appeal to modern consumers looking for efficient cooking solutions in urban environments where traditional grilling methods may not be feasible.

Another significant factor fueling the market growth is the technological advancements in electric grill designs. Manufacturers are introducing smart features such as temperature control, smokeless grilling, and connectivity options, enhancing the overall grilling experience for users. These innovations attract tech-savvy consumers seeking

modern and user-friendly kitchen appliances.

In terms of market trends, the rising demand for compact and portable electric BBQs is gaining traction among consumers living in apartments or smaller living spaces. These compact grills offer the flexibility to grill indoors or on balconies, catering to the needs of urban dwellers with limited outdoor space. Furthermore, the integration of sustainable materials and energy-efficient technologies in electric BBQs aligns with the growing trend towards eco-conscious living.

Regional market distribution shows that North America and Europe are the leading markets for electric BBQs, driven by a combination of factors such as high disposable income, a strong culture of outdoor cooking, and increasing awareness of environmental sustainability. In these regions, the dominance of electric BBQs is further supported by stringent regulations on emissions and a growing preference for electric appliances.

Despite the positive market outlook, electric BBQs face challenges such as consumer perception of flavor differences compared to traditional grilling methods and the need for consistent power supply for optimal performance. Manufacturers need to address these challenges through product innovation, marketing campaigns emphasizing the benefits of electric grilling, and partnerships with retailers to increase product visibility and accessibility.

In conclusion, the market for electric BBQs is poised for significant growth driven by consumer preferences for convenient, eco-friendly, and technologically advanced cooking solutions. Manufacturers and stakeholders in this market should focus on innovation, sustainability, and consumer education to capitalize on the expanding opportunities in the electric grill segment.

This report provides a deep insight into the global Electric BBQ market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Electric BBQ Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Electric BBQ market in any manner.

Global Electric BBQ Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Weber

PowerXL Products

Char-Broil

National Presto Industries

Hamilton Beach Brands

Breville

Spectrum Brands

Toyomi Electric

De'Longhi

Zojirushi

Takahi

Napoleon

Bull Outdoor Products

Landmann

Fire Magic

Broilmaster

KitchenAid

Middleby

Coleman

Market Segmentation (by Type)

Manual Grill

Automatic Grill

Market Segmentation (by Application)

Home

Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Electric BBQ Market

Overview of the regional outlook of the Electric BBQ Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Electric BBQ Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Electric BBQ

1.2 Key Market Segments

1.2.1 Electric BBQ Segment by Type

1.2.2 Electric BBQ Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 ELECTRIC BBQ MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Electric BBQ Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Electric BBQ Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 ELECTRIC BBQ MARKET COMPETITIVE LANDSCAPE

3.1 Global Electric BBQ Sales by Manufacturers (2019-2024)

3.2 Global Electric BBQ Revenue Market Share by Manufacturers (2019-2024)

3.3 Electric BBQ Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Electric BBQ Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Electric BBQ Sales Sites, Area Served, Product Type

3.6 Electric BBQ Market Competitive Situation and Trends

3.6.1 Electric BBQ Market Concentration Rate

3.6.2 Global 5 and 10 Largest Electric BBQ Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 ELECTRIC BBQ INDUSTRY CHAIN ANALYSIS

4.1 Electric BBQ Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ELECTRIC BBQ MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 ELECTRIC BBQ MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Electric BBQ Sales Market Share by Type (2019-2024)

6.3 Global Electric BBQ Market Size Market Share by Type (2019-2024)

6.4 Global Electric BBQ Price by Type (2019-2024)

7 ELECTRIC BBQ MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Electric BBQ Market Sales by Application (2019-2024)

7.3 Global Electric BBQ Market Size (M USD) by Application (2019-2024)

7.4 Global Electric BBQ Sales Growth Rate by Application (2019-2024)

8 ELECTRIC BBQ MARKET SALES BY REGION

8.1 Global Electric BBQ Sales by Region

8.1.1 Global Electric BBQ Sales by Region

8.1.2 Global Electric BBQ Sales Market Share by Region

8.2 Global Electric BBQ Market Size by Region

8.2.1 Global Electric BBQ Market Size by Region

8.2.2 Global Electric BBQ Market Size Market Share by Region

8.3 North America

8.3.1 North America Electric BBQ Sales by Country

8.3.2 North America Electric BBQ Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Electric BBQ Sales by Country

8.4.2 Europe Electric BBQ Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Electric BBQ Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Electric BBQ Market Size by Region

8.6.2 Asia Pacific Electric BBQ Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Electric BBQ Sales by Country

8.7.2 South America Electric BBQ Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Electric BBQ Sales by Region

8.8.2 Middle East and Africa Electric BBQ Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 ELECTRIC BBQ MARKET PRODUCTION BY REGION

- 9.1 Global Production of Electric BBQ by Region (2019-2024)
- 9.2 Global Electric BBQ Revenue Market Share by Region (2019-2024)
- 9.3 Global Electric BBQ Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Electric BBQ Production
 - 9.4.1 North America Electric BBQ Production Growth Rate (2019-2024)
 - 9.4.2 North America Electric BBQ Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Electric BBQ Production
 - 9.5.1 Europe Electric BBQ Production Growth Rate (2019-2024)
 - 9.5.2 Europe Electric BBQ Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Electric BBQ Production (2019-2024)
 - 9.6.1 Japan Electric BBQ Production Growth Rate (2019-2024)
 - 9.6.2 Japan Electric BBQ Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Electric BBQ Production (2019-2024)
 - 9.7.1 China Electric BBQ Production Growth Rate (2019-2024)
 - 9.7.2 China Electric BBQ Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Weber
 - 10.1.1 Weber Electric BBQ Basic Information
 - 10.1.2 Weber Electric BBQ Product Overview
 - 10.1.3 Weber Electric BBQ Product Market Performance
 - 10.1.4 Weber Business Overview
 - 10.1.5 Weber Electric BBQ SWOT Analysis
 - 10.1.6 Weber Recent Developments
- 10.2 PowerXL Products
 - 10.2.1 PowerXL Products Electric BBQ Basic Information
 - 10.2.2 PowerXL Products Electric BBQ Product Overview
 - 10.2.3 PowerXL Products Electric BBQ Product Market Performance
 - 10.2.4 PowerXL Products Business Overview
 - 10.2.5 PowerXL Products Electric BBQ SWOT Analysis

- 10.2.6 PowerXL Products Recent Developments
- 10.3 Char-Broil
 - 10.3.1 Char-Broil Electric BBQ Basic Information
 - 10.3.2 Char-Broil Electric BBQ Product Overview
 - 10.3.3 Char-Broil Electric BBQ Product Market Performance
 - 10.3.4 Char-Broil Electric BBQ SWOT Analysis
 - 10.3.5 Char-Broil Business Overview
 - 10.3.6 Char-Broil Recent Developments
- 10.4 National Presto Industries
 - 10.4.1 National Presto Industries Electric BBQ Basic Information
 - 10.4.2 National Presto Industries Electric BBQ Product Overview
 - 10.4.3 National Presto Industries Electric BBQ Product Market Performance
 - 10.4.4 National Presto Industries Business Overview
 - 10.4.5 National Presto Industries Recent Developments
- 10.5 Hamilton Beach Brands
 - 10.5.1 Hamilton Beach Brands Electric BBQ Basic Information
 - 10.5.2 Hamilton Beach Brands Electric BBQ Product Overview
 - 10.5.3 Hamilton Beach Brands Electric BBQ Product Market Performance
 - 10.5.4 Hamilton Beach Brands Business Overview
 - 10.5.5 Hamilton Beach Brands Recent Developments
- 10.6 Breville
 - 10.6.1 Breville Electric BBQ Basic Information
 - 10.6.2 Breville Electric BBQ Product Overview
 - 10.6.3 Breville Electric BBQ Product Market Performance
 - 10.6.4 Breville Business Overview
 - 10.6.5 Breville Recent Developments
- 10.7 Spectrum Brands
 - 10.7.1 Spectrum Brands Electric BBQ Basic Information
 - 10.7.2 Spectrum Brands Electric BBQ Product Overview
 - 10.7.3 Spectrum Brands Electric BBQ Product Market Performance
 - 10.7.4 Spectrum Brands Business Overview
 - 10.7.5 Spectrum Brands Recent Developments
- 10.8 Toyomi Electric
 - 10.8.1 Toyomi Electric Electric BBQ Basic Information
 - 10.8.2 Toyomi Electric Electric BBQ Product Overview
 - 10.8.3 Toyomi Electric Electric BBQ Product Market Performance
 - 10.8.4 Toyomi Electric Business Overview
 - 10.8.5 Toyomi Electric Recent Developments
- 10.9 De'Longhi

- 10.9.1 De'Longhi Electric BBQ Basic Information
- 10.9.2 De'Longhi Electric BBQ Product Overview
- 10.9.3 De'Longhi Electric BBQ Product Market Performance
- 10.9.4 De'Longhi Business Overview
- 10.9.5 De'Longhi Recent Developments
- 10.10 Zojirushi
 - 10.10.1 Zojirushi Electric BBQ Basic Information
 - 10.10.2 Zojirushi Electric BBQ Product Overview
 - 10.10.3 Zojirushi Electric BBQ Product Market Performance
 - 10.10.4 Zojirushi Business Overview
 - 10.10.5 Zojirushi Recent Developments
- 10.11 Takahi
 - 10.11.1 Takahi Electric BBQ Basic Information
 - 10.11.2 Takahi Electric BBQ Product Overview
 - 10.11.3 Takahi Electric BBQ Product Market Performance
 - 10.11.4 Takahi Business Overview
 - 10.11.5 Takahi Recent Developments
- 10.12 Napoleon
 - 10.12.1 Napoleon Electric BBQ Basic Information
 - 10.12.2 Napoleon Electric BBQ Product Overview
 - 10.12.3 Napoleon Electric BBQ Product Market Performance
 - 10.12.4 Napoleon Business Overview
 - 10.12.5 Napoleon Recent Developments
- 10.13 Bull Outdoor Products
 - 10.13.1 Bull Outdoor Products Electric BBQ Basic Information
 - 10.13.2 Bull Outdoor Products Electric BBQ Product Overview
 - 10.13.3 Bull Outdoor Products Electric BBQ Product Market Performance
 - 10.13.4 Bull Outdoor Products Business Overview
 - 10.13.5 Bull Outdoor Products Recent Developments
- 10.14 Landmann
 - 10.14.1 Landmann Electric BBQ Basic Information
 - 10.14.2 Landmann Electric BBQ Product Overview
 - 10.14.3 Landmann Electric BBQ Product Market Performance
 - 10.14.4 Landmann Business Overview
 - 10.14.5 Landmann Recent Developments
- 10.15 Fire Magic
 - 10.15.1 Fire Magic Electric BBQ Basic Information
 - 10.15.2 Fire Magic Electric BBQ Product Overview
 - 10.15.3 Fire Magic Electric BBQ Product Market Performance

10.15.4 Fire Magic Business Overview

10.15.5 Fire Magic Recent Developments

10.16 Broilmaster

10.16.1 Broilmaster Electric BBQ Basic Information

10.16.2 Broilmaster Electric BBQ Product Overview

10.16.3 Broilmaster Electric BBQ Product Market Performance

10.16.4 Broilmaster Business Overview

10.16.5 Broilmaster Recent Developments

10.17 KitchenAid

10.17.1 KitchenAid Electric BBQ Basic Information

10.17.2 KitchenAid Electric BBQ Product Overview

10.17.3 KitchenAid Electric BBQ Product Market Performance

10.17.4 KitchenAid Business Overview

10.17.5 KitchenAid Recent Developments

10.18 Middleby

10.18.1 Middleby Electric BBQ Basic Information

10.18.2 Middleby Electric BBQ Product Overview

10.18.3 Middleby Electric BBQ Product Market Performance

10.18.4 Middleby Business Overview

10.18.5 Middleby Recent Developments

10.19 Coleman

10.19.1 Coleman Electric BBQ Basic Information

10.19.2 Coleman Electric BBQ Product Overview

10.19.3 Coleman Electric BBQ Product Market Performance

10.19.4 Coleman Business Overview

10.19.5 Coleman Recent Developments

11 ELECTRIC BBQ MARKET FORECAST BY REGION

11.1 Global Electric BBQ Market Size Forecast

11.2 Global Electric BBQ Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Electric BBQ Market Size Forecast by Country

11.2.3 Asia Pacific Electric BBQ Market Size Forecast by Region

11.2.4 South America Electric BBQ Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Electric BBQ by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Electric BBQ Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Electric BBQ by Type (2025-2032)

12.1.2 Global Electric BBQ Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Electric BBQ by Type (2025-2032)

12.2 Global Electric BBQ Market Forecast by Application (2025-2032)

12.2.1 Global Electric BBQ Sales (K Units) Forecast by Application

12.2.2 Global Electric BBQ Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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