

# Global Outdoor BBQ Grills Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Outdoor BBQ Grills market size is expected to reach \$ 6045 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

In 2025, global sales volume of outdoor BBQ grills is estimated at approximately 24.5 million units, with an average selling price of around USD 165 per unit. Outdoor BBQ grills are cooking appliances used in camping, backyard gatherings, and commercial food service settings, utilizing heat sources such as charcoal, gas, or electricity to cook food. These products typically consist of a grill body structure, combustion system (or heating elements), cooking grates, temperature control system, and support frame. Based on structural design, they are generally categorized into portable (e.g., tabletop grills) and stationary (e.g., cart-style grills) types. They are widely used in residential leisure activities, outdoor camping, catering services, and social gatherings. Key performance indicators include thermal efficiency, temperature control stability, weather resistance, structural durability, and portability, with significant differences across product types in heating method, fuel cost, and ease of use.

From a market structure perspective, outdoor BBQ grills belong to the consumer durable cooking equipment market, with demand primarily driven by backyard culture in North America and Europe, the growth of camping and outdoor leisure activities, and gradual penetration in Asia-Pacific alongside consumption upgrading. The market exhibits strong consumer product characteristics and seasonality, with brand influence and distribution channels playing key roles in competition. Overall technical barriers are relatively low; however, in the mid-to-high-end segment, product design, material quality, temperature control performance, and brand premium capability are key differentiators. The market shows a tiered structure of premium brands, mid-range mass products, and low-end price competition, with trends toward portability,

multifunctionality, and smart features (such as temperature control and IoT connectivity).

This report studies the global Outdoor BBQ Grills production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor BBQ Grills and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Outdoor BBQ Grills that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Outdoor BBQ Grills total production and demand, 2021-2032, (Units)

Global Outdoor BBQ Grills total production value, 2021-2032, (USD Million)

Global Outdoor BBQ Grills production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Outdoor BBQ Grills consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Outdoor BBQ Grills domestic production, consumption, key domestic manufacturers and share

Global Outdoor BBQ Grills production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Outdoor BBQ Grills production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Outdoor BBQ Grills production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Outdoor BBQ Grills market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Weber, Napoleon, Char-Broil, Middleby, Traeger Ranger, Snow Peak, Cyber?? Grills, Landmann, Big Green Egg, SNS Grills, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Outdoor BBQ Grills market

### Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

### Global Outdoor BBQ Grills Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Outdoor BBQ Grills Market, Segmentation by Type:

Gas Grills

Charcoal Grills

Wood-Fired Grills

Others

Global Outdoor BBQ Grills Market, Segmentation by Cooking Area:

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