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Global Outdoor Cooking Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Outdoor Cooking Equipment market size is expected to reach $ 8864 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Outdoor Cooking Equipment refers to purpose-designed cooking systems and thermal appliances used primarily in outdoor environments such as residential patios, gardens, outdoor kitchens, campsites, recreational areas and commercial outdoor dining spaces. The research scope covers Outdoor Grills, Outdoor Smokers, Outdoor Stoves, Outdoor Fryers & Boilers and other specialized outdoor cooking products, with gas, charcoal, wood and wood pellet, electric and hybrid systems representing the principal fuel configurations. Products are also differentiated by installation format, including Tabletop, Freestanding and Built-in equipment. Compared with conventional indoor cooking appliances, Outdoor Cooking Equipment emphasizes weather resistance, thermal performance, portability or outdoor-kitchen integration, fuel flexibility and cooking versatility. The market serves Residential, Commercial, Camping & Recreational and other outdoor-use customers through both Offline Sales and Online Sales channels. Product development increasingly integrates grilling, smoking, searing, frying and slow-cooking functions into broader outdoor living and entertaining environments.

Key Findings

North American premium grill users show clear multi-fuel demand, with 61% using propane and 59% using charcoal or wood

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Outdoor kitchens are becoming a premium demand center, with 35% ownership among surveyed premium grill users and average investment of US$10,600

Weber and Blackstone completed their combination in May 2025, integrating complementary grilling and outdoor griddle portfolios under Weber Blackstone

Connected cooking is moving deeper into Outdoor Cooking Equipment through IoT controls, temperature monitoring, applications and integrated smart accessories

Market Trends

Outdoor Cooking Equipment is evolving from single-function barbecue products toward broader outdoor culinary systems characterized by multifunctionality, connectivity and integration with outdoor living spaces. Consumers increasingly expect a single platform to support grilling, smoking, roasting, searing and other cooking methods, while gas, charcoal, wood pellet, electric and hybrid technologies coexist to address different requirements for flavor, convenience and operating control. Smart temperature management and app-based cooking are becoming more prominent: Traeger positions its flagship pellet grills as IoT-connected cooking platforms, while Weber's 2026 product strategy extends connected controls and accessories across major fuel types. Premiumization is also shifting demand from standalone equipment toward integrated outdoor kitchens, built-in grills and coordinated cooking environments. HPBA research indicates that outdoor cooking is increasingly used beyond traditional summer events and that premium users are investing in outdoor kitchens and experimenting with smoking and slow cooking, supporting a broader transition from occasional barbecue equipment to frequently used outdoor cooking systems.

Market Dynamics

Drivers

Growth in Outdoor Cooking Equipment is primarily supported by the expansion of outdoor living, home entertaining, camping and recreational lifestyles, together with consumers' increasing preference for cooking experiences that combine food preparation with social activity. Residential patios and outdoor kitchens are becoming functional extensions of indoor living spaces, increasing demand not only for traditional grills but also for smokers, stoves and integrated cooking equipment. HPBA research shows frequent use of premium grills through spring, summer and fall, while outdoor

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kitchen owners demonstrate high usage frequency, indicating that demand increasingly extends beyond occasional holiday barbecues. Product innovation further supports replacement and upgrading demand as manufacturers introduce improved temperature control, connected functions, multiple cooking zones and broader fuel options.

Restraints

Outdoor Cooking Equipment remains exposed to discretionary consumer spending, seasonal purchasing patterns and comparatively high replacement cycles for durable premium products. Demand for higher-priced equipment can weaken when household budgets tighten, while increases in steel, aluminum, electronic components, transportation and import costs may need to be passed through to consumers. Traeger's 2025 and 2026 filings illustrate this industry exposure: the company reported consumer sensitivity to higher price points and identified tariffs and sourcing costs as material operating pressures. Its supply chain also demonstrates the industry's reliance on cross-border manufacturing, with approximately 80% of its grills manufactured in China. These factors can create pricing pressure for both branded manufacturers and OEM/ODM suppliers.

Opportunities

The principal opportunities in Outdoor Cooking Equipment are concentrated in product premiumization, smart cooking, fuel diversification and expansion into complete outdoor kitchen ecosystems. Built-in grills, premium smokers and integrated cooking modules provide opportunities to increase average transaction value through cabinetry, refrigeration, accessories and installation services. Electric and hybrid equipment can address customers seeking convenience, temperature precision or usage in environments where traditional solid fuels face limitations, while wood pellet systems continue to combine flavor differentiation with digital control. Portable Tabletop equipment also benefits from camping, RV, tailgating and recreational demand. International expansion represents another opportunity for established brands: the Weber-Blackstone combination specifically highlighted the potential to use Weber's global distribution infrastructure to expand Blackstone internationally.

Challenges

The industry faces a combination of strong brand competition, fragmented product

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positioning, regulatory requirements and complex global sourcing. Established barbecue brands compete with pellet specialists, premium outdoor-kitchen suppliers, camping-equipment manufacturers and lower-cost OEM/ODM producers, increasing pressure on product differentiation and channel investment. Equipment must also meet safety, gas, electrical, materials and outdoor-use requirements across different jurisdictions, raising product-development and certification costs. Supply-chain concentration in Asia and continuing uncertainty around tariffs on steel, aluminum and imported finished goods create additional risks for North American-focused companies. At the same time, manufacturers must manage inventories carefully because weather, seasonality and promotional activity can materially influence retail sell-through.

Industry Chain Analysis

The upstream industry chain for Outdoor Cooking Equipment consists primarily of stainless steel and carbon steel, cast iron, aluminum components, ceramic materials, burners, valves, regulators, ignition systems, temperature sensors, control boards, motors, heating elements, wheels and structural components, together with charcoal, wood pellets and other consumables for selected product categories. The midstream combines industrial design, thermal engineering, tooling, metal fabrication, surface treatment, assembly, quality testing, brand operation and OEM/ODM manufacturing. Asian manufacturing remains important to this structure: Traeger sources a substantial proportion of grills from China and Vietnam, while Chinese suppliers such as Ningbo Xiesheng and INBESTCAMP operate dedicated outdoor grill and outdoor cooking manufacturing businesses; INBESTCAMP positions itself as an OEM/ODM supplier of grills, stoves and related equipment to international brands. Downstream channels include mass retailers, home-improvement stores, barbecue specialty dealers, outdoor and camping retailers, e-commerce platforms, distributors, outdoor-kitchen designers and installers. Value creation is increasingly concentrated in brand strength, thermal performance, product design, smart controls, installation capability, accessories and recurring consumables rather than hardware manufacturing alone.

Segment Insights

By Type, Outdoor Grills form the foundational category of Outdoor Cooking Equipment, supported by mature gas and charcoal platforms and an extensive installed consumer base. Outdoor Smokers have developed into a differentiated category around low-and-slow cooking and flavor control, while Outdoor Stoves are particularly relevant to camping and recreational applications. Outdoor Fryers & Boilers address more

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specialized cooking occasions, while the Others category can capture emerging or adjacent formats such as specialty griddles and outdoor pizza cooking equipment where consistent with the study scope. The evolution of major portfolios illustrates increasing functional overlap: W.C. Bradley's Outdoor Brands operation spans charcoal, gas and electric grills, smokers, fryers and pellet-fueled equipment.

By Fuel Type, Gas and Charcoal remain established platforms because of their convenience and traditional barbecue positioning, while Wood & Wood Pellet systems differentiate through smoke flavor and controlled low-temperature cooking. Electric products are gaining strategic importance where ease of use, precise controls or local fuel restrictions favor electrically heated equipment, and Hybrid products address consumers seeking multiple cooking modes in a single system. Installation structure further separates Tabletop products oriented toward portability, Freestanding products serving broad residential demand and Built-in systems serving premium outdoor kitchens. Offline and Online Sales increasingly operate as complementary channels: HPBA research found that among premium grill buyers conducting purchase research, 87% browsed in-store while 69% explored online, reinforcing the importance of omnichannel product discovery.

Downstream Market Opportunities

Residential customers constitute the central demand base for Outdoor Cooking Equipment, with purchasing decisions increasingly linked to patio development, home entertaining and outdoor-kitchen investment rather than the replacement of a single grill alone. Premium residential projects support opportunities for Built-in products, multiple cooking appliances and coordinated outdoor kitchen systems. HPBA's premium-market study found that 35% of surveyed owners had an outdoor kitchen, 98% of those kitchens incorporated a grill and 63% of homeowners reported plans for further outdoor-kitchen improvements, indicating opportunities for equipment upgrades and cross-category sales.

Commercial demand is concentrated in restaurants, hospitality venues, catering operations and outdoor dining environments requiring durability and repeatable cooking performance. Camping & Recreational users create a distinct opportunity for lightweight Tabletop grills, compact Outdoor Stoves and portable multi-fuel equipment, where mobility, fuel availability and storage efficiency are important purchasing criteria. Chinese manufacturers such as INBESTCAMP and Ningbo Kaipule have developed portable gas grills, camping stoves and outdoor cooking systems specifically for camping and mobile-use scenarios, illustrating increasing product specialization in this

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downstream segment.

Regional Insights

North America represents one of the most mature and strategically important markets for Outdoor Cooking Equipment, supported by an established grilling culture, broad residential outdoor space, strong specialty retail networks and substantial investment in outdoor kitchens. HPBA's consumer research demonstrates high usage frequency and significant premium-outdoor-kitchen engagement in the United States and Canada. The region is also home to many major brands and corporate platforms, including Weber Blackstone, W.C. Bradley, Traeger, Composition Brands, R.H. Peterson, Bull Outdoor Products, Big Green Egg and several premium outdoor-kitchen suppliers.

Europe has a well-established barbecue and outdoor-living market with demand distributed across gas, charcoal, electric and portable products, while suppliers such as Electrolux, DS Group, Outdoorchef and global brands maintain established regional channels. Asia-Pacific plays a dual role as both an expanding consumer market and a major manufacturing base. China has a significant concentration of OEM/ODM capabilities in metal fabrication, grill production and camping cooking equipment, with suppliers such as Ningbo Xiesheng, Ningbo Kaipule and INBESTCAMP serving domestic and export demand. Global brands increasingly combine Western product development and channel capabilities with Asian manufacturing networks, making supply-chain management and regional sourcing strategy important competitive variables.

Competitive Landscape Analysis

Competition in Outdoor Cooking Equipment is characterized by a combination of large multi-brand consumer groups, specialist outdoor cooking brands, premium outdoor-kitchen suppliers and OEM/ODM manufacturers. Consolidation has become an important strategic development. Weber and Blackstone completed their combination on May 5, 2025, creating Weber Blackstone while retaining Weber and Blackstone as distinct market-facing brands; the transaction combines Weber's broad grilling portfolio and international infrastructure with Blackstone's strong outdoor griddle positioning. In February 2026, Middleby completed the sale of a 51% controlling interest in its Residential Kitchen business to 26North, with the business becoming Composition Brands; its portfolio includes outdoor cooking brands such as Lynx, Kamado Joe,

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Masterbuilt, EVO and Char-Griller.

Competitive differentiation increasingly depends on portfolio breadth, fuel technology, connected features, dealer coverage, premium installation capabilities and supply-chain economics. W.C. Bradley has assembled a differentiated outdoor cooking portfolio across Charbroil, Oklahoma Joe's, Current and Pit Boss, covering gas, charcoal, electric, smoking and pellet technologies. At the manufacturing end of the market, Chinese OEM/ODM suppliers compete primarily through engineering responsiveness, metal-processing capability, customization and cost efficiency, while consumer-facing global brands rely more heavily on brand equity, distribution, product ecosystems and recurring accessories or consumables.

Report Scope

This report studies the global Outdoor Cooking Equipment production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor Cooking Equipment 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 Cooking Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Outdoor Cooking Equipment total production and demand, 2021-2032, (K Units)

Global Outdoor Cooking Equipment total production value, 2021-2032, (USD Million)

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

Global Outdoor Cooking Equipment consumption by region & country, CAGR, 2021-2032 & (K Units)

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U.S. VS China: Outdoor Cooking Equipment domestic production, consumption, key domestic manufacturers and share

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

Global Outdoor Cooking Equipment production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Outdoor Cooking Equipment production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Outdoor Cooking Equipment 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 Blackstone, Composition Brands, W.C. Bradley Co., Traeger, Inc., Newell Brands Inc., Electrolux AB, Wolf Steel Ltd., R.H. Peterson Co., Bull Outdoor Products, Inc., DS Group (LANDMANN), 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 Cooking Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (K 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 Cooking Equipment Market, By Region:

United States

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China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Outdoor Cooking Equipment Market, Segmentation by Type:

Outdoor Grills

Outdoor Smokers

Outdoor Stoves

Outdoor Fryers & Boilers

Others

Global Outdoor Cooking Equipment Market, Segmentation by Fuel Type:

Gas

Charcoal

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Wood & Wood Pellet

Electric

Hybrid

Global Outdoor Cooking Equipment Market, Segmentation by Installation Type:

Tabletop

Freestanding

Built-in

Global Outdoor Cooking Equipment Market, Segmentation by Distribution Channel:

Offline Sales

Online Sales

Global Outdoor Cooking Equipment Market, Segmentation by Application:

Residential

Commercial

Others

Companies Profiled:

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Weber Blackstone

Composition Brands

W.C. Bradley Co.

Traeger, Inc.

Newell Brands Inc.

Electrolux AB

Wolf Steel Ltd.

R.H. Peterson Co.

Bull Outdoor Products, Inc.

DS Group (LANDMANN)

Outdoorchef AG

Onward Manufacturing Company Ltd.

The Big Green Egg, Inc.

Nexgrill Industries, Inc.

Dometic Group AB

GHP Group, Inc.

Revelyst, Inc.

American Outdoor Brands, Inc.

Coyote Outdoor Living, Inc.

Blaze Outdoor Products

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Sub-Zero Group, Inc.

Fisher & Paykel Appliances Ltd.

Hestan Commercial Corporation

Kalamazoo Outdoor Gourmet, LLC

ZLINE Kitchen and Bath, LLC

Ningbo Xiesheng Outdoor Products Co., Ltd.

Ningbo Kaipule Outdoor Technology Co., Ltd.

INBESTCAMP

Key Questions Answered

1. How big is the global Outdoor Cooking Equipment market?
2. What is the demand of the global Outdoor Cooking Equipment market?
3. What is the year over year growth of the global Outdoor Cooking Equipment market?
4. What is the total value of the global Outdoor Cooking Equipment market?
5. Who are the Major Players in the global Outdoor Cooking Equipment market?
6. What are the growth factors driving the market demand?

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