

BBQ Seasoning Market Size, Share & Trends Analysis Report By Type (Sauces, Rubs), By Distribution Channel (Retail (Supermarkets/Hypermarkets, E-commerce/Online), Foodservice), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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BBQ Seasoning Market Growth & Trends

The global BBQ seasoning market size is estimated to reach USD 20.01 billion by 2030 and is expected to expand at a CAGR of 4.6% from 2022 to 2030, according to a new report by Grand View Research, Inc. Rising disposable income, consumer demand for various sauces and rubs that enhance the taste of grilled food, and technological innovations in manufacturing herbs and spices are some of the major factors driving the growth.

The shift in consumer palates in favor of low-sugar sauces and seasonings and consumption of processed food has also contributed to a greater desire for restaurant-prepared cuisines. The numerous health benefits offered by spices and rubs have made them a necessary ingredient for restaurants and food service operators to appeal to health-conscious customers.

Additionally, the exponential consumption of processed meat and convenience products and a rise in the preference for BBQ seasonings made out of natural ingredients and flavors are considered to be the major trends reshaping the global market.

The emergence of the COVID-19 pandemic adversely impacted the global BBQ

seasonings market. The global spices and herbs industry huge crisis after the suspension of exports in wake of COVID-19. The food service sector's growth declined throughout the year due to the anti-Covid-19 shutdown and social distance regulations that forced the majority of restaurants to stop or operate with restricted seating and few customer visits.

However, amid the pandemic, consumers across the globe started cooking snacks and meals at home which cultivated the rise in the demand for BBQ seasonings from the residential sector. Over the forecast period, the market is expected to witness strong growth driven by sparking demand for a wider variety of seasonings and consumer perception to experiment with new cuisines and recipes.

Key players operating in the global market are making major initiatives to market their products to customers and strengthen their market position. According to the Hearth, Patio & Barbecue Association (HPBA) biennial State of the Barbecue Industry Report, 70% of all households and 80% of all homeowners in the U.S. own at least a smoker or a grill and consumers were cooking at home more during the pandemic.

This may indicate a profitable potential for BBQ seasoning producers to create multipurpose products that make cooking at home more convenient or allow cooks to replicate restaurant-quality meals at home.

Manufacturers can cross-sell flavors from various countries in the regional market. Indian customers, who normally keep plain-vanilla tomato ketchup, chili sauce, and soy sauce in their pantries and freezers, may benefit from trying traditional Korean Gochujang, Thai Sriracha, and Vietnamese Hoisin.

Companies are also launching different flavored products to meet ever-changing consumer tastes. For instance, in June 2022, Pembroke-shire-based Barti Rum launched a new barbecue sauce with a distinctive flavor. Such initiatives by key market players are expected to boost the growth of the industry and enable consumers to quickly add more flavor to home-cooked meals and snacks.

Asia Pacific is expected to showcase strong growth in the foreseeable future on account of rising demand for BBQ spices and rubs from China, India, Japan, Australia, and New Zealand. Additionally, the rise in the demand for fast food among youth & millennials and the increasing popularity of convenience foods is expected to enhance the demand for BBQ seasonings. Middle East & Africa and Central & South America are expected to witness strong demand over the forecast period due to an interest in new spices and

connected ethnic cuisines.

BBQ Seasoning Market Report Highlights

Asia Pacific is expected to showcase the highest CAGR of 5.4% from 2022 to 2030 on account of rising demand for ethnic cuisines and fast food coupled with the growth of the regional herbs and spices industry empowering regional market players to sell different BBQ seasoning flavors

The sauce segment is expected to expand at the fastest CAGR of 5.0% from 2022 to 2030. The growth of the segment is mainly driven by the growing trend of sauced barbecue food and constantly growing demand from hotels and restaurants

The foodservice segment captured the largest revenue share of over 60% in 2021. The growth is mainly driven by the rising consumption of BBQ seasonings in restaurants, rooftops, and BBQ special food trucks, among others. Additionally, the growing trend of BBQ cafes and outdoor grilling is expected to impact the growth of the segment

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