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Electric Iron Market Size, Share & Trends Analysis Report By Function (Automatic, Non-Automatic), By Product, By Application, By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

This report can be delivered to the clients within 3 Business Days

Electric Grill Market Growth & Trends

The global electric grill market size is expected to reach USD 7.39 billion by 2030, registering a CAGR of 7.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. Several factors including shifting preference for at-home grilling system as well as fulfilling leisure time in cooking activities on account of increasing interest for experimental cooking is expected to drive the market.

Barbecuing has evolved beyond just a pastime and has become an integral part of consumer lifestyle, owing to the changing lifestyle attributed to rising disposable income. The passion for adding flavors to food as well as entertaining family and friends, is gaining a prominent share in developing the market for electric grills. According to the Hearth, Patio & Barbecue Association (HPBA), in July 2017, 72% of consumers opted for flavor, 52% opted for lifestyle, and 40% consumers opted for entertainment as their source of grilling food at home. In addition, factors such as convenience, accounted for 33%, hobby accounted for 19%, flexibility accounted for 18% and health accounted for 18% as well in North American.

The prominence of charcoal grills and gas grills is likely to affect the sales of electric grills in near future. The preference of consumers to add authentic taste and coal flavor particularly among the baby boomers generation is likely to drive the market. Although,

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the increasing occurrence of fire damages by these dominant grilling products is expected to drive the consumers towards electric grill appliances.

Growing demand for residential application is witnessed in Asia Pacific and Africa. The changing lifestyle of consumers, particularly in the developing economies, has led to growth in sales of the product. Increasing consumption of street food in countries, such as China and Japan are expected to propel the regional growth. Street food comprises the best available food in China and people prefer to add natural fiery taste to their food.

The commercial application led the global as well as North America market. The vast market for grilled food owing to its natural taste and associated health benefits prevail in countries like U.S. and Canada. Moreover, according to the HPBA, 35% of U.S. consumers planned to purchase a new grill or smoker in 2017. Most of the buyers are likely to replace or upgrade their current grill appliance.

Electric Grill Market Report Highlights

The electric smokers segment dominated the market and accounted for a market revenue share of 61.0% in 2023.

The commercial segment dominated the market in 2023. This is owing to the increasing demand for these products in restaurants, hotels, and events.

North America electric grill market held a share of 34.5% in 2023. The growth is attributed to high penetration of at-home cooking and backyard cooking trend as well.

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