

Barbeque Grill Market Forecasts to 2032 – Global Analysis By Fuel Type (Gas Grills, Charcoal Grills, Electric Grills, Pellet Grills, Hybrid/Alternative Fuel Grills, and Other Fuel Types), Product Design, Technology, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/BE5B99D792C7EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: BE5B99D792C7EN

Abstracts

According to Statistics MRC, the Global Barbeque Grill Market is accounted for \$5.65 billion in 2025 and is expected to reach \$9.14 billion by 2032 growing at a CAGR of 7.1% during the forecast period. A barbecue grill is an outdoor cooking appliance that cooks food using heat from charcoal, gas, or wood. It features a cooking surface, usually a grate, where meats, vegetables, and other foods are grilled, giving them a distinct smoky taste. Available in multiple sizes and styles, many grills include adjustable temperature settings, lids, and additional burners, making it easier to prepare a variety of dishes while controlling the cooking process efficiently.

According to the report of 'The Ultimate Indian Travel & Hospitality Report' compiled by Hotelivate in association with CAPA and WTTC India Initiative, the number of hotel rooms in India is projected to outgrow to 3.33 million by 2023 from 18,000 in 1995/96.

Market Dynamics:

Driver:

Rising popularity of outdoor cooking & entertaining

The growing enthusiasm for outdoor lifestyles is fueling demand for barbeque grills as

centerpieces of backyard gatherings. Consumers are increasingly investing in patios, decks, and garden spaces designed for cooking and socializing. This trend is amplified by rising interest in culinary experiences and open-air dining. Grill manufacturers are responding with versatile models that cater to both casual users and gourmet enthusiasts. Enhanced features such as multi-burner systems, rotisserie kits, and smoker attachments are elevating the appeal. As outdoor entertaining becomes a cultural norm, barbeque grills are evolving into essential lifestyle products.

Restraint:

Fluctuating raw material prices

Volatility in the cost of metals like stainless steel and cast iron is creating pricing challenges for grill manufacturers. These materials are critical for durability and heat retention, making cost fluctuations directly impact production margins. Global supply chain instability and trade tariffs further complicate procurement strategies. Smaller players often struggle to absorb these shifts, leading to inconsistent pricing and reduced competitiveness. Manufacturers are exploring alternative alloys and composite materials to mitigate cost pressures. However, maintaining quality while managing expenses remains a delicate balancing act across the industry.

Opportunity:

Integrating into outdoor kitchens/smart homes

The rise of smart home ecosystems and modular outdoor kitchens presents a lucrative growth avenue for barbeque grill makers. Consumers are seeking seamless integration of grills with IoT-enabled appliances, lighting, and entertainment systems. Built-in grills with Wi-Fi connectivity and app-based controls are gaining traction among tech-savvy homeowners. This convergence of cooking and automation is redefining the premium segment of the market. Manufacturers are collaborating with home designers and smart tech firms to create unified outdoor experiences. As smart living expands, grills are becoming both functional and digitally interactive assets.

Threat:

Intense market competition

Companies are vying for consumer attention through aggressive pricing, product

innovation, and expanded retail presence. Differentiation is becoming harder as features like temperature control, fuel versatility, and portability become standard. Online platforms have lowered entry barriers, enabling niche players to disrupt traditional distribution models. Brand loyalty is being tested as consumers explore new options with comparable specs and aesthetics. Without continuous innovation and strategic positioning, firms risk losing market share in a crowded landscape.

Covid-19 Impact:

The pandemic initially disrupted supply chains and delayed product launches, affecting grill availability and sales. However, lockdowns and remote work led to a surge in home-based leisure activities, including outdoor cooking. Consumers redirected discretionary spending toward home improvement, boosting demand for grills and accessories. Manufacturers adapted by enhancing e-commerce capabilities and offering contactless delivery. The crisis also accelerated interest in self-sufficient living and backyard upgrades. Post-pandemic, the market is witnessing sustained momentum as outdoor cooking remains a preferred lifestyle choice.

The gas grills segment is expected to be the largest during the forecast period

The gas grills segment is expected to account for the largest market share during the forecast period, due to their convenience and rapid heating capabilities. These models offer precise temperature control, making them ideal for both novice and experienced users. Their compatibility with built-in kitchen setups and smart features further enhances appeal. Manufacturers are innovating with dual-fuel options and infrared burners to expand functionality. The widespread availability of propane and natural gas supports adoption across urban and suburban regions.

The commercial segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial segment is predicted to witness the highest growth rate. Restaurants, resorts, and catering services are increasingly investing in high-capacity, durable grilling systems. Demand is rising for models that support bulk cooking, consistent heat distribution, and easy maintenance. Innovations in modular designs and energy-efficient burners are attracting hospitality buyers. The growth of outdoor dining and food truck culture is further driving commercial adoption. As businesses seek to enhance customer experiences, commercial grills are becoming integral to their service offerings.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by rising disposable incomes and urbanization. Countries like China, India, and Australia are witnessing increased interest in outdoor leisure and home improvement. Retail expansion and e-commerce penetration are making grills more accessible to middle-class consumers. Local manufacturers are scaling up production to meet growing demand, supported by favorable government policies. Cultural shifts toward Western-style cooking and entertaining are also influencing buying behavior.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, propelled by technological innovation and lifestyle trends. The U.S. and Canada are leading in smart grill adoption, with consumers embracing app-controlled and voice-activated models. Strong demand for premium outdoor kitchens and patio upgrades is fueling market expansion. Retailers are offering bundled packages that include grills, cabinetry, and refrigeration units. The region benefits from a robust DIY culture and high awareness of outdoor cooking brands. As personalization and automation gain traction, North America continues to set the pace for barbeque grill innovation.

Key players in the market

Some of the key players in Barbeque Grill Market include Weber-Stephen Products LLC, Traeger Grills, Char-Broil, Napoleon Grills, LANDMANN, The Middleby Corporation, RH Peterson Co., Empire Comfort Systems, Spectrum Brands, Inc., Newell Brands Inc., Transform Holdco LLC, Broil King, Kenmore, Dyna-Glo, Pit Boss Grills, and Cuisinart.

Key Developments:

In April 2025, Traeger, Inc. announced another addition to its popular griddle lineup, launching the Flatrock 2 Zone Griddle. Traeger's expansion of the griddle lineup with the Flatrock 2 Zone offers the same premium performance as the Flatrock 3 Zone in a more compact and accessible design, making high-quality outdoor cooking more efficient and versatile than ever before.

In May 2023, Weber-Stephen Products, LLC., debuted its redesigned WEBER

CONNECT® Smart Grilling 2.0 App. Featuring new experiences, such as a dynamic grilling dashboard, cook graphing, recipes, instructional videos, and multi-grill and multi-recipe cooking capabilities, the App helps users monitor and track their cook either at the grill or remotely and offers inspiration and grilling knowledge, all in a fresh, streamlined, beautifully designed experience.

Fuel Types Covered:

Gas Grills

Charcoal Grills

Electric Grills

Pellet Grills

Hybrid/Alternative Fuel Grills

Other Fuel Types

Product Designs Covered:

Freestanding Grills

Built-In Grills

Portable/Table-top Grills

Disposable/Single-Use Grills

Other Product Designs

Technologies Covered:

Conventional Grills

Connected Grills

Distribution Channels Covered:

- Specialty Stores
- Home Centers & DIY Stores
- Supermarkets & Hypermarkets
- Online Retail
- B2B/Direct from Manufacturer
- Other Distribution Channels

End Users Covered:

- Residential
- Commercial
- Other End Users

Regions Covered:

- North America
 - US
 - Canada
 - Mexico
- Europe
 - Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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