

# **Electric Grill Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Electric Smokers, Electric Griddles), By Application (Residential, Commercial), By Sales Channel (Hypermarkets/Supermarkets, Online, Multi Branded Stores, and Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Electric Grill Market is anticipated to expand from USD 4.81 Billion in 2025 to USD 6.72 Billion by 2031, registering a CAGR of 5.73%. This market consists of cooking devices that employ electrical resistance to produce heat, providing a flameless substitute for charcoal or gas units. Key factors propelling this growth include rapid urbanization and stringent fire safety codes in multi-unit residences, which necessitate non-combustible cooking options. Furthermore, the ease of plug-and-play functionality suits contemporary, busy lifestyles. Data from the Hearth, Patio & Barbecue Association indicates that in 2024, 80% of U.S. homeowners possessed a grill or smoker, demonstrating a strong grilling culture that electric models are effectively leveraging for indoor and urban settings.

However, the market encounters significant obstacles related to energy dependence. In contrast to traditional grills, electric versions demand continuous access to power sources, which limits their use in remote outdoor locations and exposes users to electricity cost volatility. Moreover, the failure to perfectly mimic the genuine smoky taste associated with combustion-based grilling serves as a functional limitation. This deficiency potentially curbs adoption among barbecue traditionalists who value culinary richness over convenience.

## Market Driver

The broadening of portable product ranges for outdoor leisure and camping is a major market accelerant, as consumers increasingly look for travel-ready cooking options that bypass the logistical hurdles of charcoal or gas. This trend is especially strong among RV travelers and glamping fans who need safe, plug-and-play devices capable of operating smoothly in restricted or fire-conscious areas. Manufacturers are responding by designing weather-proof, compact electric units that offer high-performance searing without open flames. According to the '2025 Camping & Outdoor Hospitality Report' by Campgrounds of America in April 2025, camping expenditure hit \$61 billion in 2024, emphasizing the vast economic magnitude of the outdoor sector that is directly driving the uptake of portable electric grilling equipment.

Additionally, the rising demand for convenient, low-maintenance culinary instruments acts as a pivotal driver, steering consumer preference toward appliances featuring exact temperature regulation and easy cleaning. Modern electric grills satisfy this need by frequently incorporating smart technologies that automate cooking for uniform results, a capability that resonates with busy households. This shift toward advanced, user-centric kitchenware is highlighted by robust segment results; SharkNinja reported in November 2025 that net sales for their Cooking and Beverage Appliances segment rose 6.3% to \$437.4 million in the third quarter. Furthermore, Groupe SEB noted in 2025 that their Consumer business division realized 6% organic growth in 2024, confirming the strong global demand for small domestic appliances.

## Market Challenge

The difficulty in perfectly reproducing the genuine smoky taste of combustion-based grilling represents a major functional constraint that directly impedes the Global Electric Grill Market's growth. Although electric models provide enhanced convenience, they cannot produce the intricate chemical reactions and aromatic smoke found in charcoal or wood-burning units. This lack of sensory appeal distances a large portion of traditional barbecue fans who value culinary complexity and texture more than simplicity. As a result, the market struggles to reach the core demographic of grilling purists, restricting its reach largely to indoor or strictly practical uses where flavor authenticity is less critical.

This consumer hesitation is highlighted by an enduring preference for fuel sources that offer a traditional flavor profile. Data from the 'Hearth, Patio & Barbecue Association' in '2024' shows that gas grills were the primary choice for 62% of households, while 53%

of barbecue-owning homes possessed charcoal grills specifically to access distinct flavors and cooking methods. The consistently high ownership levels of these combustion-based appliances suggest that the electric sector encounters a formidable obstacle in transforming a market deeply anchored in the sensory qualities of open-flame cooking.

## **Market Trends**

The rise of Multifunctional Hybrid Grill Appliances is significantly transforming market structures as producers combine grilling features with air frying, baking, and dehydrating to optimize countertop efficiency. This fusion tackles the spatial limitations of contemporary urban kitchens by merging several culinary instruments into one high-performance machine, thereby removing the necessity for distinct devices. Buyers are increasingly valuing this adaptability, choosing appliances that can smoothly switch from searing proteins to crisping vegetables with accuracy. The financial impact of this approach is clear; Hamilton Beach Brands Holding Company reported in February 2025 that full-year revenue grew 4.6% to \$654.7 million in 2024, a rise attributed to a beneficial product mix and continued demand for inventive small kitchen appliances.

Concurrently, the progress in Smokeless Indoor Grilling Technologies is eliminating key adoption barriers in multi-unit residences by mitigating particulate matter and odors. By developing integrated fume extraction fans, sophisticated filtration mechanisms, and concealed heating elements that avert grease flares, manufacturers are establishing systems that strictly comply with indoor air quality norms. This technological advancement permits apartment and condominium dwellers to enjoy grilling activities formerly limited to the outdoors, effectively widening the potential market for electric models. The success of firms investing in these innovations validates the segment's potential; Groupe SEB reported in February 2025 that its 2024 Operating Result from Activity reached ?802 million, a 10.5% rise from the prior year, driven by robust commercial activity in its consumer division.

## **Key Market Players**

The Middleby Corp.

Weber-Stephen Products LLC

The Holland Grill Company Inc.

The Coleman Company, Inc.

Midea Group.

Dimplex North America Limited

RH Peterson Co.

Taylor Company

DeLonghi SpA

Roller Grill International

## **Report Scope**

In this report, the Global Electric Grill Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Electric Grill Market, By Product

Electric Smokers

Electric Griddles

Electric Grill Market, By Application

Residential

Commercial

Electric Grill Market, By Sales Channel

Hypermarkets/Supermarkets

Online

Multi Branded Stores

Others (Direct Sales

etc.)

## Electric Grill Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Electric Grill Market.

### **Available Customizations:**

Global Electric Grill Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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