

United States Barbeque Grill Market By Product Type (Gas Grill, Charcoal Grill, Electric Grill), By End User (Commercial, Residential), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Barbeque Grill Market was valued at USD 3.35 billion in 2024 and is anticipated to grow USD 4.81 billion by 2030 with a CAGR of 6.27% during forecast period. The United States barbeque grill market is witnessing substantial growth, driven by increasing consumer interest in outdoor cooking, particularly during the summer. As more individuals seek social and family-oriented activities, barbeque grilling has gained popularity, boosting demand across various grill types. Gas grills dominate sales due to their convenience, ease of use, and faster cooking times, while charcoal and electric grills also maintain market presence. As of March 2024, retail stores account for 70% of barbeque grill sales. In terms of purchasing behavior, 21% of online buyers choose in-store pickup, and 55% of consumers research grills online before purchasing. Additionally, 39% of in-store purchasers conduct online research before making their decision.

Technological advancements have further fueled market growth, with innovations such as smart grills that allow users to control temperature and monitor cooking progress remotely. Premium grills, offering enhanced durability and unique features, are also gaining popularity, appealing to enthusiasts and outdoor cooking aficionados.

Key Market Drivers

Changing Consumer Preferences

A significant driver of the barbeque grill market is the evolving preferences of consumers. In recent years, there has been an increasing interest in outdoor cooking and grilling as part of the broader trend toward healthier lifestyles and family-oriented activities. Many consumers are opting for home-cooked meals that emphasize fresh ingredients, and barbeque grilling provides an appealing way to prepare such meals. Additionally, the perception of barbeque grilling as a social and enjoyable activity is contributing to its rising popularity. For instance, According to the Hearth, Patio & Barbecue Association's (HPBA) biennial consumer survey, 37% of grill owners intend to purchase a new grill in the upcoming year. The survey also revealed that nearly 64% of U.S. adults currently own a grill or smoker.

As consumers become more health-conscious, grilling is viewed as a healthier cooking method compared to frying or deep-frying. Grilling allows excess fats to drip away, offering a lower-fat alternative for meats and vegetables. This aligns with growing health trends and consumer awareness of the benefits of grilling. Furthermore, many consumers are opting for high-quality ingredients, and premium grills are gaining traction as they offer better cooking performance, durability, and features.

Shifting cultural and demographic trends also contribute to consumer demand for barbeque grills. Younger generations, such as millennials, are more likely to engage in outdoor cooking activities, emphasizing experiences over material goods. Social media platforms, particularly Instagram and YouTube, have helped fuel the trend of backyard barbeques, with individuals sharing grilling tips, recipes, and experiences. This trend has led to increased interest in premium and technologically advanced barbeque grills, as consumers seek to replicate the sophisticated outdoor cooking setups they see online.

Technological Advancements in Grilling

Technology is another key driver shaping the barbeque grill market in the United States. With the rise of the 'smart home' trend, barbeque grills have evolved to incorporate cutting-edge technologies, enhancing the cooking experience for consumers. Smart grills, for example, allow users to control the temperature, monitor cooking progress, and even receive notifications via their smartphones. These innovations make grilling easier and more convenient, appealing to both seasoned grill masters and novice cooks.

Bluetooth and Wi-Fi-enabled grills are becoming increasingly popular, offering features like remote monitoring and temperature control. Consumers can adjust heat settings without needing to be physically present by using their mobile devices, making grilling more hands-off and efficient. Smart grills also allow for precision cooking, ensuring meats are cooked to perfection and reducing the risk of overcooking or undercooking. This level of convenience and control attracts consumers who want a modern, hassle-free grilling experience.

Moreover, the integration of smart technology with barbecue grills is enabling new cooking possibilities. For instance, some models now feature voice-activated controls through integration with virtual assistants like Amazon Alexa and Google Assistant. This allows for hands-free operation, making it even easier for users to manage their grills while multitasking.

Beyond smart technology, the development of more efficient heat distribution systems, innovative burners, and temperature sensors has led to better cooking performance in barbecue grills. Consumers now expect grills that not only cook evenly but also offer precise heat control for different types of food, further driving the demand for high-performance models.

Growing Outdoor Living and Backyard Entertaining Trends

The trend of outdoor living and backyard entertaining has been a significant catalyst for the barbecue grill market's growth. As more homeowners invest in creating outdoor living spaces, barbecue grills have become an essential part of these environments. This trend is particularly evident in suburban areas, where homeowners have access to larger outdoor spaces suitable for installing outdoor kitchens, patios, and grilling areas.

With an increasing focus on creating inviting outdoor spaces for relaxation and socializing, the demand for barbecue grills, as well as related outdoor cooking equipment, has surged. Homeowners are looking to create multifunctional outdoor spaces that serve as extensions of their homes, where they can host gatherings, cook meals, and spend time with family and friends. The inclusion of barbecue grills, outdoor smokers, pizza ovens, and outdoor refrigerators is becoming more common as part of the broader outdoor living trend.

The COVID-19 pandemic also played a significant role in accelerating the growth of outdoor living. With social distancing measures in place and restrictions on indoor gatherings, many individuals turned to outdoor spaces as a way to entertain guests

while maintaining safety. This shift in behavior resulted in increased interest in barbeque grills as an essential tool for outdoor cooking and socializing, further boosting market demand.

Key Market Challenges

Intense Market Competition

The barbeque grill market in the United States is highly competitive, with numerous brands offering a wide range of products. This competition is driven by the presence of established grill manufacturers, such as Weber, Char-Broil, and Traeger, along with emerging brands that are constantly innovating to meet changing consumer preferences. As a result, companies are under constant pressure to differentiate their products, which can lead to increased marketing expenditures, product development costs, and price wars.

The challenge of standing out in such a competitive market is compounded by the growing number of new entrants, including smaller and niche companies offering specialized grills, such as portable models, pellet grills, and eco-friendly alternatives. While innovation is a key driver of market growth, it also means that consumers have a broader array of options, making it harder for any single brand to dominate. Companies must constantly enhance their offerings to remain relevant, whether through design improvements, advanced features, or price competitiveness.

Shifting Consumer Preferences and Economic Uncertainty

Consumer preferences in the barbeque grill market are constantly evolving, and staying in tune with these changes is a significant challenge for manufacturers. While grilling remains popular in the United States, the way consumers approach outdoor cooking is shifting. The younger generation, particularly millennials and Gen Z, are increasingly seeking grills that offer more than just basic cooking functionality. They are looking for smart grills with connected features, portable models for on-the-go grilling, and grills that align with their values, such as sustainability and health consciousness.

As a result, manufacturers must adapt to these changing preferences, offering products that cater to a more tech-savvy and environmentally conscious audience. Smart grills, for example, are gaining traction as consumers look for more control over their cooking experiences through mobile apps and voice-activated features. Additionally, grills that offer versatility, such as those that can be used for smoking, baking, or even air frying,

are becoming more attractive to consumers who value multi-purpose functionality.

However, catering to these new consumer demands can be challenging for companies, as it requires continuous investment in research and development, along with the integration of new technologies. The development of smart grills and other advanced products often comes with higher production costs, which can translate into higher retail prices. This price increase could deter budget-conscious consumers, particularly during times of economic uncertainty, when discretionary spending on non-essential items like grills may decline.

Key Market Trends

Portable and Compact Grills for On-the-Go Cooking

With more consumers embracing outdoor activities such as camping, tailgating, and picnicking, portable and compact grills are becoming a growing segment of the barbecue grill market. The demand for portable grills has risen as consumers seek convenience and flexibility in their cooking options, especially for on-the-go grilling.

Portable grills are available in a variety of styles, from compact gas and charcoal grills to lightweight electric models. Many of these grills are designed to be easily transported, featuring foldable legs, carrying handles, and lightweight materials. This trend is driven by the desire for convenience and the increasing number of people who enjoy outdoor cooking in diverse settings, from beaches to national parks to sporting events.

Manufacturers are also introducing grills that can be used for multiple purposes, such as grilling, smoking, and even baking, catering to consumers who want versatile cooking solutions in compact formats. These grills are becoming increasingly popular with consumers who live in apartments or smaller homes, where space for traditional, full-sized grills may be limited.

The rise in popularity of portable grills is also linked to the increasing demand for outdoor cooking in urban environments. As city dwellers seek to enjoy outdoor cooking and social gatherings without owning large backyard spaces, portable grills provide the perfect solution. This trend is particularly popular among younger consumers, such as millennials and Gen Z, who are more likely to embrace compact and mobile products for their convenience and portability.

Health-Conscious Grilling and Plant-Based Options

As the trend toward healthier eating continues to rise, health-conscious grilling has become an important trend in the barbeque grill market. Consumers are increasingly seeking healthier grilling options, such as cooking lean meats, fish, and vegetables, rather than traditional fatty cuts of meat. This shift in consumer preferences is reshaping the types of grills people purchase and the kinds of foods they prepare.

Grilling is often seen as a healthier cooking method because it allows excess fats to drip away, making it a popular choice for individuals looking to reduce their fat intake. As a result, grills that are designed for healthier cooking, such as those that feature grease management systems or more precise heat control, are gaining in popularity.

Additionally, there is a growing demand for grills that cater to plant-based diets. As more consumers adopt vegetarian, vegan, or flexitarian lifestyles, there is an increased interest in grills that are specifically designed for cooking plant-based foods, such as vegetables, tofu, and meat substitutes. Manufacturers are responding to this demand by developing grills with features that allow for better control of cooking temperatures, ensuring that plant-based foods are cooked to perfection without burning or drying out.

Grill manufacturers are also expanding their product lines to include grilling accessories tailored to plant-based diets, such as vegetable baskets, grilling mats, and tofu presses. This trend reflects the broader movement toward plant-based eating and the desire for grilling options that cater to diverse dietary preferences.

Segmental Insights

Distribution Channel Insights

Supermarkets/hypermarkets dominated the United States barbeque grill market due to their wide reach, convenience, and large retail space dedicated to grilling products. These stores provide customers with easy access to a broad range of barbeque grills, from entry-level models to high-end, premium options. Consumers prefer supermarkets and hypermarkets for their ability to offer competitive pricing, promotions, and discounts, making them attractive shopping destinations for large, seasonal purchases like barbeque grills. Additionally, the in-store shopping experience allows consumers to physically inspect and compare products, read labels, and ask for advice, which enhances purchasing confidence. Supermarkets and hypermarkets are also well-positioned to capitalize on peak grilling seasons, such as summer holidays and outdoor events, offering timely sales and promotional campaigns. With their extensive

distribution networks and ability to offer a variety of complementary grilling accessories, these retail formats continue to lead in the barbeque grill market in the United States.

Regional Insights

The South region was the dominated market for barbeque grills in the United States, driven by a strong cultural affinity for outdoor cooking and barbeque traditions. With states like Texas, Georgia, and Florida at the forefront, the South has a long history of barbeque cuisine, and outdoor grilling is a favored pastime. The region's warm climate allows for year-round grilling, further contributing to its market dominance. Additionally, the South has a large population of grill enthusiasts, with many households owning multiple grills. The area's robust retail presence, including big-box retailers, home improvement stores, and online platforms, also supports market growth. Furthermore, regional barbeque festivals, competitions, and events foster consumer interest and demand for high-quality grills and accessories. The combination of cultural, climatic, and economic factors positions the South as a key driver of the U.S. barbeque grill market, making it the leading region in terms of sales and consumption.

Key Market Players

Weber-Stephen Products LLC

Nexgrill Industries, Inc.

Traeger Pellet Grills LLC

Char Broil, LLC

GMG Products LLC

Dansons US, LLC (Pit Boss)

Newell Brands Inc.

Traeger Pellet Grills LLC

Transform Holdco LLC (Kenmore)

Wolf Steel Ltd (Napoleon)

Report Scope:

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

United States Barbeque Grill Market, By Product Type:

Gas Grill

Charcoal Grill

Electric Grill

United States Barbeque Grill Market, By End User:

Commercial

Residential

United States Barbeque Grill Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Online

Others

United States Barbeque Grill Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Barbeque Grill Market.

Available Customizations:

United States Barbeque 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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