

Middle East & Africa Barbeque Grill Market Size and Forecast (2021 - 2031)

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Abstracts

Executive Summary and Market Overview

The Middle East and Africa Barbeque Grill Market is projected to grow significantly, with an expected market size of US\$ 374.2 million by 2031, up from US\$ 266.5 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 5.0% from 2025 to 2031. The region's rich cultural heritage of grilling, particularly during social gatherings and family meals on weekends and religious holidays, underpins a steady demand for outdoor cooking equipment.

Market Dynamics

In the Gulf countries, notably the UAE and Saudi Arabia, rising disposable incomes are enabling households to invest in high-quality, feature-rich barbeque grills. Consumers are increasingly drawn to Western-style grilling methods, favoring electric and gas grills for their convenience and efficiency. In Africa, the expansion of the urban middle class and a growing interest in outdoor leisure activities are driving grill purchases for both home use and community events. The influence of social media, cooking shows, and food influencers is also enhancing the perception of grilling as a lifestyle choice.

Health-conscious consumers are turning to grilling as a healthier cooking method, which is creating demand for smokeless and energy-efficient grill models that cater to diverse climates and living conditions across the region. This shift towards healthier cooking options is further supported by the increasing awareness of grilling as a low-fat cooking technique.

Market Segmentation

The Middle East and Africa Barbeque Grill Market can be segmented by fuel type and distribution channel:

By Fuel Type: The market is divided into Gas, Charcoal, Electric, and Wood. In 2024, Gas grills are expected to hold the largest market share due to their popularity and convenience.

By Distribution Channel: The market is segmented into Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others. Specialty Stores are anticipated to dominate the market share in 2024, as they offer a wide range of products and expert advice to consumers.

Technological Innovations

The market is witnessing a significant transformation with the advent of smart barbeque grills. These grills can be operated via smartphones or tablets using Bluetooth, NFC, or Wi-Fi, allowing users to control their cooking experience through dedicated apps. Manufacturers are increasingly focusing on developing smart kitchen appliances that cater to tech-savvy consumers seeking convenience and efficiency in their cooking.

For instance, Weber has announced a new lineup for 2024 that includes gas, charcoal, and portable barbeque models designed to enhance outdoor cooking experiences. Their Summit Smart Gas Barbecue incorporates smart technology, including motion-sensing features, to improve usability. Similarly, in March 2023, Char-Broil launched the Smart-E BBQ, a fully electric grill equipped with TRUE-Infrared technology and an auto-clean option, providing a smart cooking experience with advanced features.

The integration of innovative technologies into barbeque grills is expected to drive new trends in the market, appealing to consumers looking for modern and efficient cooking solutions.

Country Insights

The Middle East and Africa Barbeque Grill Market is further segmented by country, including South Africa, Saudi Arabia, the United Arab Emirates, and the Rest of the Middle East and Africa. In 2024, the Rest of the Middle East and Africa is projected to hold the largest market share.

Countries such as Iran, Turkey, Kuwait, Qatar, Bahrain, Oman, Kenya, Ethiopia, Nigeria, Egypt, and Morocco are significant contributors to the barbeque grill market in this region. The popularity of grilling in these countries is driven by traditional dishes that require grilling, coupled with improving living standards, changing lifestyles, and rising disposable incomes. The growing online retail sector also facilitates easier access to a wide range of grilling products for consumers.

Competitive Landscape

Key players in the Middle East and Africa Barbeque Grill Market include:

Weber Inc

The Coleman Co. Inc.

Traeger Inc

Bull Outdoor Products Inc

Lynx Grills Inc

Nexgrill Industries Inc

Wolf Steel Ltd

Tefal

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Boretti BV

Ox Grills Limited

LeisureGrow Products Ltd

Fyron group B.V.

Big Green Egg, Inc.

W.C. Bradley Co.

These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers. The competitive landscape is characterized by a focus on technological advancements and meeting the evolving preferences of consumers in the barbeque grill market.

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