

North America Barbeque Grill Market Size and Forecast (2021 - 2031)

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Abstracts

The North American Barbeque Grill Market is projected to grow significantly, reaching an estimated US\$ 4,930.0 million by 2031, up from US\$ 3,548.2 million in 2024. This growth represents a compound annual growth rate (CAGR) of 4.8% from 2025 to 2031.

Executive Summary and Market Analysis

The barbeque grill market in North America is primarily driven by the increasing enthusiasm for home-based barbeque and outdoor cooking. Grilling is a popular activity during holidays and special occasions, with many consumers hosting cookouts to celebrate. According to the Hearth, Patio, and Barbeque Association (HPBA), over 60% of individuals engage in barbeque grilling on summer weekends or during festive events, highlighting the cultural significance of this activity.

May is recognized as "National Barbeque Month," which further emphasizes the importance of grilling in North American culture. Major holidays such as Independence Day, Thanksgiving, Christmas, and New Year's Eve see a surge in barbeque activities, as families and friends gather to enjoy grilled foods like meats, hot dogs, and various appetizers. This widespread preference for grilled cuisine continues to drive demand for barbeque grills across the region.

Strategic Insights

Market Segmentation

The North American barbeque grill market can be segmented by fuel type and distribution channel. By fuel type, the market includes Gas, Charcoal, Electric, and

Wood grills, with Gas grills holding the largest market share in 2024. In terms of distribution channels, the market is divided into Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others, with Specialty Stores leading the market share in 2024.

Market Outlook

The global sales of cooking appliances, including barbeque grills, are on the rise, driven by higher living standards, evolving consumer preferences for convenient and technologically advanced cooking products, and increasing disposable incomes. Consumers are investing more in barbeque grills as grilling is seen as a quick, enjoyable, and convenient cooking method. The advantages of barbeque grills, such as quick cooking times and ease of use, are significant factors contributing to their growing popularity.

Gas grills, in particular, offer easy temperature control through knobs, allowing users to prevent food from burning and to grill a variety of items, including pork, fish, chicken, burgers, and vegetables. Their portability also makes them appealing for outdoor gatherings. These benefits are leading to increased consumer spending on barbeque grills.

Lifestyle changes and trends in home renovations are further driving consumer investment in kitchen technology and outdoor cooking appliances, including barbeque grills. The rise of smart appliances and health-conscious cooking tools is also influencing consumer choices. Post-pandemic, there has been a notable increase in home cooking and grilling activities, coupled with a rise in disposable income and available outdoor space, prompting consumers to prioritize barbeque grills over other kitchen appliances.

Manufacturers of gas barbeque grills are responding to consumer demands by offering products with advanced features, such as lifetime warranties on burners, cooking grids, and exterior housing. These enhancements are encouraging consumers to spend more on barbeque grills, thus propelling market growth. Additionally, retailers often bundle kitchen appliances with barbeque grills during seasonal sales events, such as summer promotions and holiday sales, which encourages consumers to purchase both indoor and outdoor cooking equipment simultaneously.

Country Insights

The North American barbeque grill market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. In the U.S., the growing popularity of barbeque grilling during weekends, summer vacations, national holidays, and festive occasions is significantly boosting demand for barbeque grills. Consumers are increasingly investing in barbeque products to recreate the dining-out experience at home and enjoy quality time with family and friends.

According to the HPBA's "2023 State of the Barbecue Industry" report, 80% of homeowners and 70% of households in the U.S. own at least one grill or smoker, marking the highest ownership percentage recorded in the study's history, up from 64% in 2019. This trend indicates a strong and growing market for barbeque grills. Manufacturers in the U.S. are focusing on incorporating new technological features into their products to meet the evolving needs of consumers, further driving market growth.

Company Profiles

Key players in the North American 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, ARTIGIANATO ITALIANO DESIGN SRLS, Boretti BV, Ox Grills Limited, LeisureGrow Products Ltd., Fyron group B.V., Big Green Egg, Inc., and W.C. Bradley Co. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase their market share.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. BARBEQUE GRILL MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Threat of Substitutes:
 - 4.2.3 Bargaining Power of Buyers:
 - 4.2.4 Bargaining Power of Suppliers:
 - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. NORTH AMERICA BARBEQUE GRILL MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

6. BARBEQUE GRILL MARKET - NORTH AMERICA MARKET ANALYSIS

- 6.1 North America Barbeque Grill Market Volume (Thousand Units), 2021 - 2031
- 6.2 North America Barbeque Grill Market Volume Forecast and Analysis (Thousand Units)
- 6.3 North America Barbeque Grill Market Revenue (US\$ Million), 2024 -2031
- 6.4 North America Barbeque Grill Market Forecast and Analysis

7. NORTH AMERICA BARBEQUE GRILL MARKET VOLUME AND REVENUE ANALYSIS - BY FUEL TYPE

- 7.1 Gas
 - 7.1.1 Overview
 - 7.1.2 Gas: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)
 - 7.1.3 Gas: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.2 Charcoal
 - 7.2.1 Overview
 - 7.2.2 Charcoal: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)
 - 7.2.3 Charcoal: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.3 Electric
 - 7.3.1 Overview
 - 7.3.2 Electric: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)
 - 7.3.3 Electric: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.4 Wood
 - 7.4.1 Overview
 - 7.4.2 Wood: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031

(Thousand Units)

7.4.3 Wood: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. NORTH AMERICA BARBEQUE GRILL MARKET REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Supermarkets and Hypermarkets: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Specialty Stores

8.2.1 Overview

8.2.2 Specialty Stores: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Online Retail

8.3.1 Overview

8.3.2 Online Retail: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. NORTH AMERICA BARBEQUE GRILL MARKET - COUNTRY ANALYSIS

9.1 North America

9.1.1 North America Barbeque Grill Market Revenue and Forecast and Analysis - by Country

9.1.1.1 North America Barbeque Grill Market Volume and Forecast and Analysis - by Country

9.1.1.2 North America Barbeque Grill Market Revenue and Forecast and Analysis - by Country

9.1.2.2 United States: North America Barbeque Grill Market - Revenue, Volume, and Forecast, 2021 - 2031 (US\$ Million, Thousand Units)

9.1.2.2.1 United States: North America Barbeque Grill Market Share - by Fuel Type

9.1.2.2.2 United States: North America Barbeque Grill Market Share - by Distribution Channel

9.2.3.3 Canada: North America Barbeque Grill Market - Revenue, Volume, and

Forecast, 2021 - 2031 (US\$ Million, Thousand Units)

9.2.3.3.1 Canada: North America Barbeque Grill Market Share - by Fuel Type

9.2.3.3.2 Canada: North America Barbeque Grill Market Share - by Distribution Channel

9.3.4.4 Mexico: North America Barbeque Grill Market - Revenue, Volume, and Forecast, 2021 - 2031 (US\$ Million, Thousand Units)

9.3.4.4.1 Mexico: North America Barbeque Grill Market Share - by Fuel Type

9.3.4.4.2 Mexico: North America Barbeque Grill Market Share - by Distribution Channel

10 COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning & Concentration

11 INDUSTRY LANDSCAPE

11.1 Overview

11.2 New Product Development

11.3 Merger and Acquisition

11.4 Other Strategic Developments

12 COMPANY PROFILES

12.1 Weber Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 The Coleman Co Inc

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Traeger Inc

- 12.3.1 Key Facts
- 12.3.2 Business Description
- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 Bull Outdoor Products Inc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Lynx Grills Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Nexgrill Industries Inc
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Wolf Steel Ltd
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Tefal
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

12.9 ARTIGIANATO ITALIANO DESIGN SRLS

12.9.1 Key Facts

12.9.2 Business Description

12.9.3 Products and Services

12.9.4 Financial Overview

12.9.5 SWOT Analysis

12.9.6 Key Developments

12.10 Boretti BV

12.10.1 Key Facts

12.10.2 Business Description

12.10.3 Products and Services

12.10.4 Financial Overview

12.10.5 SWOT Analysis

12.10.6 Key Developments

12.11 Ox Grills Limited

12.11.1 Key Facts

12.11.2 Business Description

12.11.3 Products and Services

12.11.4 Financial Overview

12.11.5 SWOT Analysis

12.11.6 Key Developments

12.12 LeisureGrow Products Ltd

12.12.1 Key Facts

12.12.2 Business Description

12.12.3 Products and Services

12.12.4 Financial Overview

12.12.5 SWOT Analysis

12.12.6 Key Developments

12.13 Fyron group B.V.

12.13.1 Key Facts

12.13.2 Business Description

12.13.3 Products and Services

12.13.4 Financial Overview

12.13.5 SWOT Analysis

12.13.6 Key Developments

12.14 Big Green Egg, Inc.

12.14.1 Key Facts

- 12.14.2 Business Description
- 12.14.3 Products and Services
- 12.14.4 Financial Overview
- 12.14.5 SWOT Analysis
- 12.14.6 Key Developments
- 12.15 W.C. Bradley Co.
 - 12.15.1 Key Facts
 - 12.15.2 Business Description
 - 12.15.3 Products and Services
 - 12.15.4 Financial Overview
 - 12.15.5 SWOT Analysis
 - 12.15.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Barbeque Grill Market Segmentation

Table 2. List of Vendors

Table 3. North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031
(Thousand Units)

Table 4. North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031
(US\$ Million)

Table 5. North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031
(Thousand Units) - by Fuel Type

Table 5. North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031
(US\$ Million) - by Fuel Type

Table 6. North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031
(US\$ Million) - by Distribution Channel

Table 7. North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031
(US\$ Million) - by Country

Table 8. United States: North America Barbeque Grill Market - Volume and Forecast,
2021 - 2031 (Thousand Units) - by Fuel Type

Table 9. United States: North America Barbeque Grill Market - Revenue and Forecast,
2021 - 2031 (US\$ Million) - by Fuel Type

Table 10. United States: North America Barbeque Grill Market - Revenue and Forecast,
2021 - 2031 (US\$ Million) - by Distribution Channel

Table 11. Canada: North America Barbeque Grill Market - Volume and Forecast, 2021 -
2031 (Thousand Units) - by Fuel Type

Table 12. Canada: North America Barbeque Grill Market - Revenue and Forecast, 2021
- 2031 (US\$ Million) - by Fuel Type

Table 13. Canada: North America Barbeque Grill Market - Revenue and Forecast, 2021
- 2031 (US\$ Million) - by Distribution Channel

Table 14. Mexico: North America Barbeque Grill Market - Volume and Forecast, 2021 -
2031 (Thousand Units) - by Fuel Type

Table 15. Mexico: North America Barbeque Grill Market - Revenue and Forecast, 2021 -
2031 (US\$ Million) - by Fuel Type

Table 16. Mexico: North America Barbeque Grill Market - Revenue and Forecast, 2021 -
2031 (US\$ Million) - by Distribution Channel

Table 17. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. North America Barbeque Grill Market Segmentation - Country

Figure 2. Porter's Analysis

Figure 3. Ecosystem: Barbeque Grill Market

Figure 4. North America Barbeque Grill Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. North America Barbeque Grill Market Volume (Thousand Units), 2021 - 2031

Figure 7. North America Barbeque Grill Market Revenue (US\$ Million), 2024 - 2031

Figure 8. North America Barbeque Grill Market Share (%) - by Fuel Type, 2024 and 2031

Figure 9. Gas: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)

Figure 9. Gas: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Charcoal: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)

Figure 10. Charcoal: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. Electric: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)

Figure 11. Electric: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Wood: North America Barbeque Grill Market - Volume and Forecast, 2021 - 2031 (Thousand Units)

Figure 12. Wood: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. North America Barbeque Grill Market Share (%) - by Distribution Channel, 2024 and 2031

Figure 14. Supermarkets and Hypermarkets: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. Specialty Stores: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Online Retail: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Others: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. North America Barbeque Grill Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 19. United States: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Canada: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Mexico: North America Barbeque Grill Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Company Positioning & Concentration

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