

North America Barbeque Grills Market Size and Forecast (2020-2031), Country Share, Trend, and Growth Opportunity Analysis Report Coverage: By Fuel Type (Gas, Charcoal, Electric, and Wood), Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others), and Country

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Abstracts

The North America barbeque grills market size is projected to reach US\$ 6.01 billion by 2031 from US\$ 3.49 billion in 2023. The market is expected to register a CAGR of 6.2% during 2023–2031.

Social media plays a key role in advertising and promoting different types of barbeque grills. Manufacturers are significantly using social media sites and other media platforms to create awareness about outdoor kitchen appliances such as barbeque grills. Additionally, the COVID-19 pandemic was a turning point for changing consumer behavior toward online shopping in North America. As a result, consumers are increasingly preferring e-commerce platforms to buy barbeque grills. BBQGuys.com is a significant online retailer of higher-end grills, grilling accessories, and outdoor kitchen appliances.

Moreover, the purchase of premium kitchen appliances is increasing in North America. Technologically advanced barbeque grills with smart features are considered premium products. With increasing premiumization, consumer's preference for smart barbeque grills is increasing. Buyers in North America are ready to spend more on premium products. Additionally, preference for solar-powered and energy-saving barbeque grills is increasing as consumers are concerned about the environment and carbon

emissions.

In the US, the growing popularity of barbeque on weekends, summer vacations, national holidays, and festive holidays is boosting the demand for barbeque grills. People in the country are investing more in barbeque products as it allows them to create the eat-out experience at home and enjoy their time. According to the Hearth, Patio & Barbeque Association's most recent research, "2023 State of the Barbecue Industry," 80% of all homeowners and 70% of all households in the US own at least a grill or smoker. This is the highest percentage in the study's history, an increase from 64% household ownership in 2019. Thus, the presence of a large customer base in the country drives the market. Further, manufacturers of barbeque grills operating in the country focus on adding new technological features to cater to the consumers' changing needs. This is further expected to boost the market growth in the country.

Manufacturers in North America are heavily investing in technology to build a connected-grilling platform to cater to the increasing demand of consumers. For instance, in 2021, Weber expanded its line of internet-connected barbeque grills to encompass its popular gas models. The company's entry-level Spirit lineup offers Bluetooth and Wi-Fi connectivity for tracking temperature and an integrated digital display. Further, in 2022, Nexgrill introduced a new evolution in outdoor grilling with its line of Neevo smart grills—the first outdoor smart gas grill with an air fryer. The NEX-fi-enabled grill connects to the Nexgrill app. Also, it removes the guesswork from grilling by using the SureTemp Controller, built-in temperature probes, and a knobless digital LED control panel that operates on a finely tuned algorithm to maintain consistent cooking temperatures. Thus, the incorporation of innovative technologies such as smart features into barbeque grills is likely to bring new trends in the North America Barbeque grills market in the coming years.

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Based on fuel type, the barbeque grills market is segmented into gas, charcoal, wood, electric. The gas segment holds significant market share in 2023. The demand for barbeque grills operating on gas is on the rise due to the easy accessibility of gas fuel for barbeque grills. A gas barbeque grill typically uses natural gas or liquefied petroleum gas as a fuel source for cooking food. They are also readily available and highly efficient. One of the significant benefits of gas barbeque grills is that they offer a healthier food option with lower fat or calories as compared to other cooking methods. Also, vegetables and other ingredients cooked in a gas barbeque grill retain more of their natural nutrition. Thus, all these health benefits drive the demand for gas barbeque

grills.

The Coleman Co. Inc., Char-Broil LLC, Transform SR Brands LLC, Traeger Inc., Landmann USA Inc., Broilmaster, Weber Inc., Wolf Steel Ltd, GMG Products LLC, and Premier Specialty Brands LLC are among the key players operating in the North America barbeque grills market.

The overall North America barbeque grills market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the North America Barbeque grills market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

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

4. NORTH AMERICA BARBEQUE GRILLS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors/Suppliers:
 - 4.3.4 Distribution Channels:
 - 4.3.5 End Consumers
 - 4.3.6 List of Vendors in the Value Chain
- 4.4 Consumer Demographics and Buying Behaviour
 - 4.4.1 Consumer Buying Behavior:
 - 4.4.2 Consumer Demographics:

5. NORTH AMERICA BARBEQUE GRILLS MARKET – KEY MARKET DYNAMICS

5.1 North America Barbeque Grills Market – Key Market Dynamics

5.2 Market Drivers

5.2.1 Increasing Spending on Barbeque Grills

5.2.2 Rising Interest in Outdoor Cooking

5.3 Market Restraints

5.3.1 Impact of Charcoal Grilling on Health

5.4 Market Opportunities

5.4.1 Rising Penetration of E-Commerce

5.5 Future Trends

5.5.1 Development of Smart Appliances

5.6 Impact of Drivers and Restraints:

6. NORTH AMERICA BARBEQUE GRILLS MARKET ANALYSIS

6.1 North America Barbeque Grills Market Revenue (US\$ Million), 2020–2031

6.2 North America Barbeque Grills Market Forecast and Analysis

7. NORTH AMERICA BARBEQUE GRILLS MARKET ANALYSIS – BY FUEL TYPE

7.1 Gas

7.1.1 Overview

7.1.2 Gas: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Charcoal

7.2.1 Overview

7.2.2 Charcoal: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 Electric

7.3.1 Overview

7.3.2 Electric: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

7.4 Wood

7.4.1 Overview

7.4.2 Wood: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

8. NORTH AMERICA BARBEQUE GRILLS MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Supermarkets and Hypermarkets: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Specialty Stores

8.2.1 Overview

8.2.2 Specialty Stores: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Online Retail

8.3.1 Overview

8.3.2 Online Retail: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

9. NORTH AMERICA BARBEQUE GRILLS MARKET – COUNTRY ANALYSIS

9.1 North America

9.1.1 North America Barbeque Grills Market Breakdown by Countries

9.1.1.1 North America Barbeque Grills Market Revenue and Forecast and Analysis – by Country

9.1.1.2 North America Barbeque Grills Market Revenue and Forecast and Analysis – by Country

9.1.1.3 United States: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.1.3.1 United States: North America Barbeque Grills Market Breakdown by Fuel Type

9.1.1.3.2 United States: North America Barbeque Grills Market Breakdown by Distribution Channel

9.1.1.4 Canada: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.1.4.1 Canada: North America Barbeque Grills Market Breakdown by Fuel Type

9.1.1.4.2 Canada: North America Barbeque Grills Market Breakdown by Distribution Channel

9.1.1.5 Mexico: North America Barbeque Grills Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.1.5.1 Mexico: North America Barbeque Grills Market Breakdown by Fuel Type

9.1.1.5.2 Mexico: North America Barbeque Grills Market Breakdown by Distribution Channel

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis

10.2 Company Positioning & Concentration

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Product Launch

11.3 Partnership

12. COMPANY PROFILES

12.1 The Coleman Co 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 Char-Broil LLC

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 Transform SR Brands LLC

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 Traeger 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 Landmann USA 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 Broilmaster
 - 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 Weber Inc
 - 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 Wolf Steel Ltd
 - 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 GMG Products LLC
 - 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 Premier Specialty Brands LLC

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

13. APPENDIX

13.1 About The Insight Partners

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