

South & Central America Barbeque Grill Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/SE5C90A7730BEN.html>

Date: April 2026

Pages: 137

Price: US\$ 3,450.00 (Single User License)

ID: SE5C90A7730BEN

Abstracts

The barbeque grill market in South and Central America is projected to grow significantly, with an expected market size of approximately US\$ 197.3 million by 2031, up from US\$ 145.7 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 4.5% from 2025 to 2031, indicating a robust demand for barbeque grills in the region.

Executive Summary and Market Analysis

Grilling is deeply embedded in the cultural fabric of South and Central America, where traditional cooking methods, such as roasting meat on a wooden structure known as "barbacoa," have been practiced for generations. The term "barbacoa" originally referred to the cooking apparatus but has since evolved to encompass the modern concept of barbeque. The increasing popularity of outdoor social gatherings across the region has led to a surge in consumer interest in barbeque grills. Factors such as rising disposable incomes and changing consumer preferences towards enhanced lifestyle experiences are further driving this demand. As outdoor grilling becomes a favored recreational activity, manufacturers are responding with a diverse range of grill options. Among these, gas grills are particularly popular due to their ease of use and quick heating capabilities, making them a preferred choice for many consumers.

Strategic Insights

Market Segmentation Analysis

The South and Central America 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 also capturing the largest share in 2024.

Market Outlook

The rise of smartphones and internet usage, coupled with increased consumer purchasing power, has significantly boosted barbeque grill sales through e-commerce platforms. The emergence of online shopping has transformed consumer behavior, making it easier for people to shop and spend their money. Factors such as the growing penetration of smartphones, improved internet access, and the convenience of online retail are key drivers of this trend.

In South America, the expanding online retail environment presents a substantial growth opportunity for the barbeque grill market. Projections indicate that online retail in Latin America could reach approximately US\$ 160 billion by 2025, supported by over 300 million digital buyers, which represents about 72% of the adult population. As consumers increasingly turn to online platforms for purchases, especially via mobile devices, barbeque and outdoor cooking equipment become more accessible, even in remote or less urban areas. Online marketplaces like Mercado Libre and local platforms enhance the visibility of grills, accessories, and replacement parts, allowing brands to extend their reach beyond traditional brick-and-mortar retailers. For grill manufacturers and distributors, this shift necessitates scaling direct-to-consumer (D2C) or marketplace channels in key markets such as Brazil, Mexico, Argentina, Colombia, and Peru, while adapting to local payment methods and last-mile delivery challenges. With improvements in digital infrastructure and growing consumer trust, the online channel is emerging as a critical lever for market expansion in outdoor cooking equipment across South America.

Country Insights

The barbeque grill market is further segmented by country, with Brazil, Argentina, and the Rest of South and Central America being the primary regions of focus. Brazil is expected to hold the largest market share in 2024. The country's rich churrasco tradition, which emphasizes smoky flavors from charcoal grilling and skewered meats cooked over embers, significantly influences consumer preferences. The rising consumption of grilled food in Brazil is driving the demand for barbeque grills, as many Brazilians prefer homemade grilled meals. The increasing focus on health and hygiene

has also led to a growing preference for home-cooked meals, positively impacting barbeque grill sales in the country.

Company Profiles

Key players in the South and Central America barbeque grill market include prominent companies such as 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 introduce innovative products to consumers and enhance their market share.

In conclusion, the barbeque grill market in South and Central America is poised for significant growth, driven by cultural traditions, changing consumer preferences, and the rise of e-commerce. As manufacturers adapt to these trends, the market is likely to see a diverse range of products catering to the evolving needs of consumers.

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