

Europe Barbeque Grill - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Europe Barbeque Grill Market size is estimated at USD 1.59 billion in 2024, and is expected to reach USD 2.16 billion by 2029, growing at a CAGR of 6.24% during the forecast period (2024-2029).

Due to the rising trend of spending time with friends and family for outdoor and indoor barbeque activities, the European barbecue grill market is primarily concentrated in Western Europe, with nations like Germany, the U.K., France, Italy, and Poland. During the forecast period, the growth of the Europe barbeque grill market is anticipated to be aided by rising disposable income in European nations as a result of the region's general development.

Geographically, Germany is expected to have the biggest share of the market and grow at the fastest rate over the next few years. When compared to other European nations, Germany has the highest prevalence of barbecuing. As a result, throughout the forecast period, the nation would hold the top spot in the market for barbeque grills in Europe.

The COVID-19 impact drove the BBQ grill market. The increase in cooking activities during the pandemic is especially expected to boost the demand for barbecue and grilling during the forecast period. With more people opting to cook cuisines at home, the demand for household barbecues is expected to increase. Post-Covid, the commercial segment began to reclaim market share through the rapid construction of restaurants and hotels in Europe.

Europe BBQ Grill Market Trends

Growing Demand for Barbeque Activities Owing to Changing Lifestyle in United Kingdom

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Because of changing consumer eating habits, the number of quick-service restaurants and eateries continues to grow in the United Kingdom. Furthermore, the number and popularity of barbecue restaurants are growing rapidly. Because of their hectic work schedules, most young consumers prefer to eat at outdoor eateries and restaurants. In the United Kingdom, the growing popularity of barbecue grills over pizza, burgers, and hot dogs is fueling market growth. Companies are investing in a variety of projects, including expansion and the transition to cloud computing, to increase their revenue in this expanding market.

Electric Grills Driving the Market

Another significant factor that will shape the overall Europe barbecue grill market demand in the coming years is the growing demand for electric barbecue grills. With the transition from traditional gas or charcoal-based grills to electric variants, the European barbecue grill market is expected to gain traction in the coming years. The resulting shift toward electric units with superior capabilities and features such as compact size, portability, and aesthetics is expected to drive replacement demand. The versatility of its use with or without a stand, making it a cost-effective option for both indoor and outdoor cooking.

However, the benefits offered by electric variants in terms of environmental footprint, ease of handling, and portability are expected to drive their demand in the Europe barbecue grill market in the long term.

Europe BBQ Grill Industry Overview

The report covers major international players operating in the Europe Barbecue Grill Market. In terms of market share, a few of the major players currently dominate the market like Weber-Stephen Products LLC, The Middle by Corporation, Landmann, Napoleon, and Pit boss Grills. However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets. The leading brands are opening exclusive stores for special products. The companies are also promoting, differentiating, and selling limited editions to increase their visibility and brand awareness in the market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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