

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

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The United States Barbeque Grill Market size is estimated at USD 3.38 billion in 2024, and is expected to reach USD 4.57 billion by 2029, growing at a CAGR of 6.23% during the forecast period (2024-2029).

In the US, the market is very competitive because there are so many well-known vendors. To deal with the challenges of market competition, vendors in the area put money into making new products and giving longer warranties on their products. The United States imported approximately 5.74 billion U.S. dollars worth of domestic cooking appliances in the previous year, making the country the world's largest importer of stoves, cookers, and barbecues. Furthermore, vendors in the market offer electric grills that enable faster cooking, leading to up to 25% electricity savings. Vendors make use of advanced technologies, such as atomization, through which natural food oils are used as a secondary heat source, thus turning fat into free fuel. These environmentally friendly and sustainable electric grills consume less energy and lead to a reduction in carbon footprint. Owing to these product features, their demand in the United States is likely to increase during the forecast period.

The market is primarily driven by the rising popularity of outdoor cooking and barbecue, increased interest in home cooking and entertaining, and growing consumer preferences for grilled food. Additionally, the market is also driven by factors such as the availability of various barbecue grill models and the increasing disposable income of consumers.

Consumers in the United States turned COVID-19 pandemic-driven boredom into an opportunity to experiment with cooking, and the wide range of grilling and outdoor cooking options is helping them do it. Post-Covid, the commercial segment began to reclaim market share through the rapid construction of restaurants and hotels in the United States.

US BBQ Grill Market Trends

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Consumers Interest Towards Barbeques is Driving the Market

Around half of the American consumers planned to grill ground beef at their home barbecues during the period of lockdown. During the four big summer holidays in the United States, grilling is a popular thing to do. Ground beef was a more popular meat choice than beef steak during the COVID-19 period. Camping vacations, Friday-night pizza, trying a new roast recipe, and smoking the Thanksgiving turkey are the kinds of activities helping to fuel growth beyond the core gas and charcoal grill options.

The consumer's interest in the popular gas and charcoal options made up two-thirds of the units sold, but nearly every type of grill or smoker saw growth between June and December last year.

Residential Segment is Dominating the Market

Household applications held a significant share of the market in the previous year. Hosting barbeque parties has become a vogue in the United States. Along with barbeque meat, a preference for various other dishes cooked on barbeque grill has gained popularity in get-togethers of family and friends, house parties, and picnics. A large number of posts on Instagram and Facebook including preparing barbeques and trying these dishes are driving the adoption of barbeque grills in several households driving the segment's growth.

US BBQ Grill Industry Overview

The report covers major international players operating in the United States barbeque grill market. In terms of market share, a few of the major players currently dominate the market, like Weber-Stephen Products LLC, Nexgrill, Traeger Grills, Kenmore, Charbroil, and Pit Boss Grills. However, with technological advancements and product innovations, midsize 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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