

Germany Barbeque Grill - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Germany Barbeque Grill Market size is estimated at USD 0.56 billion in 2025, and is expected to reach USD 0.72 billion by 2030, at a CAGR of 5.36% during the forecast period (2025-2030).

The German barbecue grill market is expected to grow because more and more people are cooking at home as a hobby and for fun, and because more and more millennials are having cookouts on weekends and holidays.

Electric grills have recently become more popular in Germany because they are the healthiest, most eco-friendly, and easiest way to grill. They can be used for many different things and come in many different sizes, from a small countertop grill for one person to a large outdoor set-up for parties and gatherings. Even most companies are now leaning toward making electric grills with the latest technologies.

Unlike all the other products, the barbecue (BBQ) grill didn't face a severe impact due to the COVID-19 pandemic in Germany like other major countries in Europe. Restaurants being closed or difficult to get into, along with lockdowns mandated by governments around the globe, led more people to start cooking at home. Following COVID-19, there was demand for electric grills in Germany, and the commercial sector has recovered.

Germany BBQ Grill Market Trends

Charcoal and Gas Barbeque Grills are Dominating the Market

In Germany, both gas and charcoal grills are popular and commonly used for barbecuing. However, charcoal grilling is generally

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more popular and traditional due to the smoky flavor and aroma that come from cooking over charcoal. Charcoal grills come in a variety of styles, including kettle grills, barrel grills, and ceramic grills. Weber is a popular brand of charcoal grills in Germany, and many Germans also use portable, disposable charcoal grills for picnics and outdoor gatherings. Gas grills are also popular and convenient, as they offer quick heating and temperature control. Many Germans opt for gas grills with multiple burners and additional features like side burners, griddles, and rotisseries. Popular gas grill brands in Germany include Weber, Landmann, and Napoleon.

Residential Segment is Dominating the Market

The residential segment is generally considered to be the largest market for barbeque grills in Germany. This is because barbequing is a popular pastime among German households, especially during the summer months. Many Germans enjoy hosting barbeque parties and gatherings with family and friends in their backyards or on their balconies. As a result, there is a strong demand for high-quality, durable, and affordable residential barbeque grills.

That being said, the commercial segment for barbeque grills in Germany also has a significant presence, particularly in the food service industry. Restaurants, hotels, and catering businesses may use barbeque grills for preparing grilled dishes and menu items for their customers. Additionally, there are some specialized commercial barbeque grill manufacturers that focus on providing products for professional use in the food service industry.

Germany BBQ Grill Industry Overview

The report covers major international players operating in the Germany Barbeque Grill Market. In terms of market share, a few of the major players currently dominate the market like Weber-Stephen Products LLC, Napoleon, Traeger Grills, Pit Boss Grills, Big Green Egg. With multiple players holding significant shares, the market studied is moderately competitive. However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by introducing new products and tapping into new markets.

Additional Benefits:

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

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