The Europe barbeque (BBQ) grill market was valued at USD 1,879.2 Mn in 2018 and is expected to reach USD 5,978.4 Mn in 2026, growing at a CAGR of 15.9% from 2019 to 2026. A barbeque grill is an equipment that cooks food when heat is applied from beneath. Depending on the heat source, barbeque grills may be charcoal-based, gas-based, hybrid, smoke-based, or electric. The barbeque grill market in Europe is comparatively matured and is challenged by high penetration and long buying cycles. With the European economy gradually recovering from declines registered during the economic recession, consumer spending on non-essential goods such as outdoor cooking equipment has surged over the last few years. With the momentum of recovery, there is an increase in outdoor recreational activities including camping and hiking, and consequent spending on barbeque activities and related accessories/equipment. Growing popularity of flat-top grills in which food is not exposed to an open flame is a budding trend in the European outdoor grilling market. Growing demand for electric barbeque grills is another prominent factor that will shape the overall market demand in the coming years.

The barbeque grill market in Europe and worldwide is likely to gain momentum in the coming years, with the barbeque industry witnessing a shift from conventional gas or charcoal-based grills to electric variants. Further, manufacturers are focusing on introducing barbeque grills with unique designs and colours, and bundling them with technologically advanced accessories. The charcoal-based BBQ grills segment will dominate the market throughout the forecast period. The Europe barbeque grill market was led by charcoal-based barbeque grills in 2018. The value contribution of charcoal-operated barbeque grills to the overall Europe market stood at 60.4% in the same year. The market for barbeque grills in Europe is majorly concentrated in Western Europe, with countries including Germany, the U.K., France, Italy, and Poland determining the overall market trend in the region. The trend will prolong and the region is collectively presumed to register a steady growth during the forecast period from 2019 to 2023. The adoption of hybrid (Gas-Charcoal) and electric barbeque grill is expected to surge, with market value expanding at a CAGR of 6.6% and 5.9% respectively during the forecast period from 2019 to 2023. The value share of electric barbeque grill in Europe barbeque grill market will increase from 12.0% in 2018 to 15.4% in 2023. Similarly, the hybrid barbeque grill is expected to account for 4.5% of the total market value by 2023. The enterprise usage segment is expected to grow at a CAGR of around 22.1% in the upcoming years. The enterprise usage segment in the overall Europe barbeque grill market stood at 22.1%. With the ongoing trend of arranging and giving barbeque treats to friends fast becoming a central part of the European lifestyle, there has been a rise in the number of barbecue restaurants, grill restaurants, pricey bistros, and casual eateries. This, in turn, has translated into significant demand for barbecue cooking equipment at food service establishments. The adoption of barbeque grills for personal use among individuals is expected to increase in Europe, with market value expanding at a CAGR of 5.2% during the forecast period from 2019 to 2023. Growth in per capita disposable income as a result of economic recovery and increasing new housing units have revived discretionary purchases of outdoor cooking equipment in Europe. The price range 100€ – 200€ segment is expected to dominate over the forecast period. BBQ grills priced between 100€ – 200€ accounted for 19.6% of the overall Europe barbeque grill in the same year. Sales contribution from BBQ grills priced between 200€ – 300€ was the second largest and along with those priced between 100€ – 200€ accounted for over one-third of the total market value. The collective dominance of these segments can be largely credited to the reluctance of most consumers to spend more than 300 Euros on cookout equipment. The demand for BBQ grills priced between 100€ – 200€ will witness the highest growth among individual users, expanding at a CAGR of 5.9% during the forecast period from 2019 to 2023. The offline channel segment is expected to dominate over the forecast period. The collective sales of barbeque grills through wholesalers, retailers, BBQ specialists, DIY specialists, etc., were greater than sales through the online channel. In the base year 2018, the offline channel covering sales through the sub-channels accounted for 92.7% of the overall BBQ grill sales in Europe. The trend is expected to continue as sales of BBQ grill will continue to be greater from brick-and-mortar outlets than online retail sites. However, with the proliferation of e-commerce, it is presumed that the sales of BBQs would most likely improve more through the online channel than offline channels. Germany to dominate the Europe barbeque grill market throughout the forecast period. The overall barbeque grill market in Europe was led by Germany, accounting for nearly 20% of the total regional market revenue (comprising 12 countries). The frequency of barbecuing is the highest in Germany as compared to other European countries. Subsequently, the country will continue to lead the market over the forecast period. Other major countries for barbecue grills include France, Russia, Spain, and Italy, among others. Barbeque has gained immense popularity in Europe, mainly in Western European region. In the years to come, Germany is expected to retain its dominant position in the Europe Barbeque grill market, growing with a CAGR of 5.5% during the forecast period. Company Profiles and Competitive Intelligence: Some of major providers of barbecue grills are Argos Limited, Campingaz, Bull Europe Limited, Royal Gourmet Corporation, Copreci, Weber-Stephen Products LLC, LANDMANN GmbH & Co. Handels-KG, Barbecook, and Thüros GmbH.
2.2.1. Drivers
2.2.2. Restraints
2.2.3. Challenges
2.3. Detailed Trend List
2.4. Average Spending on BBQs by price category (in %)
   2.4.1. <£ 50
   2.4.2. £50 - £100
   2.4.3. £100 - £200
   2.4.4. £200 - £300
   2.4.5. £300 - £500
   2.4.6. £500 - £700
   2.4.7. £700 - £1000
   2.4.8. £1000 - £1500
   2.4.9. £1500 - £2000
   2.4.10. >£2000
2.5. Service Expectation
   2.5.1. Assembled “ready to cook”
   2.5.2. Set up service by seller
   2.5.3. Delivery to door
   2.5.4. Extended guarantee 3, 5 or “lifetime” guarantee
   2.5.5. Expandable
   2.5.6. Spare parts availability
   2.5.7. Service hotline
   2.5.8. Cooking proposals (online)
   2.5.9. Other
2.6. Customer Purpose of BBQing
   2.6.1. Taste
   2.6.2. Meet and cook for friends and family
   2.6.3. Outdoor cooking experience
   2.6.4. Handling fire
   2.6.5. Preparation and social life
   2.6.6. Cooking as business (catering)
   2.6.7. Other reason
2.7. Frequency of BBQing
   2.7.1. <1 per week
   2.7.2. 1-2 per week
   2.7.3. 2-3 per week
   2.7.4. >3 per week
2.8. Expectation of BBQ
   2.8.1. Outside cooking (my outdoor kitchen)
   2.8.2. “Show off” article
   2.8.3. “Must have” article
   2.8.4. Other

Chapter 3. Europe Barbeque Grill Market (Units) (US$ Mn), by Type, 2016-2023
   3.1. Overview
      3.1.1. Market Share Analysis by Type, 2018 vs. 2023 (Value, %)
   3.2. Charcoal
   3.3. Gas
   3.4. Smoker
   3.5. Gas/ Charcoal Combo
   3.6. Electric
   3.7. Other

Chapter 4. Europe Barbeque Grill Market (Units) (US$ Mn), by Usage, 2016-2023
   4.1. Overview
      4.1.1. Market Share Analysis by Usage, 2018 vs. 2023 (Value, %)
   4.2. Personal Usage (B2C)
   4.3. Enterprise Usage (B2B)

Chapter 5. Europe Barbeque Grill Market (Units) (US$ Mn), by Price Range, 2016-2023
   5.1. Overview
      5.1.1. Market Share Analysis by Price Range, 2018 vs. 2023 (Value, %)
   5.2. <£ 50
   5.3. £50 - £100
   5.4. £100 - £200
   5.5. £200 - £300
   5.6. £300 - £500
   5.7. £500 - £700
   5.8. £700 - £1000
   5.9. £1000 - £1500
   5.10. £1500 - £2000
   5.11. >£2000

Chapter 6. Europe Barbeque Grill Market (Units) (US$ Mn), by Sales Channel, 2016-2023
   6.1. Overview
      6.1.1. Market Share Analysis by Sales Channel, 2018 vs. 2023 (Value, %)
   6.2. Offline Channel
      6.2.1. Wholesaler
      6.2.2. Retailer
6.2.3. DIY specialist
6.2.4. BBQ Specialist
6.2.5. Garden Center
6.2.6. Other
6.3. Online Channel

Chapter 7. Europe Barbeque Grill Market Size (Units) (US$ Mn), by Country, 2016-2023
- 7.1.1. Russia
- 7.1.2. Germany
- 7.1.3. Netherland
- 7.1.4. Belgium
- 7.1.5. France
- 7.1.6. Italy
- 7.1.7. Poland
- 7.1.8. Austria
- 7.1.9. Czech Republic
- 7.1.10. Romania
- 7.1.11. Spain
- 7.1.12. Slovakia

Chapter 8. Competitive Intelligence
- 8.1. Top 5 Players Comparison
- 8.2. Market Positioning of Key Players, 2018
- 8.3. Market Players Mapping by Segments
- 8.4. Strategies Adopted by Key Market Players
- 8.5. Recent Developments in the Market

Chapter 9. Company Profiles (Business Description, Financial Information (Subject to data availability), Product Portfolio, and Business Strategy)
- 9.1. Argos
- 9.2. Campingaz
- 9.3. Bull Europe Ltd
- 9.4. Copreci
- 9.5. Royal Gourmet Corporation
- 9.6. Weber
- 9.7. CAMP CHEF
- 9.8. Landmann
- 9.9. Barbecook

Chapter 10. Research Methodology
- 10.1. Data Triangulation
- 10.2. Research Methodology
  - 10.2.1. Phase I – Secondary Research
  - 10.2.2. Phase II – Primary Research
  - 10.2.3. Phase III – Expert Panel Review
  - 10.2.4. Approach Adopted
    - 10.2.4.1. Top Down Approach
    - 10.2.4.2. Bottom Up Approach
  - 10.2.5. Supply – Demand Side