

Electric Grill Market Size to Worth Around US\$ 7.72 Billion by 2031 | Weber, Coleman

The Electric Grill Market size is expected to reach US\$ 7.72 billion by 2031, from US\$ 4.53 billion in 2024

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/EINPresswire.com/ -- Market Overview:

Electric grills are grilling appliances that use electricity as the power source instead of wood, gas or charcoal. They are widely used for grilling various meats, seafood and vegetables.



Electric Grill Market Size

Market Dynamics:

The electric grill market is driven by the increasing demand for energy efficient and cost effective grilling appliances. Electric grills are cheaper to operate as compared to gas or charcoal grills as they don't require refueling. They also don't produce smoke like gas or charcoal grills, making them suitable for indoor use. Furthermore, advancements in technology have improved the cooking performance of electric grills, getting closer to rival gas grills. Growing health awareness has increased the demand for grilled food, which is acting as an opportunity for the electric grill market players.

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Major Market Drivers- Increase in Disposable Incomes leading to Rise in Adoption of Electric Grills

With the steady rise in disposable incomes over the past few years, consumers have more money at their disposal to spend on luxury and convenience products such as electric grills. According to recent surveys, over 50% of consumers cite their increased income levels as one of

the primary reasons for upgrading to electric grills from traditional charcoal or gas grills. Electric grills offer numerous benefits such as ease of use, low maintenance, and versatility which are appealing to modern consumers valuing their time. Furthermore, as awareness about the benefits of electric grills increases through effective marketing campaigns, more affluent customers are willing to pay a slight premium for the added convenience. If disposable incomes continue to grow in the coming years, it will translate to increased demand and sales volumes for electric grills.

Major Market Opportunity - Growing Popularity of Smart Home Devices

One of the key opportunities in the electric grill market is the rising trend of smart home devices. Many modern electric grill models now come equipped with WiFi and Bluetooth connectivity along with companion mobile apps. This allows users to monitor and control grill functions such as temperature, timing etc. remotely using their smart devices. Some high-end models also offer integration with virtual assistants like Alexa for hands-free voice commands. As consumers rapidly adopt various smart home devices, they are also looking for ways to make traditional appliances more intelligent and automated. Grill manufacturers can tap into this opportunity by developing 'smart' electric grills with advanced IoT based features. This will help strengthen product differentiation in an otherwise commodity market.

Major Market Trends - Increasing Emphasis on Portability and Compact Designs

Electric grill buyers particularly homeowners and urban apartment dwellers, have shown strong interest in compact and portable designs in recent times. Large permanent built-in gas or charcoal grills do not suit small outdoor spaces or balconies. Leading brands have responded by launching electric grills that are lightweight, collapsible as well as able to be mounted on poles or stands for flexible placement. Furthermore, consumers want the option to easily shift grills from indoors during winters to outdoors in summers as per requirements. Grill makers are addressing this need through innovatively designed compact electric models that consume minimal storage space yet offer full grilling functionality. If this trend continues, it has the potential to further grow electric grill acceptance in new customer segments.

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- Weber
- Coleman
- George Foreman
- Traeger
- Masterbuilt
- Green Mountain Grills

- Char-Broil
- Kenyon
- Camp Chef
- Blackstone
- Hamilton Beach
- TEC
- Excelvan
- Zojirushi
- DeLonghi
- Brentwood
- Fuego
- PowerXL
- Elite Platinum
- Cuisinart

Market Segmentation:

By Product Type:

- By Type: Indoor Electric Grills, Outdoor Electric Grills, Hybrid Electric Grills, Portable Electric Grills, Others
- By Power Source: Corded Electric Grills, Cordless Electric Grills, Hybrid Electric Grills
- By Temperature Control: Fixed Temperature Electric Grills, Adjustable Temperature Electric Grills
- By Material Type: Stainless Steel Electric Grills, Cast Iron Electric Grills, Non-Stick Coated Grills, Chrome Plated Grates, Porcelain Enameled Grates, Others

By Applications:

- By Application: Residential Electric Grills, Commercial Electric Grills

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Trends in Navigation Keyword Market:

Increasing Demand: Notice a surge in demand for navigation keywords due to the widespread adoption of GPS-enabled devices and the need for precise mapping data.

Technological Innovations: Witness innovative breakthroughs enhancing the accuracy and reliability of navigation keywords, such as real-time traffic updates, 3D mapping, and augmented reality.

Tailored Solutions: Explore industry-specific navigation keyword solutions designed to meet the unique needs of automotive, aviation, and maritime sectors.

Integration with Advanced Technologies: Embrace the integration of navigation keywords with cutting-edge technologies like artificial intelligence and the Internet of Things, unlocking advanced functionalities.

Mobile Applications: Embrace the convenience and accessibility of navigation keywords through mobile applications, catering to the evolving needs of consumers.

Environmental Sustainability: Embrace environmentally conscious navigation keyword solutions that address issues like traffic congestion and air quality, promoting sustainable transportation options.

Report Highlights:

- Examination of navigation keyword market share at both country and regional levels
- Thorough analysis of the competitive landscape and emerging trends
- Detailed review of product advancements, technological developments, drivers, and limitations
- Strategic recommendations tailored for key business segments based on market insights
- Valuable guidance for newcomers venturing into the navigation keyword market

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