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## **PRESS RELEASE**

### **BIAG at the spoga+gafa Sustainability moves the BBQ industry and the market**

In line with the overall economic development and consumer restraint, the Barbecue Industry Association Grill (BIAG) e.V. is preparing for a challenging year in 2024. However, after an already difficult previous year, the industry believes it has strengthened its resilience and is well positioned with strong brands. The barbecue and BBQ market as a whole is intact and remains attractive to consumers. Market researchers point out that in times of inflation and consumer restraint, cocooning is once again gaining in importance: people are saving out of home and treating themselves to more at home - especially when it comes to social barbecues with family and friends.

#### **The market is attractive**

Barbecuing remains one of the most popular leisure activities for Germans from early spring to late fall. This is shown by figures from Statista. The majority ring in the barbecue season as early as April. During the barbecue season, almost 40 percent of consumers then fire up the barbecue every two weeks. In total, Germans buy barbecues, accessories, charcoal and briquettes for around 1.3 billion euros per year (source: IFH Cologne). Then there is the food prepared on the barbecue. This makes it a highly attractive market for specialist and food retailers, who play up the topic of barbecues and BBQs in their sales areas.

#### **Brand strength is sustainable**

Several factors contribute to the brand strength of German and European manufacturers. Quality and sustainability are very important, also from the consumer's point of view. The two are closely linked. Product longevity, warranty promises and reliable spare parts supply, for example, not only have a monetary benefit for the customer, but also save resources. Local production minimizes the CO2 footprint and supports the local economy. In the case of barbecue charcoal, on the other hand, FSC or PEFC labels on the packaging identify wood from sustainably managed forests. These certificates are not only expected by consumers, but also by retailers and are often taken

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for granted. Sustainability also corresponds closely with the current thrifty attitude of consumers: a high-quality branded product manufactured in a resource-conserving manner can be purchased with a clear conscience.

### **Experience innovations at spoga+gafa**

The companies organized in the BIAG have been picking up on all these trends for some time now, constantly developing them further and communicating them to the consumer. The quality promises become visible at the retailers' point of sale. Every brand upgrade, every innovation and new function becomes "tangible" and tangible for the consumer. At the upcoming spoga + gafa in Cologne, BIAG and its member companies will be providing a preview of what consumers will soon be able to experience at their retailer's in the field of barbecues and BBQs. As always, BIAG is looking forward to a lively exchange of information at its booth.

RA Norbert L. Jedrau  
- managing director –

The **Barbecue Industry Association Grill (BIAG)** e.V. is a growing industry association that represents the interests of European manufacturers and resellers of barbecue products (grills, grill fuels, grill lighters and grill accessories). At present 40 enterprises from 11 European countries are united in the BIAG. With its activities the Barbecue Industry Association grill (BIAG) registered association pursues mainly the goals: Innovation, comfort, quality and safety.  
Further information can be found on our homepage: [www.biag.org](http://www.biag.org)

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