

U.S. Outdoor Kitchen Market Reaches \$10 Billion in 2026 as Renovation ROI Hits New Highs

Real estate data shows outdoor kitchens now outperform nearly every other home renovation category in resale return, reshaping how to plan backyard investments

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Outdoor kitchens have overtaken traditional interior remodels as the highest-return home improvement in the U.S. housing market, according to data compiled from the National Association of Realtors and industry market research. A well-executed

[outdoor kitchen](#) now returns between 100% and 200% of its cost at resale, and 83% of real estate agents rank it among the top features for increasing a home's resale value. Broader outdoor living investments, patios, kitchens, and finished backyard spaces, can lift a home's overall value by 10% to 15%.

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The grill used to be one item among many. Now it's often the first decision, since it sets the whole layout, which lines up with what the resale data shows.”

Walter Afonso, CEO at TAGWOOD.



TAGWOOD Premium Built-in Grills

The category's growth reflects a broader shift in how homeowners spend renovation dollars. The U.S. outdoor kitchen market has grown to an estimated \$10 billion in 2026, and cooking systems account for the largest single share of that spend at nearly 43%, more than refrigeration, cabinetry, or seating combined, according to industry tracking of the category.

[TAGWOOD](#), which manufactures [Argentine Santa María-style live-fire grills](#), has been tracking this shift closely as demand for outdoor kitchen builds accelerates across warm-weather markets. According to TAGWOOD, the data reflects a change in how homeowners and designers are sequencing renovation budgets, moving away from evenly

splitting spend across finishes and appliances, and toward prioritizing the cooking system early in the planning process.

Santa María-style grilling, a live-fire method originating from Argentine estancias, uses a hand-crank, height-adjustable grate over wood or charcoal fire rather than automated gas or electric heat control. Industry observers have pointed to growing interest in the format, including recent

entries from larger grill manufacturers, as a sign that live-fire cooking is moving from a niche category into mainstream outdoor kitchen planning. TAGWOOD, based in Miami, has positioned itself within this shift as one of the specialists building for the category's growth in the region.



Premium TAGWOOD Built-in Grill

For real estate professionals and designers, the data suggests a shift in how outdoor kitchen budgets should be sequenced: rather than allocating spend evenly across finishes, appliances, and seating, the return data points toward prioritizing the cooking system first, with layout and finishes built around it.

About TAGWOOD

TAGWOOD sells premium Argentine Santa Maria live-fire grills for the U.S. market, bringing the technique, ritual, and community of Argentine asado culture to American backyards, patios, and outdoor kitchens.

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