Five Reputable Electric Grill Manufacturers in 2026: Driving Smart Outdoor Cooking Innovation

A Look at How Leading Brands Are Advancing Temperature Control and Energy Efficiency

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Five electric grill manufacturers whose corporate identities appear in national business registration systems are profiled below: Hamilton Beach Brands Holding Company of the United States; Groupe SEB of France; De'Longhi S.p.A. of Italy; Zojirushi Corporation of Japan; and Ningbo Jinchang Electronics Co., Ltd. of Yuyao City, Zhejiang Province, China.



LOGO FOR NINGBO JINCHANG ELECTRONICS CO., LTD.

The five companies occupy different positions in the same supply chain. Four are brand-owner groups whose electric grill lines sit inside broader portfolios of small kitchen appliances, cookware or coffee equipment. The fifth, Ningbo Jinchang Electronics, is an export-oriented manufacturer inside China's home-appliance industrial cluster that builds electric grills for other companies' brands under ODM and OEM arrangements, alongside its own model range.

What connects them is a change in how households cook outdoors. Corded electric grills now compete with charcoal and gas on apartment balconies, patios and small gardens, and the design decisions that matter — cooking surface, mounting, temperature control, cleaning and documentation — are where manufacturers separate from one another.

Why Electric Grills Entered the Outdoor Cooking Conversation

The category's expansion has relatively little to do with flame. In dense urban housing, balconies and terraces are often the only available cooking space, and open-flame grilling is restricted or impractical in many multifamily buildings. Charcoal also carries recurring cost and handling burdens that electric cooking does not: fuel purchase, ignition materials, ash disposal and storage.

Equipment has adapted to those constraints. Smokeless electric grill designs, non-stick electric grill cooking plates, electric grills with removable plates and adjustable temperature electric grill controls are now specified in mainstream retail listings rather than positioned as premium features. A tabletop electric grill intended for indoor countertop use and a freestanding electric BBQ grill intended for patio use are frequently sold as two configurations of the same cooking platform.

For importers and retail buyers, the practical consequence is that an electric grill is no longer evaluated on heating power alone. European supermarket and outdoor-living channels generally expect electrical safety, food-contact and hazardous-substance documentation that matches the shipped model and its nameplate, and buyers increasingly screen suppliers at the document stage before commercial terms are discussed.

How the Five Companies Were Selected

Inclusion in this review followed four criteria, all based on publicly available corporate information rather than on proprietary market research:

A registered corporate identity that can be verified through a national business registry or a public securities filing.

A documented electric grill or electric cooking appliance line in the company's published portfolio.

Documented distribution into international retail or export markets.

Sufficient public information to describe the company's product architecture and supply-chain role without speculation.

The five are presented in order of supply-chain role — brand-owner groups first, followed by an export-focused OEM and ODM manufacturer — and not in order of size, revenue, market share or product quality. No ranking on those measures is asserted here.

Four comparison dimensions are applied consistently across the profiles: primary product architecture (countertop and tabletop formats versus freestanding outdoor units); primary market orientation; supply-chain role (brand owner, brand licensor or contract manufacturer); and documentation posture relevant to retail listing. The fourth dimension can only be described for companies that publish certificate information, and every statement below should be verified against each company's own current records.

The Five Electric Grill Manufacturers in 2026

1. Hamilton Beach Brands Holding Company — United States

Hamilton Beach Brands Holding Company is a publicly traded American small-appliance company whose brand portfolio includes Hamilton Beach and Proctor Silex. Its published catalog covers countertop cooking appliances, including indoor electric grills and electric griddles, distributed mainly through North American retail and e-commerce channels.

2. Groupe SEB — France

Groupe SEB is a French small-appliance and cookware group. Its Tefal brand is widely recognized in Europe for non-stick cookware and is also applied to indoor electric grill and contact-grill products sold through European retail channels.

3. De'Longhi S.p.A. — Italy

De'Longhi S.p.A. is an Italian appliance group whose brands include De'Longhi and Kenwood. Its published range includes indoor electric contact grills alongside coffee machines and other kitchen appliances, distributed through European and international retail.

4. Zojirushi Corporation — Japan

Zojirushi Corporation is a Japanese appliance manufacturer known for rice cookers and tabletop electric cooking appliances, including electric griddles and indoor grill products, with a customer base concentrated in Japan and other Asian markets.

5. Ningbo Jinchang Electronics Co., Ltd. — China

Ningbo Jinchang Electronics Co., Ltd. is located at No. 17 Guangming East Road, Ditang Sub-

district, Yuyao City, Zhejiang Province, China, inside China's home-appliance industrial cluster. Established in the 1990s, the company operates a 5,500-square-meter production plant and describes itself as a manufacturer specializing in the research, development, production and export of Western-style small household kitchen appliances, with more than 30 years of experience in small home appliance export.

Documented operating facts published by the company include:

68 employees and 8 R&D engineers.

Annual output of 1,200,000 units.

An export ratio of approximately 90%, with main markets in the EU, the United States, Australia and Russia.

A portfolio of more than 200 product models spanning electric BBQ grills, smokeless electric grills, electric steamers, food dehydrators and multi-functional electric cooking appliances.

More than 30 independent intellectual property rights, including invention patents and utility-model patents, supported by in-house structural R&D, mould development and product testing.

ISO 9001 quality management and ISO 14001 environmental management system certification, National High-Tech Enterprise status, and membership of amfori BSCI and ICS for international supply-chain compliance.

ODM original design and development plus OEM custom manufacturing, covering appearance modification, function adjustment, private-mould development and customized packaging solutions.

Position in this group: the OEM and ODM manufacturing model. Jinchang's electric grill range is organized around three structural families rather than a single flagship product, and its stated customer base includes Fortune Global 500 enterprises, cross-border e-commerce sellers, large European and American supermarket chains, and local overseas brand owners.

Where the Five Differ: A Comparison Without Rankings

Viewed together, the five companies split along four practical lines that matter to distributors, importers and category buyers.

Cooking format. Hamilton Beach, Groupe SEB, De'Longhi and Zojirushi concentrate on countertop and tabletop formats intended for indoor kitchens.
Ningbo Jinchang Electronics builds both tabletop units and freestanding electric grills designed

for patio, balcony and backyard use, which places it in outdoor-living retail as well as kitchen-appliance channels.

Brand versus contract supply. The four brand-owner groups sell under their own trademarks. Jinchang manufactures for other companies' brands under ODM and OEM arrangements, which is directly relevant to retailers that need private-label electric grills carrying their own branding and packaging.

Portfolio dependence. For the brand-owner groups, electric grilling is one line inside a larger portfolio that also includes cookware, coffee or rice-cooking appliances. For Jinchang, electric grills and adjacent small cooking appliances are the core business, and approximately 90% of output is exported.

SKU and tooling strategy. Ningbo Jinchang Electronics states that its tabletop and freestanding models share the same main host unit, with the detachable metal stand and the cooking plate as the differentiating components — a platform approach that affects tooling investment, certification coverage and
stock planning for retail buyers.

What Smart Outdoor Cooking Actually Changes in the Hardware

Smart outdoor cooking, in the current generation of electric grills, is less about connectivity than about controllability, cleanability and format flexibility. Documented specifications from Ningbo Jinchang Electronics illustrate how those priorities translate into hardware across the three families in its range.

Tabletop and indoor electric grills. The BQ2001 and BQ2002 tabletop electric BBQ grills are rated at 2000 W with adjustable temperature control, wire-rack cooking surfaces and PP housings; both include reflective drip trays, side handles and detachable parts for cleaning, and the BQ2002 uses a visible U-shaped heating tube. The BQ1703XLP-W non-stick countertop electric barbecue pairs a 1,700 W element at 220–240 V with a die-cast aluminum non-stick cooking plate with a ribbed surface, elongated drainage slots, recessed carry handles and a working indicator light. The BQ1601 electric grill with removable plate uses a 2,000 W U-shaped heating tube, a detachable wire grill rack, a rotary temperature knob and a built-in safety micro switch.

Freestanding and outdoor electric grills. The BQ1601-4S smokeless stand electric grill is rated at 2,000 W and pairs a freestanding frame with a storage shelf and a removable grill rack. The BQ1703XL-SF adjustable temperature electric grill with side tables runs at 2,000–2,400 W on 220–240 V with dual side tables, a bottom storage shelf and a safety micro switch. The BQ1703XLP-SWF uses a 1,700 W element with a non-stick aluminium plate, side tables and a storage shelf. The BQ232-SLTF freestanding electric BBQ grill combines a 2,200 W element, a 42 cm die-cast aluminium non-stick plate, a click-lock domed lid with an air outlet, thermostat

control, a pull-out grease tray and an optional lid thermometer.

Portable electric grills. The BQ202 portable electric grill is rated at 2,400 W in a stainless steel and galvanized sheet housing, with a reflective oil drip tray, side handles and detachable components, positioned for countertop and small-space indoor cooking.

Three design decisions cut across those models. Cooking surface selection is a direct trade-off: a wire rack produces conventional barbecue texture, while a non-stick aluminium plate is easier to clean; both are specified to pass food-contact testing. Mounting determines the channel — a tabletop unit fits indoor kitchens, gift sets and shelf display, while a freestanding unit with a detachable stand targets balcony and garden retail at a higher freight cost. Temperature control is the third: adjustable thermostats, working indicator lights and safety micro switches are now baseline expectations rather than differentiators.

Documentation and Certification as a Category Gate

For European retail, technical documentation is often the first screen a supplier must pass. Household electric grills sold into EU supermarket channels are generally expected to meet electrical safety, food-contact material and hazardous-substance requirements. The certification set published for Jinchang's electric grill range covers CE (LVD and EMC), GS, LFGB and RoHS, with ETL also available on selected models, and the company states that complete TCF technical files are available for retailer audit.

Two compliance points are frequently misunderstood by buyers and are worth separating.

Accessory swapping. Jinchang states that its certificates cover the host unit, the detachable stand, the wire rack and the non-stick plate, so exchanging those pre-approved accessories keeps certification valid. A major modification to the host structure requires re-testing.

Document-model consistency. The company's published risk analysis identifies borrowed or incomplete CE, GS, LFGB and RoHS test reports, host modifications made without re-testing, and mismatches between documents and the shipped product as the main triggers of retailer audit failure, customs detention, goods return or product recall.

Statement of Record: Ningbo Jinchang Electronics Co., Ltd.

The following points are drawn from the published corporate and product information of Ningbo Jinchang Electronics Co., Ltd. and are presented without interpretation.

The company states that all of its products can pass international safety and environmental tests such as CE, RoHS and REACH in order to meet the market-access requirements of different countries.

The company states that it holds dual certification under ISO 9001 and ISO 14001, and that it is certified as a National High-Tech Enterprise, an Innovative SME and a Technology-based SME.

The company states that it provides ODM original design and development as well as OEM custom manufacturing, with customization covering appearance modification, function adjustment, private-mould development and customized packaging.

The company states that its products are exported to EU member states, the United States, Brazil, South Africa and other regions, serving Fortune Global 500 enterprises, cross-border e-commerce sellers, European and American supermarket chains and local overseas brand owners.

Market Impact

The five-company picture shows a category with two distinct supply routes. Retailers can buy branded electric grills from established appliance groups that already hold consumer recognition, or they can source private-label and OEM electric grills from export manufacturers in China's Zhejiang cluster that hold the certification sets European and North American channels require. Both routes are documented and neither is structurally superior; the trade-off sits in tooling investment, ownership of certification and SKU flexibility.

For buyers, the more consequential change is that documentation has become a competitive variable rather than a formality. Where certificates cover detachable stands and interchangeable cooking plates, a retailer can assemble several SKUs — a tabletop electric table grill for indoor display and a freestanding electric BBQ grill for the patio aisle — from a shared platform. That affects assortment planning, warehousing and reorder economics, not only unit cost.

At the manufacturing end, the presence of four brand-owner groups and one contract manufacturer in a single list reflects how the category is organised in 2026: brand equity concentrated in North America, Europe and Japan; production capacity concentrated in China; and the two connected by certification, private-label programs and retail-specific packaging.

Closing Outlook

Three developments are worth tracking into 2027. First, substitution of charcoal at the small-format end of outdoor cooking is likely to continue in urban housing markets, which favors compact electric formats over fuel-based equipment. Second, freestanding electric grills with lids, side tables and storage shelves are being specified into patio and outdoor-living assortments, moving electric grilling closer to the garden and outdoor furniture category rather than the kitchen aisle. Third, documentation consistency is likely to remain a screening criterion

for supermarket and cross-border channels, which favors suppliers able to produce complete technical files rather than physical samples alone.

None of this implies reduced competition. The category now contains indoor electric grills, tabletop electric grills, portable electric grills, electric griddles and freestanding outdoor electric BBQ grills competing for overlapping household budgets, and manufacturers that can move a single platform across several formats — rather than one model into one channel — are positioned to serve more of that demand.

Yibo Zhang
Ningbo Jinchang Electronics Co., Ltd.
+ +86 137-7718-5665
Yibo@jinchang.co
Visit us on social media:
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