

Europe Lawn Mower Market - Comprehensive Study and Strategic Analysis 2022-2027

Market Report | 2022-07-27 | 531 pages | Arizton Advisory & Intelligence

AVAILABLE LICENSES:

- Single User License \$3750.00
- Team License \$4250.00
- Enterprisewide \$5250.00

Report description:

The Europe lawn mower market is expected to grow at a CAGR of 7.46% during 2022-2027

The research report offers revenue forecasts and insights in terms of unit volumes during the forecast period. In 2021, Europe accounted for nearly 35% of the global lawn mowers market, and it is expected to grow at a CAGR of 7.46% during the forecast period. The market is expected to witness the sale of 16484 thousand units of lawn mowers in Europe in 2027. The growth is attributed to the increasing construction of public gardens, parks, and commercial business complexes across various European countries. In addition, the high penetration of green spaces in Northern and Western Europe supports the demand for lawn mowers in the European market. However, in Eastern & Central Europe, the market will witness sluggish demand in the residential segment because of the low popularity of garden and lawn beautification among households.

KEY HIGHLIGHTS OF THE EUROPE LAWN MOWER MARKET:

- In terms of volume, walk-behind lawn mowers dominate the Europe lawn mower market and are growing at a CAGR of 5.74% from 2021 to 2027.
- The residential segment is expected to add USD 2,566.53 million to the European lawn mowers market during the forecast period.
- The revenue from the gasoline-powered lawn mowers is expected to reach USD 9.5 billion by 2027 due to their high power and suitability for thick and tall grass.
- In 2021, the UK led the Europe lawn mower market in value and volume. UK's dominant share is attributed to its large population base leading to the penetration of many golf courses, higher demand for landscaping services from the residential and commercial sector, and concentration of many international hotels & motels with properties spread over acres of land consisting of large lawns & gardens across the country.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

With sustainable practices integrated into landscapes in Europe, significant innovations in battery technology are expected to grow more than ever. Therefore, lithium-ion technologies are anticipated to grow at a rapid pace. The sustainability directives have also given rise to the mulching trend. It enables sustainable soil fertilization and relieves the operator from the inconvenience of gathering grass. Vendors are thus adding mulching capabilities to their mowers which is projected to support the market growth.

The increasing government initiatives to regulate the noise levels encourage the vendors to launch new models with additional features. For instance, Directive 2000/14/EC of the European Commission has set various regulations and guidelines for the noise emissions of outdoor equipment, leading to the development of lawnmowers with lower noise emissions in the European market.

The high gasoline prices in various European countries such as Norway, Finland, Iceland, and others due to the Russia and Ukraine conflict is expected to hamper the demand for gasoline-based lawn mowers in the respective markets. However, the government's efforts to reduce the fuel prices by cutting down the tax rates are likely to reduce the impact on the gasoline-based lawn mowers market.

Several European countries have witnessed the growing popularity of artificial turf among consumers in recent years. Moreover, soccer fields across Europe have already started using artificial grass, which will hinder the growth of professional lawn mowers in the market. According to Arizton Advisory and Intelligence's global artificial turf market report, the industry is growing at a CAGR of 7.8% from 2022 to 2027.

The offline distribution channel dominated the market, accounting for a revenue share of 62.39% in 2021, and is expected to grow significantly during the forecast period due to high customer preference to comprehend the functionalities and uses of the product before making the final purchase. The entry of traditional garden equipment manufacturers into the market has increased the sale of lawn mowers through offline channels such as specialty stores and supermarkets worldwide. Although the trend of selling these devices online is rising, a significant share of lawn mower distribution takes place through specialty stores.

Segmentation by Product

- Ride-On
- Walk-Behind
- Robotic

Segmentation by Fuel Type

- Gasoline-Powered
- Electric Cordless
- Electric Corded
- Manual-Powered
- Propane-Powered

Segmentation by End-User

- Residential
- Professional Landscaping Services
- Golf Courses & Other Sports Arenas
- Government & Others

Segmentation by Drive Type

- RWD
- FWD

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- AWD
- Manual Drive

Segmentation by Start Type

- Key Start
- Push Start
- Recoil Start
- No Start

Segmentation by Blade Type

- Standard Blades
- Mulching Blades
- Lifting Blades
- Cylinder Blades

Segmentation by Distribution Channel

- Offline
- Online

Segmentation by Region

- Europe
 - o□UK
 - o□Germany
 - o□France
 - o□Italy
 - o□Spain
 - o□Sweden
 - o□Netherlands
 - o□Belgium
 - o□Poland
 - o□Switzerland
 - o□Finland
 - o□Austria

GOVERNMENT INITIATIVES TO EXPAND GREEN AREAS:

- In recent years, green cities such as Berlin have gained political traction with governments to improve green infrastructure. There is also a movement against the privatization of land so that it can be developed into green spaces. All these factors are resulting in a spike in the sales of gardening equipment over the past few years.
- The Italian government has taken a range of economic steps, such as the Green Reward program, intended to boost the country's lawnmowers industry. Moreover, Milan is "going green" to counter climate change and promote the quality of life of its 1.4 million residents by 2030, thus offering significant growth prospects to Italy's lawn mowers market.
- The Government of Austria is increasingly taking initiatives to boost the green cover across the country. For instance, in 2021, Milton (a village in Austria) planned more than USD 4 million in investments to construct public parks and expand its shared outdoor spaces.
- Non-profit organizations and governments have taken up various projects to increase the green space in cities. For instance, Basel in Switzerland has made green spaces a legal requirement in new buildings.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

EUROPE LAWN MOWER MARKET TRENDS & OPPORTUNITIES

Growing Home Ownership & Home Improvement

- Due to the high-income levels and high standard of living, the demand for single residential ownership is growing. The rising number of single residential leads to the expansion of the residential sector and lawn areas across various housing units.
- Countries like Poland, Norway, Spain, and Italy have high homeownership rates. Hence, the penetration rate of separate lawns is expected to be higher in such countries, driving the demand for lawnmowers.
- Home improvement and renovation is one of the key trends leading to the expansion of lawn areas in various households. The expenditure on patios and gardens as part of home improvement is expanding, thereby offering a potential market for the development of landscaping services and hence the demand for lawn mowers.
- Rising penetration of Robotic Lawn Mowers
- Robotic lawnmowers are increasingly gaining momentum in the European market, supporting the overall growth of the Europe lawn mowers market.
- The high awareness about smart technologies and increasing demand for technology-driven products boost the robotic lawn mowers market across various European countries.
- The low operating and maintenance cost coupled with the lower emissions leads to the surge in sales of robotic lawn mowers.

VENDOR LANDSCAPE

Husqvarna Group, KUBOTA Corporation, Stanley, Black & Decker, STIGA Group, and The Toro Company are some of the leading players dominating the Europe lawn mowers market. The market competition is expected to intensify further with increased product extensions, growth in technological innovations, and mergers and acquisitions. A rise in product/service expansions, technical advancements, and M&As are expected to exacerbate industry competitiveness further. Arizton assumes that international players will develop inorganically in the future by acquiring regional or local players. Several companies are also shifting their policy towards expansion and profitable growth to realize the full potential of market leadership.

Key Vendors

- ARIENS CO
- Deere & Co.
- Honda
- Husqvarna Group
- Kubota Corporation
- Robert Bosch
- Stanley Black & Decker
- STIGA Group
- The Toro Company

Other Prominent Vendors

- AGCO
- Alfred Karcher SE & Co. KG
- AL-KO Gardentech
- Altoz
- AS-Motor
- Bobcat Company
- Briggs & Stratton

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- []Chervon Group
- []COBRA GARDEN
- []Einhell Germany AG
- []Emak S.p.A
- []Zicom
- []Generac Power Systems
- []Greenworks Tools
- []Grey Technology
- []Hangzhou Favor Robot Technology CO, Ltd
- []IHI Shibaura Machinery Corporation
- []iRobot
- []LG Electronics
- []Lineatielle
- []Makita
- []Mamibot
- []Masport
- []Milagrow HumanTech
- []Ningbo NGP Industry Co., Ltd.
- []Positecgroup
- []STIHL
- []SUMEC Group Corp.
- []Techtronic Industries
- []Textron Incorporated
- []The Grasshopper Company
- []The Kobi Company
- []Volta
- []WIPER SRL
- []YAMABIKO
- []Zipper Maschinen GmbH
- []ZHEJIANG TIANCHEN INTELLIGENCE & TECHNOLOGY CO., LTD
- []Zucchetti Centro Sistemi S.p.a

KEY QUESTIONS ANSWERED

1. []HOW BIG IS THE EUROPE LAWN MOWERS MARKET?
2. []WHAT IS THE GROWTH RATE OF THE EUROPE LAWN MOWERS MARKET?
3. []WHO ARE THE KEY PLAYERS IN THE EUROPE LAWN MOWERS MARKET?
4. []WHAT ARE THE LATEST TRENDS IN THE EUROPE LAWN MOWERS MARKET?
5. []WHICH COUNTRY IN EUROPE HOLDS THE LARGEST SHARE IN THE LAWN MOWERS MARKET?

Table of Contents:

- 1 RESEARCH METHODOLOGY
- 2 RESEARCH OBJECTIVES
- 3 RESEARCH PROCESS
- 4 SCOPE & COVERAGE
- 4.1 MARKET DEFINITION
- 4.1.1 INCLUSIONS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.1.2	EXCLUSIONS
4.1.3	MARKET ESTIMATION CAVEATS
4.2	BASE YEAR
4.3	SCOPE OF THE STUDY
4.4	MARKET SEGMENTATION
4.4.1	MARKET SEGMENTATION BY PRODUCT
4.4.2	MARKET SEGMENTATION BY END USER
4.4.3	MARKET SEGMENTATION BY FUEL TYPE
4.4.4	MARKET SEGMENTATION BY BLADE TYPE
4.4.5	MARKET SEGMENTATION BY DRIVE TYPE
4.4.6	MARKET SEGMENTATION BY START TYPE
4.4.7	MARKET SEGMENTATION BY DISTRIBUTION CHANNEL
5	REPORT ASSUMPTIONS & CAVEATS
5.1	KEY CAVEATS
5.2	CURRENCY CONVERSION
5.3	MARKET DERIVATION
6	MARKET AT A GLANCE
7	INTRODUCTION
7.1	OVERVIEW
7.1.1	DEVELOPMENT OF LI-ION BATTERY
7.1.2	ROBOTIC LAWN MOWERS
7.2	HISTORY OF LAWN MOWERS
7.3	IMPORT & EXPORT STATISTICS
7.3.1	LAWN MOWERS WITH CUTTING DEVICE ROTATING IN HORIZONTAL PLANE
7.3.2	LAWN MOWERS WITH CUTTING DEVICE ROTATING IN VERTICAL PLANE
7.4	CONSUMER BEHAVIOR
7.5	PENETRATION OF GRASSLAND AREA
7.6	URBAN GREEN SPACES
7.7	GASOLINE PRICES TREND: EUROPE
7.8	LAWN MOWERS MARKET: EXPERT INSIGHTS
7.9	RECENT DEVELOPMENTS
7.9.1	NEW PRODUCT LAUNCHES
7.9.2	MERGERS, ACQUISITIONS & PARTNERSHIPS
7.10	DYNAMICS OF LANDSCAPING INDUSTRY
7.11	VALUE CHAIN ANALYSIS
7.11.1	OVERVIEW
7.11.2	RAW MATERIAL & COMPONENT SUPPLIERS
7.11.3	MANUFACTURERS
7.11.4	DEALERS/DISTRIBUTORS
7.11.5	RETAILERS
7.11.6	END USERS
7.12	IMPACT OF COVID-19
8	MARKET OPPORTUNITIES & TRENDS
8.1	INTEGRATING LAWN MOWERS WITH TECHNOLOGY

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

8.2 EXCEPTIONAL GROWTH ACROSS LANDSCAPING INDUSTRY

8.3 GROWING AVAILABILITY OF ALTERNATIVE FUEL OPTIONS

8.4 HIGH ADOPTION OF GREEN ROOFS & SPACES

8.5 DEVELOPMENT OF SMART CITIES

9 MARKET GROWTH ENABLERS

9.1 GROWING DEMAND FROM GOLF COURSES

9.2 RISING NUMBER OF MANUFACTURE-LED PROGRAMS & INITIATIVES

9.3 RISE IN HOMEOWNERSHIP & HOME IMPROVEMENT PROJECTS

9.4 SURGE IN COMMERCIAL CONSTRUCTION PROJECTS

10 MARKET RESTRAINTS

10.1 HIGH CONSUMER PREFERENCE FOR DROUGHT-TOLERANT LANDSCAPING & ARTIFICIAL GRASS

10.2 EROSION OF VENDOR MARGINS DUE TO VOLATILITY IN RAW MATERIAL PRICES

10.3 HIGH POLLUTION LEVELS ASSOCIATED WITH GASOLINE COMMERCIAL LAWN MOWERS

11 MARKET LANDSCAPE

11.1 MARKET OVERVIEW

11.2 GEOGRAPHIC INSIGHTS

11.3 MARKET SIZE & FORECAST

11.3.1 BY VALUE

11.3.2 BY VOLUME

11.4 FIVE FORCES ANALYSIS

11.4.1 THREAT OF NEW ENTRANTS

11.4.2 BARGAINING POWER OF SUPPLIERS

11.4.3 BARGAINING POWER OF BUYERS

11.4.4 THREAT OF SUBSTITUTES

11.4.5 COMPETITIVE RIVALRY

12 PRODUCT

12.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)

12.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)

12.3 MARKET OVERVIEW

12.4 WALK-BEHIND LAWN MOWERS

12.4.1 MARKET OVERVIEW

12.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

12.5 RIDE-ON LAWN MOWERS

12.5.1 MARKET OVERVIEW

12.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

12.6 ROBOTIC LAWN MOWERS

12.6.1 MARKET OVERVIEW

12.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

13 WALK-BEHIND LAWN MOWERS

13.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)

13.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)

13.3 MARKET OVERVIEW

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 13.4 REEL/CYLINDER MOWERS
 - 13.4.1 MARKET OVERVIEW
 - 13.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 13.5 SELF-PROPELLED MOWERS
 - 13.5.1 MARKET OVERVIEW
 - 13.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 13.6 PUSH MOWERS
 - 13.6.1 MARKET OVERVIEW
 - 13.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 13.7 HOVER MOWERS
 - 13.7.1 MARKET OVERVIEW
 - 13.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

- 14 RIDE-ON MOWERS
 - 14.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)
 - 14.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)
 - 14.3 STANDARD RIDE-ON MOWERS
 - 14.3.1 MARKET OVERVIEW
 - 14.3.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 14.4 ZERO-TURN MOWERS
 - 14.4.1 MARKET OVERVIEW
 - 14.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 14.5 LAWN TRACTORS
 - 14.5.1 MARKET OVERVIEW
 - 14.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 14.6 GARDEN TRACTORS
 - 14.6.1 MARKET OVERVIEW
 - 14.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

- 15 FUEL TYPE
 - 15.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)
 - 15.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)
 - 15.3 MARKET OVERVIEW
 - 15.4 MANUAL PUSH
 - 15.4.1 MARKET OVERVIEW
 - 15.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 15.5 GASOLINE
 - 15.5.1 MARKET OVERVIEW
 - 15.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 15.6 CORDED ELECTRIC
 - 15.6.1 MARKET OVERVIEW
 - 15.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 15.7 CORDLESS/BATTERY-POWERED ELECTRIC
 - 15.7.1 MARKET OVERVIEW
 - 15.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
 - 15.8 PROPANE
 - 15.8.1 MARKET OVERVIEW

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

15.8.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

16 END USER

16.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)

16.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)

16.3 MARKET OVERVIEW

16.4 RESIDENTIAL

16.4.1 MARKET OVERVIEW

16.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

16.5 PROFESSIONAL LANDSCAPING SERVICES

16.5.1 MARKET OVERVIEW

16.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

16.6 GOLF COURSES & OTHER SPORTS ARENAS

16.6.1 MARKET OVERVIEW

16.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

16.7 GOVERNMENT & OTHERS

16.7.1 MARKET OVERVIEW

16.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

17 DRIVE TYPE

17.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)

17.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)

17.3 MARKET OVERVIEW

17.4 MANUAL DRIVE

17.4.1 MARKET OVERVIEW

17.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

17.5 RWD

17.5.1 MARKET OVERVIEW

17.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

17.6 FWD

17.6.1 MARKET OVERVIEW

17.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

17.7 AWD

17.7.1 MARKET OVERVIEW

17.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

18 START TYPE

18.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)

18.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)

18.3 MARKET OVERVIEW

18.4 KEY START

18.4.1 MARKET OVERVIEW

18.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

18.5 PUSH START

18.5.1 MARKET OVERVIEW

18.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

18.6 RECOIL START

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 18.6.1 MARKET OVERVIEW
- 18.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 18.7 NO START
- 18.7.1 MARKET OVERVIEW
- 18.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

- 19 BLADE TYPE
- 19.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)
- 19.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)
- 19.3 MARKET OVERVIEW
- 19.4 DECK/STANDARD BLADES
- 19.4.1 MARKET OVERVIEW
- 19.4.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 19.5 MULCHING BLADES
- 19.5.1 MARKET OVERVIEW
- 19.5.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 19.6 LIFTING BLADES
- 19.6.1 MARKET OVERVIEW
- 19.6.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 19.7 CYLINDER BLADES
- 19.7.1 MARKET OVERVIEW
- 19.7.2 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

- 20 DISTRIBUTION CHANNEL
- 20.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)
- 20.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)
- 20.3 MARKET OVERVIEW
- 20.4 OFFLINE
- 20.4.1 MARKET OVERVIEW
- 20.4.2 DEALERS & DISTRIBUTORS
- 20.4.3 SPECIALTY STORES
- 20.4.4 MASS MARKET PLAYERS
- 20.4.5 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)
- 20.5 ONLINE
- 20.5.1 MARKET OVERVIEW
- 20.5.2 DIRECT SALES
- 20.5.3 THIRD-PARTY SALES
- 20.5.4 MARKET SIZE & FORECAST 2021-2027 (VALUE & VOLUME)

- 21 EUROPE
- 21.1 MARKET OVERVIEW
- 21.2 PRODUCT
- 21.2.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.3 FUEL TYPE
- 21.3.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.4 END USER
- 21.4.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 21.5 DRIVE TYPE
 - 21.5.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.6 START TYPE
 - 21.6.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.7 BLADE TYPE
 - 21.7.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.8 DISTRIBUTION CHANNEL
 - 21.8.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
- 21.9 KEY COUNTRIES
 - 21.9.1 MARKET SNAPSHOT & GROWTH ENGINE (VALUE)
 - 21.9.2 MARKET SNAPSHOT & GROWTH ENGINE (VOLUME)
- 21.10 UK
 - 21.10.1 MARKET OVERVIEW
 - 21.10.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.10.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.11 GERMANY
 - 21.11.1 MARKET OVERVIEW
 - 21.11.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.11.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.12 FRANCE
 - 21.12.1 MARKET OVERVIEW
 - 21.12.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.12.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.13 ITALY
 - 21.13.1 MARKET OVERVIEW
 - 21.13.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.13.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.13.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.13.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

21.13.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.13.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.13.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.13.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14 SPAIN
21.14.1 MARKET OVERVIEW
21.14.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.14.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15 SWEDEN
21.15.1 MARKET OVERVIEW
21.15.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.15.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16 NETHERLANDS
21.16.1 MARKET OVERVIEW
21.16.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.16.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17 BELGIUM
21.17.1 MARKET OVERVIEW
21.17.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.17.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
21.18 POLAND
21.18.1 MARKET OVERVIEW
21.18.2 MARKET SIZE & FORECAST (VALUE & VOLUME)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 21.18.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.18.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.19 SWITZERLAND
 - 21.19.1 MARKET OVERVIEW
 - 21.19.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.19.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.20 FINLAND
 - 21.20.1 MARKET OVERVIEW
 - 21.20.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.20.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)
- 21.21 AUSTRIA
 - 21.21.1 MARKET OVERVIEW
 - 21.21.2 MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.3 PRODUCT: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.4 FUEL TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.5 END USER: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.6 DRIVE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.7 START TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.8 BLADE TYPE: MARKET SIZE & FORECAST (VALUE & VOLUME)
 - 21.21.9 DISTRIBUTION CHANNEL: MARKET SIZE & FORECAST (VALUE & VOLUME)

22 COMPETITIVE LANDSCAPE

22.1 COMPETITION OVERVIEW

23 KEY COMPANY PROFILES

23.1 ARIENS COMPANY (ARIENSCO)

23.1.1 BUSINESS OVERVIEW

23.1.2 PRODUCT OFFERINGS

23.1.3 KEY STRATEGIES

23.1.4 KEY STRENGTHS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 23.1.5 KEY OPPORTUNITIES
- 23.2 DEERE & COMPANY
 - 23.2.1 BUSINESS OVERVIEW
 - 23.2.2 PRODUCT OFFERINGS
 - 23.2.3 KEY STRATEGIES
 - 23.2.4 KEY STRENGTHS
 - 23.2.5 KEY OPPORTUNITIES
- 23.3 HONDA
 - 23.3.1 BUSINESS OVERVIEW
 - 23.3.2 PRODUCT OFFERINGS
 - 23.3.3 KEY STRATEGIES
 - 23.3.4 KEY STRENGTHS
 - 23.3.5 KEY OPPORTUNITIES
- 23.4 HUSQVARNA GROUP
 - 23.4.1 BUSINESS OVERVIEW
 - 23.4.2 PRODUCT OFFERINGS
 - 23.4.3 KEY STRATEGIES
 - 23.4.4 KEY STRENGTHS
 - 23.4.5 KEY OPPORTUNITIES
- 23.5 KUBOTA CORPORATION
 - 23.5.1 BUSINESS OVERVIEW
 - 23.5.2 PRODUCT OFFERINGS
 - 23.5.3 KEY STRATEGIES
 - 23.5.4 KEY STRENGTHS
 - 23.5.5 KEY OPPORTUNITIES
- 23.6 ROBERT BOSCH
 - 23.6.1 BUSINESS OVERVIEW
 - 23.6.2 PRODUCT OFFERINGS
 - 23.6.3 KEY STRATEGIES
 - 23.6.4 KEY STRENGTHS
 - 23.6.5 KEY OPPORTUNITIES
- 23.7 STANLEY BLACK & DECKER
 - 23.7.1 BUSINESS OVERVIEW
 - 23.7.2 PRODUCT OFFERINGS
 - 23.7.3 KEY STRATEGIES
 - 23.7.4 KEY STRENGTHS
 - 23.7.5 KEY OPPORTUNITIES
- 23.8 STIGA GROUP
 - 23.8.1 BUSINESS OVERVIEW
 - 23.8.2 PRODUCT OFFERINGS
 - 23.8.3 KEY STRATEGIES
 - 23.8.4 KEY STRENGTHS
 - 23.8.5 KEY OPPORTUNITIES
- 23.9 THE TORO COMPANY
 - 23.9.1 BUSINESS OVERVIEW
 - 23.9.2 PRODUCT OFFERINGS
 - 23.9.3 KEY STRATEGIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

23.9.4 KEY STRENGTHS

23.9.5 KEY OPPORTUNITIES

24 OTHER PROMINENT VENDORS

24.1 AGCO

24.1.1 BUSINESS OVERVIEW

24.1.2 PRODUCT OFFERINGS

24.2 ALFRED KARCHER SE & CO. KG

24.2.1 BUSINESS OVERVIEW

24.2.2 PRODUCT OFFERINGS

24.3 AL-KO GARDENTECH

24.3.1 BUSINESS OVERVIEW

24.3.2 PRODUCT OFFERINGS

24.4 ALTOZ

24.4.1 BUSINESS OVERVIEW

24.4.2 PRODUCT OFFERINGS

24.5 AS-MOTOR

24.5.1 BUSINESS OVERVIEW

24.5.2 PRODUCT OFFERINGS

24.6 BOBCAT COMPANY

24.6.1 BUSINESS OVERVIEW

24.6.2 PRODUCT OFFERINGS

24.7 BRIGGS & STRATTON

24.7.1 BUSINESS OVERVIEW

24.7.2 PRODUCT OFFERINGS

24.8 CHERVON GROUP

24.8.1 BUSINESS OVERVIEW

24.8.2 PRODUCT OFFERINGS

24.9 COBRA

24.9.1 BUSINESS OVERVIEW

24.9.2 PRODUCT OFFERINGS

24.10 EINHELL GERMANY AG

24.10.1 BUSINESS OVERVIEW

24.10.2 PRODUCT OFFERINGS

24.11 EMAK GROUP

24.11.1 BUSINESS OVERVIEW

24.11.2 PRODUCT OFFERINGS

24.12 E.ZICOM.

24.12.1 BUSINESS OVERVIEW

24.12.2 PRODUCT OFFERINGS

24.13 GENERAC POWER SYSTEMS

24.13.1 BUSINESS OVERVIEW

24.13.2 PRODUCT OFFERINGS

24.14 GREENWORKS TOOLS

24.14.1 BUSINESS OVERVIEW

24.14.2 PRODUCT OFFERINGS

24.15 GREY TECHNOLOGY (GTECH)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

24.15.1 BUSINESS OVERVIEW
24.15.2 PRODUCT OFFERINGS
24.16 HANGZHOU FAVOR ROBOT TECHNOLOGY CO., LTD
24.16.1 BUSINESS OVERVIEW
24.16.2 PRODUCT OFFERINGS
24.17 IHI SHIBAURA MACHINERY CORPORATION
24.17.1 BUSINESS OVERVIEW
24.17.2 PRODUCT OFFERINGS
24.18 IROBOT
24.18.1 BUSINESS OVERVIEW
24.18.2 PRODUCT OFFERINGS
24.19 LG ELECTRONICS
24.19.1 BUSINESS OVERVIEW
24.19.2 PRODUCT OFFERINGS
24.20 LINEATIELLE S.R.L.
24.20.1 BUSINESS OVERVIEW
24.20.2 PRODUCT OFFERINGS
24.21 MAKITA
24.21.1 BUSINESS OVERVIEW
24.21.2 PRODUCT OFFERINGS
24.22 MAMIBOT MANUFACTURING USA
24.22.1 BUSINESS OVERVIEW
24.22.2 PRODUCT OFFERINGS
24.23 MASPORT
24.23.1 BUSINESS OVERVIEW
24.23.2 PRODUCT OFFERINGS
24.24 MILAGROW HUMANTECH
24.24.1 BUSINESS OVERVIEW
24.24.2 PRODUCT OFFERINGS
24.25 NINGBO NGP INDUSTRY CO., LTD.
24.25.1 BUSINESS OVERVIEW
24.25.2 PRODUCT OFFERINGS
24.26 POSITEC GROUP (WORX)
24.26.1 BUSINESS OVERVIEW
24.26.2 PRODUCT OFFERINGS
24.27 STIHL
24.27.1 BUSINESS OVERVIEW
24.27.2 PRODUCT OFFERINGS
24.28 SUMEC GROUP CORPORATION
24.28.1 BUSINESS OVERVIEW
24.28.2 PRODUCT OFFERINGS
24.29 TECHTRONIC INDUSTRIES
24.29.1 BUSINESS OVERVIEW
24.29.2 PRODUCT OFFERINGS
24.30 TEXTRON INC.
24.30.1 BUSINESS OVERVIEW
24.30.2 PRODUCT OFFERINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 24.31 THE GRASSHOPPER COMPANY
 - 24.31.1 BUSINESS OVERVIEW
 - 24.31.2 PRODUCT OFFERINGS
- 24.32 THE KOBI COMPANY
 - 24.32.1 BUSINESS OVERVIEW
 - 24.32.2 PRODUCT OFFERINGS
- 24.33 VOLTA
 - 24.33.1 BUSINESS OVERVIEW
 - 24.33.2 PRODUCT OFFERINGS
- 24.34 WIPER S.R.L.
 - 24.34.1 BUSINESS OVERVIEW
 - 24.34.2 PRODUCT OFFERINGS
- 24.35 YAMABIKO EUROPE (BELROBOTICS)
 - 24.35.1 BUSINESS OVERVIEW
 - 24.35.2 PRODUCT OFFERINGS
- 24.36 ZIPPER MASCHINEN GMBH
 - 24.36.1 BUSINESS OVERVIEW
 - 24.36.2 PRODUCT OFFERINGS
- 24.37 ZHEJIANG TIANCHEN INTELLIGENCE & TECHNOLOGY
 - 24.37.1 BUSINESS OVERVIEW
 - 24.37.2 PRODUCT OFFERINGS
- 24.38 ZUCCHETTI CENTRO SISTEMI (ZCS)
 - 24.38.1 BUSINESS OVERVIEW
 - 24.38.2 PRODUCT OFFERINGS

- 25 REPORT SUMMARY
 - 25.1 KEY TAKEAWAYS
 - 25.2 STRATEGIC RECOMMENDATIONS

- 26 QUANTITATIVE SUMMARY
 - 26.1 PRODUCT
 - 26.1.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.2 FUEL TYPE
 - 26.2.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.3 END USER
 - 26.3.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.4 DRIVE TYPE
 - 26.4.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.5 START TYPE
 - 26.5.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.6 BLADE TYPE
 - 26.6.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)
 - 26.7 DISTRIBUTION CHANNEL
 - 26.7.1 MARKET SIZE & FORECAST 2017-2027 (VALUE & VOLUME)

- 27 APPENDIX
 - 27.1 ABBREVIATIONS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Europe Lawn Mower Market - Comprehensive Study and Strategic Analysis 2022-2027

Market Report | 2022-07-27 | 531 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3750.00
	Team License	\$4250.00
	Enterprisewide	\$5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com