

## **Europe Lawn and Garden Tractor Market - Industry Outlook & Forecast 2022-2027**

Market Report | 2023-02-02 | 276 pages | Arizton Advisory & Intelligence

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### **Report description:**

The Europe lawn and garden tractor market is expected to grow at a CAGR of 5.61% during 2022-2027

### **MARKET INSIGHTS**

Lawn and garden tractors are compact utility tractors used for mowing green cover areas, garden yards, and others, which are highly influenced by weather conditions. The sales growth rises for lawn & garden tractors in spring and summer due to increasing time spent on lawn care activities. Further, the rising sports activities and golf lawns are projected to boost the Europe lawn and garden tractor market in the upcoming years. Alternatively, the increasing raw material price, disruption in supply chain activities, and a surge in oil prices due to the Russian-Ukraine conflict are expected to hamper the market growth for the gas-powered lawn and garden tractor market instead. This factor expects the end-user to shift toward battery-powered equipment. Hence, the growth rate for battery-powered equipment is projected to increase in the Europe lawn and garden tractor market during the forecast period.

### **MARKET TRENDS & DRIVERS**

#### **Advancements In Lawn & Garden Tractor Technology**

Lawn and garden tractor companies are integrating mobile applications, which will assist in connecting consumers with their lawn tractors and help with tracing and lawn mowing status. It will enable data exchange, and AI technology enables electric drive tractors to make decisions and determine the best path for mowing and grading driveways. The European Commission has developed several projects that monitor the development of innovative technologies, such as incorporating the internet of things (IoT), technological advancement, and integration of artificial intelligence with garden-powered equipment. This measure provides technical support to (SMEs) Small and medium-sized enterprises, industry leaders in garden machinery, non-governmental organizations, and others.

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The commercial sector has been witnessing continuous growth since 2021 with the reopening of the economy. The construction of amusement parks, hotels, private & government offices, and sports & convention centers is increasing, supporting the Europe lawn and garden tractor market. Hotels and resorts are also key contributors to the demand for lawn and garden tractors. Building various hotels is expected to support industry growth in the coming years. Moreover, expanding office spaces is expected to boost the green acreage across large office buildings, supporting industry growth.

### SEGMENTATION INSIGHTS

#### INSIGHTS BY PRODUCT TYPE

By product type, the lawn tractor market held a revenue share of 76.66% in the Europe lawn and garden tractor market in 2021. It is expected to grow immensely during the forecast period due to its mowing performance in distinct grass types. Lawn tractors are easy to use and are highly preferred for mowing large properties, perhaps 1-2 acres. Vendors continue introducing new models, improving existing features, and adding various attachments to tractors. For instance, Steiner launched the Steiner 450 tractors in 2022. The tractor has a strong engine, hydraulic system, articulating, wide stance, and an oscillation frame, among others. Some lawn tractors come with a mulching capability, and they are available in a wide range in terms of power and capability. They run on diesel and come with mulching capability, and can also mulch long grass in orchards and meadows. Such factors contribute to lawn tractors' growth rate during the projected period.

#### Segmentation By Product Type

- Lawn tractors
- Garden tractors

#### INSIGHTS BY FUEL TYPE

The gas-powered segment dominated the Europe lawn and garden tractor market, accounting for a market revenue share of 72.54% in 2021. The highest percentage of gasoline-powered lawn and garden tractors was attributed to their power over battery-powered lawn and garden tractors. Countries like Germany, Sweden, and France are driving revenues for the gasoline-powered tractors industry.

#### Segmentation By Fuel Type

- Gasoline-Powered
- Battery-Powered
- Propane-Powered

#### INSIGHTS BY END-USER

The professional landscaping services segment accounted for a revenue share of 37.40% in the Europe lawn and garden tractor market. Professional landscaping services have started to gain a reputation in developing economies. Moreover, the growing investment among professional landscapers will likely propel the demand for this end-user segment.

#### Segmentation By End-User

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

## INSIGHTS BY HORSEPOWER

The 18 - 24 HP lawn and garden tractors dominated the Europe lawn and garden tractor market in 2021, accounting for a volume share of 40.04%. The 18-24 horsepower range supports small to medium-scale field cultivation.

### Segmentation By Horsepower

- < 18 HP
- 18 - 24 HP
- > 24 HP

## INSIGHTS BY START TYPE

The push-start type segment dominated the Europe lawn and garden tractor market in 2021 and was valued at USD 670.71 million. Push-start lawn tractors use an electrical circuit to power the engine easily and quickly. However, this does not mean that the push-button start is only used on lawn tractors with electric power. It can be found in gas- and propane-powered lawn tractors as well. Some push-start lawn tractors in the industry include Bosch Rotak 34R, RYOBI 40V HP 21 in., Greenworks PRO 25 in., Makita 21 in. 18V X2, Hyundai HYM510SPE, Cub Cadet XT1 LT42E, and others.

### Segmentation By Start Type

- Push Start
- Key Start

## REGIONAL ANALYSIS

The UK is projected to be the fastest-growing market in the Europe lawn and garden tractor market during the forecast period and accounted for the most significant revenue share of 14.72% in 2021. A large residential sector and numerous garden courses across the region support the demand for garden equipment. The UK, accounting for more than 2,200 golf courses, has one of the largest numbers of golf courses in Europe. Royal County Down, St. Andrews, and Muirfield are some popular golf courses across the country. Hence, the presence of a significantly large number of golf courses is expected to support the demand for lawn & garden tractors, lawn tractors, and ride-on mowers.

The Germany lawn and garden tractor market was valued at USD 122 million in 2021. German consumers are tech-savvy, and they prefer quality products with advanced features. With technological advancements, vendors are adding new and advanced features to lawn & garden tractors that can make the process more autonomous. Husqvarna, STIGA, ZCS, and Robert Bosch are the leading vendors in the industry in Germany. Thus, Germany's lawn & garden tractors industry has witnessed positive and significant growth in recent years.

### Segmentation by Geography

- Europe

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

## COMPETITIVE LANDSCAPE

Many large and small players characterize the Europe lawn and garden tractor markets. Honda, Deere & Company, MTD product, Husqvarna, and Toro Company are some of the major players in the industry. Other players operating in the Europe lawn and garden tractor market include AGCO, STIGA Group, Stanley Black & Decker, CAB CADET, and others. The prominent vendors focus on manufacturing advanced lawn and garden tractors, mainly participating in R&D initiatives to enlarge their product line and gain a competitive advantage in the industry. The acquisition strategy was followed by most of the players on the path to becoming industry leaders. The concentration of markets in developed countries such as the UK, Germany, and other Western European countries is high.

### Key Vendors

- AriensCo
- Deere & Company
- Honda
- Husqvarna Group
- Kubota Corporation

### Other Prominent Vendors

- Stanley Black & Decker
- The Toro Company
- STIGA S.p.A
- Briggs & Stratton
- AGCO Corporation
- Emak S.p.A
- AL-KO Gardentech
- BOB CAT
- FARMTRAC TRACTORS EUROPE
- ISEKI & CO., LTD.
- GRASSHOPPER COMPANY
- COBRA
- TEXTRON INCORPORATED
- Weibang

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- []AS-Motor
- []VICTA LAWN CARE PTY LTD
- []CHERVON
- []Generac Power Systems
- []IHI Shibaura Machinery Corporation
- []Masport

## KEY QUESTIONS ANSWERED

- 1.[]How big is the Europe lawn and garden tractor market?
- 2.[]What is the growth rate of the Europe lawn and garden tractor market?
- 3.[]What will Europe lawn and garden tractor market share in shipments by 2027?
- 4.[]Who are the leading companies in the Europe lawn and garden tractor market?
- 5.[]What are the key trends impacting the Europe lawn and garden tractor market?
- 6.[]Which country holds the largest Europe lawn and garden tractor market share?

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