

Electric Lawn Mowers Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 114 pages | Mordor Intelligence

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Report description:

The Electric Lawn Mower Market is projected to register a CAGR of 6.5% over the forecast period (2022-2027). Due to COVID-19, there was a decrease in sales of electric lawn mowers as lockdown in different countries has affected the transportation systems adversely. Many production units were also closed due to a lack of labor force. However, the market is expected to gain momentum post-2021 with the opening of international borders and manufacturing units. The advancement of battery technology led to the launch of battery-powered lawn mowers that are easy to operate and eco-friendly. Top vendors such as Husqvarna and MTD Products are expanding their product portfolio to attract the maximum number of consumers in the US market. The growth of commercial real estate and landscaping is expected to drive the market for electric variants of lawnmowers. Government initiatives to promote sustainability will drive the demand for green roofs, thus accelerating the growth of electric lawnmowers. Various applications like golf courses, Large parks, and big lawns are fueling the development of the Electric Lawn Mower Market. North America is the largest regional market for electric lawn mowers, while Europe is making significant progress toward robotic lawnmowers as the mowers are light, eco-friendly, and easy to operate.

Electric Lawn Mowers Market Trends

Rising Technological Innovations In The Industry

Electric ride-on electric mowers are majorly gaining popularity among end-users due to their declining costs and the introduction of low-cost models by vendors such as Ryobi in the market. Technological developments in the field of artificial intelligence have paved the way for more powerful equipment design. The growing reliance on commercial-sector automation to reduce running costs has guided the development of the electric lawn mower segment. With the size of the gardens comes the choice of the most appropriate lawnmowers. The small gardens demand mowers, which can be either electric corded or the hand push, whereas

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medium to larger gardens considers petrol-fueled cordless or battery-operated mowers. Various market participants are introducing new and updated technologies to lawnmowers with additional features such as increased blade size, requirement for less storage room, and variable speed technologies. For instance, in January 2019, iRobot announced the launch of a new robotic lawnmower, the terra Robot Mower that will have the latest mapping and navigation technologies.

North America Dominates the Global Market

North America is the first largest market for electric lawn mower consumption in the world. The market demand in the region is led by the United States, followed by Canada. Demand in these countries is expected to be driven by technological advances, higher replacements in reference to digitization, advance, the automated, and the economic feasibility of machinery. In countries such as India and China, the adoption of electric lawn mowers for lawns will boost the market during the forecast period. Europe has the largest market share in robotic mowers as they are easy to operate, light-weight, and eco-friendly, driving the electric lawn mowers market.

Electric Lawn Mowers Market Competitor Analysis

The electric lawn mower market is highly consolidated, with very few players cornering the majority of the market share. Product innovation like robotic lawnmowers, partnerships, and acquisitions are the major strategies adopted by the leading companies in the market globally. Along with innovations and expansions, investments in R&D and developing novel product portfolios are likely to be crucial strategies in the coming years.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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