

Lawn Care Software Market - Growth, Trends, Covid -19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The Global lawn care software market is expected to register at a CAGR of 4.2% during the forecast period.

Key Highlights

Running a field service company requires a lot of effort. Businesses must keep track of different crews, maintain equipment, and satisfy customers. In such cases, Lawn care software assists businesses in running a better lawn care business by providing Invoicing and payments, Lawn care Scheduling and Dispatch, Customer support, a Lawn care App, and other features. Furthermore, lawn care software provides flexible programs that eliminate the difficulty of scheduling. Its robust yet user-friendly interface enables clients to make the most of limited resources by streamlining communication with workers and significantly reducing time spent scheduling activities.

The key players in the market are focusing on strategic acquisitions to enhance their capabilities and stay competitive. For instance, Aspire acquired Crew Control in January last year, a scheduling software product for minor lawn care and landscaping businesses. Crew Control is a simple, user-friendly, and adaptable program that streamlines the scheduling process for these contractors.

In addition, players are doing strategic partnerships with other service and solution providers, which bring added value to their clients. For instance, Aspire Software partnered with Azuga (Connected Vehicle Platform), Clever Connect (Payment platform), Envision consulting (Assist in Landscaping business owners), Fleet sharp (Developing and deploying GPS tracking solutions for fleets and businesses), and others.

Moreover, PlanIT Geo announced a new agreement with EarthDefine of Redmond, Washington, in May the last year to provide subscription-based tree canopy and land cover data processed with artificial intelligence (AI) and machine learning. Introducing such innovative technologies offers enormous cost and time savings for canopy studies, which were previously a labor-intensive project-based approach.

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Lawn Care Software Market Trends

Increase in Demand of Lawn Care & Landscaping Services Expected to Drive the Market Growth

Following the sector's downturn after the economic recession, the increased demand for residential outdoor landscaping from younger households across the globe is a crucial development that mimics the contemporary lawn care industry. The increased demand for gardens in residential developments significantly contributes to the market's rise and growth.

The vendors in the market offer the best paid and free lawn care and billing software, such as Service Autopilot, Yaerdbook, ManageMart, Workwave service, LawnPro software, Arborglod, CLIPitc, Lawn Love, and others. Features include: setting up accounts and payments, scheduling, staff management, communications, equipment tracking, GPS tracking, maps, and a mobile app for customer management. Also, clients can instantly rate the work, which helps grow a reputation for a high-quality business.

Most individuals are willing to spend more for a residential space or an apartment with a lawn. As a result, the need for landscaping to improve the aesthetic appeal of commercial and residential premises is increasing. Furthermore, the increased interest of millennial and younger customers in gardening and lawn care upkeep as part of home outdoor landscaping activities is expected to fuel the lawn care sector.

The Lawn care software vendors in the market are offering digital solutions to Field Service Businesses. For instance, In May last year, Real Green by WorkWave, a significant provider of field service software and solutions to the green service industries, announced the release of Real Green Forms, a digital solution for the green industry that enables lawn care and lawn maintenance professionals to use professional, customized, and branded integrated forms to save time, close sales faster, and reduce manual office processing all without disrupting their current business processes.

North America is Expected to Hold Significant Share

North America has the world's largest landscaping business, so the region's lawn care market has evolved rapidly. Lawns are an indicator of socioeconomic status and prosperity in this region. North America's lawn care and management industry have a substantial market opportunity.

Moreover, Lawn care services necessitate knowledge, time, and money, from equipment to fertilizers, agrochemicals, and seeds. The United States has the world's largest landscaping industry, and, as a result, most enterprises and operators are linked with and engaged in lawn care businesses.

Lawn care is becoming more popular, as evidenced by rising average spending per household on landscaping activities. Aside from the increase in residential and commercial constructions, many health-conscious millennials intend to start vegetable gardening, increasing the need for lawn care services. This results in driving the growth of the Lawn care software market. For instance, According to the InsuranceBee report, there were 604,163 landscaping enterprises in the United States in May last year. And while some major players exist, no company has more than a 5% market share. Florida has the most landscaping companies (8,758), California has the most (8,288), and New York has the fewest (6,958).

The key players in this region are developing new technologies and solutions to remain competitive in the market. For instance, in March last year, ServicePRO, a leading provider of business software solutions to a wide range of sectors for over 25 years, announced the release of the Zunaso Work Order App, a computerized maintenance management system (CMMS) that accelerates organizational maintenance operations and processes.

Moreover, The Zunaso Work Order App provides a mobile application experience that is straightforward, easy, and user-friendly. Assets and inventory may be easily tracked and organized on the road using the app. The built-in barcode scanner can

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automatically upload barcode data from business assets, equipment, and parts.

Lawn Care Software Market Competitor Analysis

The Global lawn care software market is highly fragmented, with many software providers in the lawn care industry, with few major players occupying significant market shares. Arborgold Software, Aspire Software, CLIP Software LLC, Include Software Corporation, and Landscape Management Software are a few prominent service providers in the market.

March 2022 - Arborgold Software has been integrated into SiteOne Landscape Supply's business management software solutions for landscaping customers. Arborgold users can now connect to their SiteOne account to get real-time pricing for quick and accurate quotes and proposals. Arborgold users, according to the company, will save time and money by having access to SiteOne's material pricing, allowing them to focus on building their business.

Additional Benefits:

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

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