

Global Lawn Mowers Market Report and Forecast 2024-2032

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Report description:

Global Lawn Mowers Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global lawn mowers market size attained approximately USD 27.53 billion in 2023. Aided by the rise of automated and robotic lawnmowers, the market is estimated to grow at a CAGR of 5.3% in the forecast period of 2024-2032, reaching a value of around USD 43.63 billion by 2032.

A lawn mower is a machine utilising one or more revolving blades-or a blade reel-to cut a grass surface to an even height. The height of the cut grass may be fixed by the design of the mower, but generally is adjustable by the operator, typically by a single master lever, or by a lever or nut and bolt on each of the machine's wheels. The most common types of lawnmowers include manual push mowers, electric mowers, gas-powered mowers, and robotic mowers. These devices range from small, inexpensive manual mowers for small residential lawns, to large, multi-deck rotary mowers or reel mowers that can take on large areas like golf courses or municipal parks.

The global lawn mowers market is experiencing a period of robust growth, driven by innovations in technology, an increase in landscaping services, and a heightened interest in yard aesthetics. The expansion of this market reflects broader trends in residential upkeep, urban planning, and environmental considerations.

One of the key trends aiding the global lawn mowers market expansion is the rapid advancement in technology, particularly the rise of automated and robotic lawnmowers. These mowers are equipped with GPS and IoT technologies, allowing for remote control and autonomous operations, making lawn maintenance easier and more efficient. They can adapt to various terrains and obstacles, minimise human effort, and are increasingly popular in residential and commercial applications.

One of the key lawn mowers market trends is the rising demand for eco-friendly lawn maintenance solutions due to increased environmental awareness. This has led to significant developments in electric and battery-powered lawnmowers that provide an alternative to traditional gas-powered models. These eco-friendly mowers are quieter, emit no exhaust fumes, and are easier to maintain, appealing to both environmentally conscious consumers and regulatory bodies pushing for reduced emissions.

As urban areas expand and living standards improve, there is greater investment in residential and commercial properties, which, in turn, drives the global lawn mowers market growth. This urban growth is complemented by an increased interest in outdoor activities and home gardening, further boosting the market. Homeowners are investing in high-quality lawnmowers to enhance

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their outdoor living spaces, contributing to the market growth.

Smart technologies are being integrated into lawnmowers, including sensors that detect rain, monitor grass growth, and adjust cutting schedules accordingly. Some models are now equipped with mobile apps that provide users with the ability to control settings remotely, receive maintenance updates, and track mowing patterns and schedules. This connectivity not only adds convenience but also improves the efficiency of lawn maintenance tasks.

There is an increasing lawn mower demand for multi-functional variants that offer capabilities such as mulching, bagging, and side discharge. These versatile machines provide users with multiple options for handling grass clippings, depending on their specific needs and environmental conditions. This versatility is particularly attractive to commercial users who manage diverse landscapes and require flexible, efficient tools.

The DIY trend in home improvement extends to landscaping and garden maintenance, with more individuals taking on these tasks as hobbies or to improve home value. This has spurred demand for residential lawnmowers that are user-friendly, efficient, and reliable. Retailers and manufacturers are capitalising on this trend by offering a wide range of products that cater to varying lawn sizes and user preferences.

The global lawn mowers market development is also influenced by the growth of online sales channels, which offer consumers the convenience of comparing features and prices, reading customer reviews, and making purchases directly from home. E-commerce platforms are increasingly becoming a popular choice for buying lawnmowers, driven by enhanced logistics, the availability of wider selections, and the ease of access to customer support.

Market Segmentation

The United States lawn mowers market can be divided based on product, size, end-use, and region.

Market Breakup by Product

- Walk Behind Lawn Mowers
- Riding Lawn Mowers
- Robotic/Autonomous

Market Breakup by Size

- Small
- Medium
- Large

Market Breakup by End-Use

- Residential
- Commercial

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global lawn mowers market. Some of the major players explored in the report by Expert Market Research are as follows:

- Deere and Company
- Honda Motor Co., Ltd.
- Husqvarna AB
- Robert Bosch GmbH
- Stanley Black & Decker, Inc.
- Ariens Company
- ANDREAS STIHL AG & Co. KG

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- Fiskars Finland Oy Ab
- The Toro Company
- Greenworks Tools
- Others

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