

## **U.S. Snow Blower Market Research Report 2020-2029**

Market Report | 2024-10-28 | 107 pages | Arizton Advisory & Intelligence

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### **Report description:**

The U.S. snow blower market size by revenue was valued at USD 591.82 million in 2023 and is expected to reach USD 969.47 million by 2029, growing at a CAGR of 8.57% during the forecast period.

### **MARKET TRENDS & DRIVERS**

#### **Changing Snow Fall Trends**

The U.S. snow blowers market is largely successful due to its favorable weather conditions and the broad range of customers. High snowfall drives the use of snow blowers, consequently driving the market growth. Moreover, many parts of the U.S. have seen more frequent and severe winter storms, with heavy snowfalls occurring regularly in regions like the Northeast, Midwest, and Northern Plains. These conditions urgently require efficient snow removal tools like snow blowers. Climate change has contributed to more unpredictable and intense winter weather. States that previously had lighter snowfall are experiencing heavier winters, expanding the demand for snowblowers across a wider geographic range.

#### **Demand for Sustainable Snow Blowers**

Consumers increasingly seek products that align with eco-friendly values as they become more conscious of their carbon footprint. Traditional gas-powered snow blowers emit high levels of carbon dioxide, particulate matter, and other pollutants. This awareness drives demand for more sustainable, electric, and battery-powered models that reduce or eliminate emissions. Moreover, people are becoming more aware of the negative health impacts of air and noise pollution caused by gas-powered snow blowers. This concern, combined with a desire for cleaner air and quieter neighborhoods, pushes consumers toward sustainable alternatives. Leading U.S. snow blower market players are expected to introduce battery-operated models, one of the latest upgrades in the snow blower segment. For instance, Ariens announced the introduction of the AMP 24 Sno-Thro, powered by a 4-HP brushless DC cordless electric motor and energized by two 48-volt valve-regulated battery packs.

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## INDUSTRY RESTRAINTS

### Impact of Snow Blowers on the Environment

Gas-powered snow blowers, especially older models, can emit significant amounts of air pollutants, including carbon monoxide (CO), nitrogen oxides (NOx), and volatile organic compounds (VOCs). These pollutants contribute to air quality issues and exacerbate respiratory problems, particularly in densely populated or heavily used areas. Moreover, gas-powered snow blowers use internal combustion engines that burn fossil fuels, releasing carbon dioxide (CO2) into the atmosphere. This contributes to greenhouse gas (GHG) emissions and climate change. Although individual snowblowers emit less than vehicles or industrial sources, the cumulative effect of millions of snowblowers across the country can be substantial. It can impact the growth of the U.S. snow blowers market. Furthermore, the Environmental Protection Agency (EPA) regulates emissions from small non-road engines, including those used in snow blowers. However, older models may still lack the efficiency and emission controls of newer engines, leading to more pollution.

## SEGMENTATION INSIGHTS

### INSIGHTS BY STAGE

The U.S. snow blower market by stage is segmented into single, two, and three. Two-stage segments dominated the U.S. market share by stage, accounting for over 57% of revenue in 2023. Two-stage snow blowers are becoming more popular for their ability to handle heavier, deeper snow than single-stage blowers. These models are designed to handle larger areas and thicker snow accumulations, which are becoming more common due to climate variability.

#### Segmentation by Stage

- Single
- Two
- Three

### INSIGHTS BY CLEARING WIDTH

The > 25-inch clearing width holds the largest share of the U.S. snow blower market. Many homeowners with smaller driveways, walkways, or patios prefer snow blowers with a narrower width (under 25 inches). These models are easier to maneuver in tight spaces, making them ideal for urban and suburban areas with smaller properties.

#### Segmentation by Clearing Width

- >25 inch
- <25 Inch

### INSIGHTS BY FUEL

The U.S. snow blowers market by fuel is segmented into gas-powered, electric corded, and electric cordless/battery. By fuel, the gas-powered segment dominated the U.S. market. However, in the recent past the demand for battery operated is increasing. Improvements in lithium-ion battery technology have made these snow blowers more efficient, with longer battery life and quicker charging times. Some models offer comparable performance to smaller gas-powered snow blowers but without the fumes, maintenance, and noise.

#### Segmentation by Fuel

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- ☐Gas powered
- ☐Electric Corded
- ☐Electric Cordless/Battery

## INSIGHTS BY PRODUCT

The U.S. snow blowers market by product is segmented into walk-behind, ride-on, and robotic. The walk-behind segments dominated the market with a market share of over 65% by revenue in 2023. One of the major reasons for its wider adoption is its ease of use. Walk-behind snow blowers are relatively easy to operate, even for people with little experience. Many models now come with self-propelled features, adjustable speeds, and ergonomic designs to reduce the physical effort required.

### Segmentation by Product

- ☐Walk Behind
- ☐Ride-On
- ☐Robotic

## INSIGHTS BY END-USER

The U.S. snow blowers market by end-user is segmented into residential and commercial. The residential end-user holds the most significant segmental market share. With more people moving into suburban and rural areas, where driveways and sidewalks are often larger, homeowners require more robust snow removal tools. Residential snow blowers are in high demand for these properties, which may experience frequent snowfalls.

### Segmentation by End-user

- ☐Residential
- ☐Commercial

## INSIGHTS BY DISTRIBUTION CHANNEL

The offline distribution channel holds the most significant share of the U.S. snow blowers market in 2023. Snow blowers are significant investments, and many consumers prefer seeing the product in person before purchasing. Before deciding, they want to physically examine the size, build quality and features such as handle height, chute control, and ease of movement. Also, distributors deliver products and services, playing a vital role in brand recognition and product delivery to customers.

### Segmentation by Distribution Channel

- ☐Offline
- ☐Online

## COMPETITIVE LANDSCAPE

The U.S. snow blower market is highly concentrated, with leading players such as Ariens, Husqvarna, STIGA, and Toro accounting for a major market share. The competition among players is expected to intensify during the forecast period as companies increasingly emphasize developing advanced, cost-effective technologies and products. Some prominent snow thrower equipment vendors include Alamo, Honda, Briggs & Stratton, Ego Power, and Globe Tools. Furthermore, in today's scenario, the market players emphasize energy-efficient products, owing to the shifting preferences among consumers toward lesser carbon energy sources. This can be attributed to growing environmental concerns such as global warming and harmful fuel or exhaust emissions. Manufacturers focus on identifying different market opportunities, setting certain goals to achieve productivity, and efficiently

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using capital resources.

One key strategy U.S. snow blower market players implement includes introducing various differentiated products and solutions for various application segments. Hence, companies strive to offer differentiated distribution channels and a better product mix, catering to the changing needs and requirements of target customers in the market. The key manufacturers are offering and expanding their product line-ups in their business segments by launching various innovative techniques to gain an edge over their market rivals.

#### Key Company Profiles

- [ ]Husqvarna
- [ ]Ariens
- [ ]MTD Products
- [ ]Toro

#### Other Prominent Vendors

- [ ]Briggs & Stratton
- [ ]Greenworks
- [ ]Snow Joe
- [ ]STIGA
- [ ]Alamo Group
- [ ]Ego Power
- [ ]Honda
- [ ]John Deere
- [ ]Vicon
- [ ]PowerSmart
- [ ]Wen
- [ ]TTI
- [ ]Kobalt

#### KEY QUESTIONS ANSWERED:

- 1.[ ]What is the growth rate of the U.S. snow blowers market?
- 2.[ ]What are the significant trends in the U.S. snow blowers market?
- 3.[ ]Which product segment dominates the U.S. snow blowers market share?
- 4.[ ]How big is the U.S. snow blowers market?
- 5.[ ]Who are the key players in the U.S. snow blowers market?

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