

# **Brazil Lawnmowers Market – Opportunity and Growth Assessment 2019?2024**

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## **Abstracts**

The lawnmowers market in Brazil is likely to reach over\$1 billion, registering an absolute growth rate of28% during 2018?2024. The country's climate remains conducive for gardening and lawn care, and there are several government initiatives for the conservation of the environment, thereby driving the growth of the lawn mowers market. With this report, customers can discover the latest market dynamics and identify the source of potential market growth for the lawn mowers market in Brazil.

The lawnmowers market in Brazil is driven by factors such as growing interests in backyard beautification, introduction of models with ease of usage, and increased adoption of robotic models with connectivity and smart features such as lawn mapping and navigation. The report provides an in-depth market and segmental analysis of the lawn mower market by products, end-users, distribution channels, and fuel type.

### **Key Highlights of the Report:**

The walk-behind segment was the major revenue contributor to the lawn mowers market in Brazil in 2018.

In terms of unit shipment, the push-mower segment dominated the walk-behind lawn mower category.

The robotic lawn mower segment is projected to grow at a CAGR of around 30%.

The residential user segment is growing and occupies major shares in the end-user segment.

Gas-powered lawn mowers remain the favorite model though electric-powered ones are making significant progress in adoption among end-users

The study considers the present scenario of the lawnmower market and its market dynamics for the period 2019?2024. The report covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply aspect of the market. It also offers vendor share of leading companies operating in the market.

Detailed analysis of garden tools and equipment for specific country

Current opportunity and future potential identification

15 minutes read-to-know in-depth market opportunities

First of its kind presentation-ready product

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#### Report Offerings:

A detailed study of the existing market landscape, an in-depth industry analysis, and insightful predictions about the size of the lawnmowers market in Brazil for the current and forecast period

Classification of the lawnmowers market into multiple segments and sub-segments and the analysis of each segment's market sizing and forecast

A comprehensive analysis of the latest market trends, potential opportunities, and growth restraints, and future market prospects for the lawnmowers industry in Brazil

An assessment of the competitive landscape and market share listing of major and emerging vendors

A transparent market research methodology and the analysis of the demand and supply aspect of the market

### Report Coverage:

The report provides an elaborative analysis of the lawnmowers market in Brazil and its segments, including product, fuel, and end-user types. It discusses different segments of lawnmowers to derive specific market estimations. The segmentation includes:

### Market Segmentation by Products

#### Walk-behind Lawnmowers

- Self-propelled Mower

- Push Mower

- Hover Mower

- Reel/Cylinder Mower

#### Ride-on Mower

- Standard Ride-on Mower

- Zero-turn Lawn Mower

- Lawn Tractors

- Garden Tractors

#### Robotic Lawn Mower

### Market Segmentation by End-users

#### Residential Users

Professional Landscaping Services

Golf Courses

Government & Others

#### Market by Fuel Type

Gas-powered Lawnmowers

Electric-powered Lawnmowers

Manual-powered Lawnmowers

Propane-powered Lawnmowers

#### Market by Distribution Channels

Retail

Dealers & Distributors

Mass Market Players

Specialty Stores

Online

#### Target Audience:

Top level management personnel of existing operators/vendors

Potential new entrants to the market

Consultants/consultancies/advisory firms

Professional landscaping service providers/contractors

Corporate and governments bodies

### Why Purchase this Report?

To gain competitive intelligence about the industry and players in the market

To focus on the niche market and customize the report to a specific country

To offer a presentation-ready format and easy-to-interpret data

To enable decision-makers to make informed and profitable choices

To provide the expert quantitative and qualitative analysis on the revenue and growth projections of the lawnmowers market

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