

Commercial Lawn Mower Market - Global Outlook and Forecast 2018-2023

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Abstracts

The global commercial lawn mower market is expected to cross \$37 billion, growing exponentially at a CAGR of 5.31%, during the period 2017–2023. Deere and Company, Honda Motor Company, Husqvarna Group, Kubota, Toro, and MTD Products are the leading players in the market.

Increase in nature scaping urban residential and commercial infrastructures, rise in conservation awareness, and high demand for greenery amidst the concrete urban jungles are driving the demand for innovative and sustainable greenery, from roof gardens to gardens built within transit spaces. This, in turn, is expected to fuel the growth of the commercial lawn mower market across geographies.

Report Timeline

Base Year: 2017

Forecast Year: 2018–2023

The major manufacturers included in the report, are as follows:

Deere and Company

Honda Motor Company

Husqvarna Group

Kubota

Toro

MTD Products

Other prominent manufacturers in the market, mentioned in the report, are Ariens Company, Bobcat, BOSCH Group, Briggs & Stratton, Hustler Turf Equipment, Scag Power Equipment, and Swisher Acquisition Inc.

SCOPE OF THE REPORT

The report considers the present scenario of the global commercial lawn mower market and its market dynamics for the period 2018-2023. It looks at both the demand and supply sides of the market, and provides a detailed understanding of the market growth drivers, trends, and restraints. The report also profiles and analyzes the leading commercial mower companies and ten other prominent companies operating in the market.

This report provides the details of the market size in revenue from the following segments:

Fuel Type

Battery powered

Electric

Gas Powered

Product Type

Ride-on

Walk-behind

Zero-turn

Others

Distribution Channel

Online

Offline

Geography

North America

APAC

Europe

Rest of World

Countries

UK

US

Canada

Germany

France

Japan

India

China

Brazil

UAE

South Africa

The market has witnessed an unprecedented growth over the last few years and will continue to witness the growth over the next few years. This increasing demand for urban green patches, aided by technological advancements pertaining to battery chemistries and electronic technologies making this mowing equipment more user friendly, is significantly increasing the demand for commercial lawn mower worldwide.

The report considers the present scenario of the global commercial lawn mower market and its market dynamics for the period 2018-2023. The report covers a detailed overview of various market growth enablers, restraints and trends. It covers both the demand and supply sides of the market. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market.

Commercial Lawn Mower Market: Key Vendor Analysis

The market is fragmented with many global and local players. In order to achieve economies of scale, most of the players in the market offer a wide range of forest, construction, and garden equipment.

Vendors in the market are creating awareness and driving sales through a combination of direct advertising, niche targeting, trade shows, and holistic marketing. However, with the advent and rising popularity of digital and social media marketing, the opportunities for closing customers have increased drastically.

The report profiles the leading players in the market and provides a complete value chain analysis of the market. Strength, strategies, opportunities, and product offerings of the major manufacturers of commercial lawn mower, globally, are discussed in the report.

Commercial Lawn Mower Market: Dynamics

Growing awareness and interest in the environmental, health, and social benefits of

green spaces to drive market growth

There has been a rise in conscious efforts put in by urban planners, government agencies, ecologists, environmental bodies, and public-private partnerships to create new green spaces and preserve and improve the existing ones.

Increased demand for golf courses, innovative mixed-use spaces and communities, and growth in manufacturer-led programs and initiatives along with development of non-pneumatic tire technology and influx of battery powered products are a few other factors that are expected to drive the growth of the commercial lawn mower market, globally, over the next five years.

Commercial Lawn Mower Market: Segmental Analysis

Gas powered Lawn mower to witness a steady growth

While gas-powered and electric mowers have been around for the longest time, battery-powered equipment are relatively new. In the future, the hybrid lawn mower segment is expected to gain popularity in combination with battery and engine-powered technology.

Currently, ride-on lawn equipment are the popular types of mowers among commercial users and are going to remain the dominant segment by product type. This segment is likely to contribute the maximum revenue with the highest growth CAGR more than 6% during the forecast period. The walk behind mower segment, popular both in developed as well as developing countries, is, however, expected to grow at a slow pace in the market due to operators stepping up to stand-on and zero-turn mowers. Zero-turn equipment have gained popularity rapidly with golf course maintenance persons and landscapers in the past couple of years due to the need for higher productivity and capabilities of handling varied terrains.

Cost-effective and durable battery-operated products will gain momentum, albeit slowly during the next few years.

Commercial Lawn Mower Market: Geographical Analysis

North America to maintain its position as the leading market

It is the largest market globally due to the historic affinity for lawns. The requirement of perfectly manicured lawns round the year has grown the requirement for lawn

maintenance. The commercial lawn mower market in North America is expected to reach approximately to \$20 billion, growing at a CAGR of 5%.

The usage of lawn as a green ground cover originated in the 1600s and has thus been a significant part of city planners in the EU. The people in the region are increasingly becoming conscious of the need for ample green spaces in order to enhance the quality of life. While sales figures are larger in Western Europe, Eastern Europe is gaining prominence as real estate expansion spurs growth. France, Germany, Italy, and the UK are among the most prominent markets in Europe for lawn equipment with terraced spaces and acres of lawn are spread out.

With rapid urbanization and westernization, civic bodies are building new commuter communities such as railway corridors, highways, and entirely new cities by aligning a sustainability agenda in APAC. This trend is one that has maintained constant momentum in the last couple of years. The commercial lawn mower market in the region is extremely fragmented. The presence of both small and large players alike has spurred the availability of equipment that are lower in quality, negatively impacting growth in the market.

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