

# Europe Lawn Mower Market - Comprehensive Study and Strategic Analysis 2020?2025

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Europe Lawn Mower Market Report

The Europe lawn mower market by revenue is expected to grow at a CAGR of over 5% during the period 2020–2025.

The Europe lawn mower market is witnessing continuous convergence of robotic lawn mowers and the Internet of Things (IoT). The industry is observing a trend toward simpler and more intuitive integration and collaboration systems. The emergence of voice-activated control systems has added an impetus to market growth. Vendors are implementing artificial intelligence (AI) to improve the way robotic lawn mowers recognize obstacles on the lawn by using data such as motor flow, motor speed, acceleration, and direction. Mowing has evolved from trimming grass on flat surfaces to a holistically optimized function that is constantly setting new standards in terms of performance and sustainability. This evolution can largely be attributed to the development of modern-day commercial robotic mowers.

The following factors are likely to contribute to the growth of the Europe lawn mower market during the forecast period:

Growth in the landscaping industry

Increased Demand for Golf Courses

Growth in Manufacture-led Programs & Initiatives

The study considers the present scenario of the Europe lawn mower market and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent ones operating in the market.

## Europe Lawn Mower Market Segmentation

This research report includes a detailed segmentation by product, fuel type, end-user, blade type, drive type, start type, geography. In terms of unit shipment, the walk-behind segment dominated the market with a share of approx—85%. The segment accounts for a higher share than ride-on mowers owing to the low price of walk-behind equipment. The demand for the heavy walk-behind device is expected to grow with the increase in lawns, gardens, and yards across Europe. Changing mowing technology and the growing use of smart technology are likely to allow vendors to introduce eco-friendly products. Reel, self-propelled, hover, and push mowers are the major type of walk-behind equipment.

The Europe gas-powered lawn mower segment is expected to reach over USD 8 billion by 2025. Large commercial and recreational places such as grounds, colleges, and golf courses will continue to witness the rapid adoption of gas-powered equipment owing to productivity and low-cost efficiency. While the market is extremely fragmented, the buyer is better positioned to acquire equipment at a competitive price. The segment is expected to observe a decline in the market share due to the rise in electric-powered alternatives in upcoming years.

The demand for electric lawn mowers is growing due to low fuel consumption, low noise, and air emissions. Professionals are opting for these machines as they offer uncompromised cutting-edge efficiency. Landscapers are increasingly confident in adding these devices to their fleet as they allow them to shut out the wind, eliminate downtime, charge faster, and decrease exhaust.

The European lawn mower market is expected to gain ground in the residential segment during the forecast period. Key manufacturers emphasize product development as well as enhancements keeping in view residential end-users. Manufacturers are engaged in offering products, which increase uptime, thereby enabling productivity gains. Sustainability and safety features, along with emission and noise compliance regulations, are expected to grow significantly during the forecast period. Thus, the focus on introducing eco-friendly mower solutions is encouraging residential owners to

procure the latest and advanced devices.

### By Product Type

Walk-behind

Reel

Self-propelled

Push

Hover

Ride-on

Standard Ride-on

Zero-turn

Lawn Tractors

Garden Tractors

Robotic

### By Fuel Type

Manual-Powered

Gas-Powered

Propane-Powered

Electric-Corded

Electric-Cordless

## By End-user

Residential Users

Professional Landscaping Services

Golf Courses

Government & Others

## By Blade Type

Cylinder

Standard

Mulching

Lifting

## By Drive Type

AWD

FWD

RWD

Manual

## By Start Type

No start Required

Keyed Start

Push Start

Recoil Start

### Insights by Geography

The UK lawn mower market is likely to reach close to \$3 billion by 2025. The market has reached maturity with a historic investment in lawn development, recording slow growth. However, it is predicted that running projects such as the Growing a Greener Britain crowdfunding site that aims to keep UK communities safe and healthy will keep the lawn mowers industry afloat. The growing abundance of public parks, educational facilities, golf courses, and other commercial spaces with moderate and wide lawn or garden areas is projected to significantly increase the commercial lawn mowers market.

### By Geography

Europe

UK

Germany

France

Italy

Spain

Sweden

Switzerland

Belgium

Netherlands

### Insights by Vendors

The Europe lawn mower market share is moderately fragmented, with several local and global market players. Deere & Co., Husqvarna, Kubota, MTD Goods, STIGA, and The Toro Group are among the major vendors in the lawn mower market. Several players offer a wide variety of gardening equipment to achieve economies of scale. The acquisition strategy is followed by most players to become industry leaders. Market leaders are currently emphasizing the adoption of energy-efficient goods owing to the increasing trend of using less carbon energy sources.

### Prominent Vendors

Ariens Company or AriensCo

Briggs & Stratton

Deere & Company

Honda Motor Company

Husqvarna Group

Kubota

MTD Products

Robert Bosch

STIGA Group

Techtronic Industries (TTI)

Textron

The Toro Company

### Other Prominent Vendors

Alamo Group

Alfred Kärcher

AL-KO

Altoz

AGCO

AS-Motor

Bad Boy Mowers

Black + Decker

Blount International

Bobcat Company (Doosan Bobcat)

Carraro

Chervon Group

Cobra Garden Machinery

Einhell Germany

Emak Group

Erkunt Traktor Sanayii

Excel Industries

Future Gen Robotics

Generac Power Systems

Greenworks Tools

Grey Technology

Hangzhou Favor Robot Technology

Hayter Limited

Hitachi

The Hyundai Motor Group

iRobot

LG

Lowe's Corporation

Makita Corporation

Mamibot

McLane Manufacturing

Mean Green Products

Metalcraft of Mayville

Moridge Manufacturing

Ningbo NGP Industry

Positec Tool

R&R Products

Schiller Grounds Care

Shibaura

Snow Joe



STIHL

SUMEC Corp. (Yard Force)

Swisher Acquisition

The Kobi Company

Turflynx

Venture Products

Volta

Walker Manufacturing

Weibang

Wiper ECOROBOT (NIKO)

Wright Manufacturing

Yamabiko Corp (Belrobotics)

Zhejiang Tianchen Intelligence & Technology

ZIPPER Maschinen

Zucchetti Centro Sistemi (ZCS)

Key Questions Answered:

How big is the Europe lawn mower market?

What will be the Europe lawn mower market growth forecast by 2025?

What are the factors impacting the growth of the lawn mower demand in Europe?

Who are the key industry players in the market?

What is the growth of UK lawn mower market during the forecast period?

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