

Italy Lawnmowers Market – Opportunity and Growth Assessment 2019?2024

<https://marketpublishers.com/r/I853F8B4E71EN.html>

Date: May 2019

Pages: 55

Price: US\$ 2,000.00 (Single User License)

ID: I853F8B4E71EN

Abstracts

The lawnmowers market in Italy is likely to reach revenues of over \$1 billion, registering an absolute growth rate of 30% in 2018?2024. The Italian government has taken several strategic initiatives such as the "Green Bonus" initiative, which are expected to drive the lawn mowers market in the country. With this report, customers can discover the latest market dynamics and identify sources of potential market growth for the lawn mowers market in Italy.

The lawnmowers market in Italy 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 Italy in 2018.

The self-propelled lawn mowers segment occupies the highest share of over 40% in the walk-behind category.

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

The robotic lawn mowers segment witnessed an exponential growth rate of over 10% in 2018.

Battery-powered lawn mowers offer approximately 99% less methane emissions and 38% low carbon emissions than conventional mowers.

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

Data on 25 countries readily available

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 Italy 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 Italy

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 Italy 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

Contents

1. AGENDA

2. MARKET DEFINITION

3. SCOPE OF STUDY

- 3.1. Inclusion
- 3.2. Exclusion

4. REPORT ASSUMPTIONS

5. INDEX

6. LAWN MOWER MARKET SIZE & FORECAST 2018-2024

- 6.1. Revenue
- 6.2. Unit Shipment

7. MARKET BY PRODUCT TYPE

- 7.1.1. Walk-behind Lawn Mower
- 7.1.2. Market Overview
- 7.1.3. Market Size & Forecast– Revenue2018-2024
- 7.1.4. Market Size & Forecast – Unit Shipment 2018-2024
- 7.1.5. Market by Product Type
 - 7.1.5.1 Self-propelled Lawn Mower
 - 7.1.5.2. Market Size & Forecast – Revenue 2018-2024
 - 7.1.5.3. Market Size & Forecast – Unit Shipment 2018-2024
 - 7.1.5.4. Push Mower
 - 7.1.5.4.1. Market Size & Forecast – Revenue 2018-2024
 - 7.1.5.4.2. Market Size & Forecast – Unit Shipment 2018-2024
 - 7.1.5.5. Hover Mower
 - 7.1.5.5.1. Market Size & Forecast – Revenue 2018-2024
 - 7.1.5.5.2. Market Size & Forecast – Unit Shipment 2018-2024
 - 7.1.5.6. Reel/Cylinder Mower
 - 7.1.5.6.1. Market Size & Forecast – Revenue 2018-2024
 - 7.1.5.6.2. Market Size & Forecast – Unit Shipment 2018-2024

7.2. Ride-on Mower Market

7.2.1. Market Overview

7.2.2. Market Size & Forecast– Revenue 2018-2024

7.2.3. Market Size & Forecast – Unit Shipment 2018-2024

7.2.4. Market by Product Type

7.2.4.1. Standard Ride-on Mower

7.2.4.1.1. Market Size & Forecast – Revenue 2018-2024

7.2.4.1.2. Market Size & Forecast – Unit Shipment 2018-2024

7.2.4.2. Zero-turn Lawn Mower

7.2.4.2.1. Market Size & Forecast – Revenue 2018-2024

7.2.4.2.2. Market Size & Forecast – Unit Shipment 2018-2024

7.2.4.3. Lawn Tractors

7.2.4.3.1. Market Size & Forecast – Revenue 2018-2024

7.2.4.3.2. Market Size & Forecast – Unit Shipment 2018-2024

7.2.4.4. Garden Tractors

7.2.4.4.1. Market Size & Forecast – Revenue 2018-2024

7.2.4.4.2. Market Size & Forecast – Unit Shipment 2018-2024

7.3. Robotic Lawn Mower Market

7.3.1. Market Size & Forecast – Revenue 2018-2024

7.3.2. Market Size & Forecast – Unit Shipment 2018-2024

8. LAWN MOWER MARKET BY END-USERS

8.1. Market Overview

8.2. Market by End-user Type

8.2.1. Residential Users

8.2.1.1. Market Size & Forecast – Revenue 2018-2024

8.2.1.2. Market Size & Forecast – Unit Shipment 2018-2024

8.2.2. Professional Landscaping Services

8.2.2.1. Market Size & Forecast – Revenue 2018-2024

8.2.2.2. Market Size & Forecast – Unit Shipment 2018-2024

8.2.3. Golf Courses

8.2.3.1. Market Size & Forecast – Revenue 2018-2024

8.2.3.2. Market Size & Forecast – Unit Shipment 2018-2024

8.2.4. Government & Others

8.2.4.1. Market Size & Forecast – Revenue 2018-2024

8.2.4.2. Market Size & Forecast – Unit Shipment 2018-2024

9. LAWN MOWER MARKET BY FUEL TYPE

9.1. Market Overview

9.2. Market by Fuel Type

9.2.1. Gas-powered Lawn Mower

9.2.1.1. Market Size & Forecast – Revenue 2018-2024

9.2.1.2. Market Size & Forecast – Unit Shipment 2018-2024

9.2.2. Electric-powered Lawn Mower

9.2.2.1. Market Size & Forecast – Revenue 2018-2024

9.2.2.2. Market Size & Forecast – Unit Shipment 2018-2024

9.2.3. Manual-powered Lawn Mowers

9.2.3.1. Market Size & Forecast – Revenue 2018-2024

9.2.3.2. Market Size & Forecast – Unit Shipment 2018-2024

9.2.4. Propane-powered Lawn Mowers

9.2.4.1. Market Size & Forecast – Revenue 2018-2024

9.2.4.2. Market Size & Forecast – Unit Shipment 2018-2024

10. LAWN MOWER MARKET BY DISTRIBUTION CHANNELS

11. LAWN MOWER MARKET – KEY TRENDS

12. LAWN MOWER MARKET – KEY DRIVERS

13. LAWN MOWER MARKET – KEY RESTRAINTS

14. COMPETITIVE LANDSCAPE

14.1. Key Market Players

14.2. Market Vendor Share 2018

15. QUANTITATIVE SUMMARY

15.1. By Product

15.2. By End-user

15.3. By Fuel Type

16. OTHER REPORTS IN THIS SERIES

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