

Pressure Washer Market - Global Outlook and Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19

Included in this Global Pressure Washer Market Report

The global pressure washer market by revenue is expected to grow at a CAGR of over 4% during 2020–2026.

Commercial and industrial sectors are witnessing an increased adoption of consumer pressure washers. The trend of outsourcing cleaning services has been growing rapidly in the residential sector. A growing number of dual-income households, rising disposable income levels, and an aging population drive professional cleaning services. Over 2 million households in the UK clean through professional cleaning services. With the rising expenditure on cleaning in the residential sector, major vendors in the market are competing in developing highly advanced products that can cater to consumers in industries. Further, rapid advances in technology are primarily increasing consumer pressure washers in North America and Europe. However, the APAC region expects to witness the fastest growth owing to the increasing growth of the building cleaning industry and increased automobile detailing.

The following factors are likely to contribute to the growth of the pressure washer market during the forecast period:

The rise in Adoption of Consumer Pressure Washers

Preference for Cordless Pressure Washers

Significance of Professional Contract Cleaning Services

Growth in Vehicle Washing Industry

The study considers the pressure washer market's present scenario and its market dynamics for 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

Global Pressure Washer Market Segmentation

The global pressure washer market research report includes a detailed segmentation by power source, operation, output, end-user, geography. In 2020, electric-powered technology dominated the global market with a share of over 54%. Electric-powered devices are highly affordable powerful machines that are used in several industrial and commercial sectors. They are also finding applications in the residential sector. While the future of pressure washers is oriented towards battery-powered models, the demand for gas variants is expected to decline during the forecast period, where sustainability and eco-friendliness are also significant points of concern. Battery-powered machines are rapidly being adopted in the residential segment. These machines can be compared to electric machines in terms of power, but they have a limited runtime. Thus, battery-powered machines are not a feasible option in several commercial and industrial applications. Therefore, the penetration remains limited. The high price of the machine is also contributing to its significant share in the market revenue.

In terms of revenue, the hot-water pressure washer segment dominates the market and is expected to witness the highest revenue growth during the forecast period. Consumers are mainly looking portable and easy to use hot-water pressures. These washers are also three times more expensive than cold-water ones. The use of these complex machines is primarily limited to industrial and commercial sectors.

The 0-1500 PSI segment accounted for a market share of over 12% in 2020. However, it is expected to be one of the fastest-growing segments because of the increasing demand for battery-powered pressure washers and the increasing demand for electric machines for domestic usage. Most electric-corded pressure washers have an output pressure capacity of below 3000 PSI. Pressure washers with 3000 PSI can remove the

toughest stains and dirt; they can also scrape paints, mud, and oil within seconds.

In 2020, the residential segment accounted for 41%, majorly driven by North America and European regions. In the residential segment, pressure washers for cleaning garden tools, fences, lawns, and sidewalks accounted for 11% in 2020, followed by vehicles such as scooters, motorbikes, and cars, a share of 9.5% of the global pressure washer market share. Owing to the high affordability, portability, and ease of use, pressure washers are increasingly adopted in domestic cleaning activities.

Power Source

Electric

Gas

Battery

Operation

Hot-water

Cold-water

Output

0-1,500 PSI

1,501-3,000 PSI

3,001-4,000 PSI

Above 4,000 PSI

End-user

Residential

Garden

Vehicles

Swimming Pools and Large Patio Areas

Bicycle

Others

Commercial

Automobile

Construction

Public and municipality

Retail

Hospitality

Healthcare

Agriculture

Others

Contract Cleaners

INSIGHTS BY GEOGRAPHY

The European pressure washer market is expected to reach USD 1.2 billion by 2026, growing at a CAGR of 4% during the forecast period. Estonia, Malta, Hungary, and Lithuania recorded the largest growth in residential building construction permits, thereby emerging as a potential market for pressure washers and contract cleaners. The growth of the European market is mainly supported by rising business investments,

the increasing commercial and residential construction, government spending on infrastructure, and the growth in the hospitality sector supported by the rise in travel and tourism in the region. While Brexit poses a potential threat to the overall cleaning equipment market, the market is expected to witness positive growth in power cleaning equipment. In countries such as Spain, the market is highly influenced by the public and private swimming pools where pressure washers can be potentially adopted. In Italy, the pressure washer market share is mainly driven by the increased outsourcing of cleaning tasks to contract cleaners and the declining cost of pressure cleaning.

Geography

North America

US

Canada

Europe

UK

Germany

France

Italy

Spain

Sweden

Denmark

APAC

China

Japan

South Korea

India

Australia

Latin America

Brazil

Mexico

Argentina

Middle East & Africa

GCC

South Africa

Turkey

INSIGHTS BY VENDORS

The global pressure washer market is dominated by vendors that have a global presence. Many global players are expected to expand their reach worldwide during 2020–2026, especially in the fast-developing countries of the APAC region and Latin America, to enhance their market share. In 2016, Alfred Karcher acquired Australia-based Sweepex, which provides cleaning services across industries and government institutions. Nilfisk extended its presence in the Australian market by acquiring Kerrick, a heavy-duty, commercial, and industrial cleaning equipment provider. Nilfisk has also acquired China-based Viper Group to gain a leading position in the rapidly growing Chinese market. The combined Nilfisk-Viper entity now has a presence in over 36 countries across the globe. The market is likely to witness increased market consolidation due to the intensely competitive landscape. Vendors need to distinguish their products and service offerings through a clear and unique value proposition to survive the highly competitive environment.

Prominent Vendors

Alfred Karcher

Nilfisk

FNA Group

Robert Bosch GmbH

Briggs & Stratton

Other Prominent Vendors

Generac Power Systems

Lavorwash Group

Alkota Cleaning Systems

Annovi Reverberi Group

Deere & Company

Snow Joe + Sun Joe

Stanley Black & Decker

IPC Solutions

Techtronic Industries (TTI)

Husqvarna

Koblenz Electrica SA

SIMONIZ

STIHL

Koki Holdings

Makita Corporation

ANLU

Greenworks Tools

Mi-T-M Corporation

Northern Tool + Equipment

Snap-on

Vortex Industries

Troy-Bilt

DuroMax

RIDGID

Yamaha

Deluxe Cleaning Systems

AVA of Norway

WEN Products

Westinghouse Electric Corporation

BE Power Equipment

KEY QUESTIONS ANSWERED:

1. How big is the pressure washing industry?
2. What are the top trends in the powered pressure washer market?
3. Who are the key players in the pressure washer market?
4. Which segment accounted for the largest pressure washer market share in 2020?
5. What are the factors driving the pressure washer market?

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.1.3 Market Estimation Caveats

4.2 Base Year

4.3 Scope of The Study

4.3.1 Market Segmentation by Power Source

4.3.2 Market Segmentation by Operation

4.3.3 Market Segmentation by Output

4.3.4 Market Segmentation by End-user

4.3.5 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.2 COVID-19 IMPACT

8 MARKET OPPORTUNITIES & TRENDS

8.1 Rise in Adoption of Consumer Pressure Washers

8.2 Preference for Cordless Pressure Washers

8.3 Significance of Professional Contract Cleaning Services

8.4 Declining Vehicle Ownership

9 MARKET GROWTH ENABLERS

9.1 Growth in The Vehicle Washing Industry

9.2 Rise in End-Use Applications

9.3 Growth in Sales of Gardening Equipment

10 MARKET RESTRAINTS

10.1 Availability of Alternative Cleaning Methods

10.2 High Noise Emission of Pressure Washers

10.3 High Chances of Injuries

11 MARKET LANDSCAPE

11.1 Market Overview

11.2 Market Size & Forecast

11.3 Five Forces Analysis

11.3.1 Threat of New Entrants

11.3.2 Bargaining Power of Suppliers

11.3.3 Bargaining Power of Buyers

11.3.4 Threat of Substitutes

11.3.5 Competitive Rivalry

12 POWER SOURCE

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Electric

12.3.1 Market Overview

12.3.2 Market Size & Forecast

12.3.3 Market by Geography

12.4 Gas

12.4.1 Market Overview

12.4.2 Market Size & Forecast

12.4.3 Market by Geography

12.5 Battery

- 12.5.1 Market Overview
- 12.5.2 Market Size & Forecast
- 12.5.3 Market by Geography

13 OPERATION

- 13.1 Market Snapshot & Growth Engine
- 13.2 Market Overview
- 13.3 Hot-Water
 - 13.3.1 Market Overview
 - 13.3.2 Market Size & Forecast
 - 13.3.3 Market by Geography
- 13.4 Cold-Water
 - 13.4.1 Market Overview
 - 13.4.2 Market Size & Forecast
 - 13.4.3 Market by Geography

14 OUTPUT

- 14.1 Market Snapshot & Growth Engine
- 14.2 Market Overview
- 14.3 0-1,500 PSI
 - 14.3.1 Market Overview
 - 14.3.2 Market Size & Forecast
 - 14.3.3 Market by Geography
- 14.4 1,501-3,000 PSI
 - 14.4.1 Market Overview
 - 14.4.2 Market Size & Forecast
 - 14.4.3 Market by Geography
- 14.5 3,001-4,000 PSI
 - 14.5.1 Market Overview
 - 14.5.2 Market Size & Forecast
 - 14.5.3 Market by Geography
- 14.6 Above 4,000 PSI
 - 14.6.1 Market Overview
 - 14.6.2 Market Size & Forecast
 - 14.6.3 Market by Geography

15 END-USERS

15.1 Market Snapshot & Growth Engine

15.2 Market Overview

16 RESIDENTIAL

16.1 Market Snapshot & Growth Engine

16.2 Market Overview

16.2.1 Market Size & Forecast

16.2.2 Market by Geography

16.3 Garden

16.3.1 Market Size & Forecast

16.3.2 Market by Geography

16.4 Vehicles

16.4.1 Market Size & Forecast

16.4.2 Market by Geography

16.5 Swimming Pools and Large Patio Areas

16.5.1 Market Size & Forecast

16.5.2 Market by Geography

16.6 Bicycles

16.6.1 Market Size & Forecast

16.6.2 Market by Geography

16.7 Others

16.7.1 Market Size & Forecast

16.7.2 Market by Geography

17 COMMERCIAL

17.1 Market Snapshot & Growth Engine

17.2 Market Overview

17.2.1 Market Size & Forecast

17.2.2 Market by Geography

17.3 Automobile

17.3.1 Market Size & Forecast

17.3.2 Market by Geography

17.4 Construction

17.4.1 Market Size & Forecast

17.4.2 Market by Geography

17.5 Public and Municipality

- 17.5.1 Market Size & Forecast
- 17.5.2 Market by Geography
- 17.6 Retail
 - 17.6.1 Market Size & Forecast
 - 17.6.2 Market By Geography
- 17.7 Hospitality
 - 17.7.1 Market Size & Forecast
 - 17.7.2 Market by Geography
- 17.8 Healthcare
 - 17.8.1 Market Size & Forecast
 - 17.8.2 Market by Geography
- 17.9 Agriculture
 - 17.9.1 Market Size & Forecast
 - 17.9.2 Market by Geography
- 17.10 Others
 - 17.10.1 Market Size & Forecast
 - 17.10.2 Market by Geography

18 CONTRACT CLEANERS

- 18.1 Market Overview
 - 18.1.1 Market Size & Forecast
 - 18.1.2 Market by Geography

19 GEOGRAPHY

- 19.1 Market Snapshot & Growth Engine
- 19.2 Geographic Overview

20 EUROPE

- 20.1 Market Overview
- 20.2 Market Size & Forecast
- 20.3 Power Source
 - 20.3.1 Market Size & Forecast
- 20.4 Operation
 - 20.4.1 Market Size & Forecast
- 20.5 Output
 - 20.5.1 Market Size & Forecast

20.6 End-User

20.6.1 Market Size & Forecast

20.7 Key Countries

20.8 Germany

20.8.1 Market Size & Forecast

20.8.2 Germany Market by Power Source

20.8.3 Germany Market by Operation

20.8.4 Germany Market by Output

20.8.5 Germany Market by End-User

20.9 France

20.9.1 Market Size & Forecast

20.9.2 France Market by Power Source

20.9.3 France Market by Operation

20.9.4 France Market by Output

20.9.5 France Market by End-User

20.10 UK

20.10.1 Market Size & Forecast

20.10.2 UK Market by Power Source

20.10.3 UK Market by Operation

20.10.4 UK Market by Output

20.10.5 UK Market by End-User

20.11 Denmark

20.11.1 Market Size & Forecast

20.11.2 Denmark Market by Power Source

20.11.3 Denmark Market by Operation

20.11.4 Denmark Market by Output

20.11.5 Denmark Market by End-User

20.12 Sweden

20.12.1 Market Size & Forecast

20.12.2 Sweden Market by Power Source

20.12.3 Sweden Market by Operation

20.12.4 Sweden Market by Output

20.12.5 Sweden Market by End-User

20.13 Italy

20.13.1 Market Size & Forecast

20.13.2 Italy Market By Power Source

20.13.3 Italy Market By Operation

20.13.4 Italy Market By Output

20.13.5 Italy Market By End-User

20.14 Spain

- 20.14.1 Market Size & Forecast
- 20.14.2 Spain Market by Power Source
- 20.14.3 Spain Market by Operation
- 20.14.4 Spain Market by Output
- 20.14.5 Spain Market by End-User

21 NORTH AMERICA

21.1 Market Overview

21.2 Market Size & Forecast

21.3 Power Source

- 21.3.1 Market Size & Forecast

21.4 Operation

- 21.4.1 Market Size & Forecast

21.5 Output

- 21.5.1 Market Size & Forecast

21.6 End-User

- 21.6.1 Market Size & Forecast

21.7 KEY COUNTRIES

21.8 US

- 21.8.1 Market Size & Forecast
- 21.8.2 US Market by Power Source
- 21.8.3 US Market by Operation
- 21.8.4 US Market by Output
- 21.8.5 US Market by End-User

21.9 Canada

- 21.9.1 Market Size & Forecast
- 21.9.2 Canada Market by Power Source
- 21.9.3 Canada Market by Operation
- 21.9.4 Canada Market by Output
- 21.9.5 Canada Market by End-User

22 APAC

22.1 Market Overview

22.2 Market Size & Forecast

22.3 Power Source

- 22.3.1 Market Size & Forecast

22.4 Operation

22.4.1 Market Size & Forecast

22.5 Output

22.5.1 Market Size & Forecast

22.6 End-User

22.6.1 Market Size & Forecast

22.7 Key Countries

22.8 China

22.8.1 Market Size & Forecast

22.8.2 China Market By Power Source

22.8.3 China Market By Operation

22.8.4 China Market By Output

22.8.5 China Market By End-User

22.9 Japan

22.9.1 Market Size & Forecast

22.9.2 Japan Market by Power Source

22.9.3 Japan Market by Operation

22.9.4 Japan Market by Output

22.9.5 Japan Market by End-User

22.10 Australia

22.10.1 Market Size & Forecast

22.10.2 Australia Market By Power Source

22.10.3 Australia Market By Operation

22.10.4 Australia Market By Output

22.10.5 Australia Market By End-User

22.11 South Korea

22.11.1 Market Size & Forecast

22.11.2 South Korea Market By Power Source

22.11.3 South Korea Market By Operation

22.11.4 South Korea Market By Output

22.11.5 South Korea Market By End-User

22.12 India

22.12.1 Market Size & Forecast

22.12.2 India Market By Power Source

22.12.3 India Market By Operation

22.12.4 India Market By Output

22.12.5 India Market By End-User

23 LATIN AMERICA

- 23.1 Market Overview
- 23.2 Market Size & Forecast
- 23.3 Power Source
 - 23.3.1 Market Size & Forecast
- 23.4 Operation
 - 23.4.1 Market Size & Forecast
- 23.5 Output
 - 23.5.1 Market Size & Forecast
- 23.6 End-User
 - 23.6.1 Market Size & Forecast
- 23.7 Key Countries
- 23.8 Brazil
 - 23.8.1 Market Size & Forecast
 - 23.8.2 Brazil Market by Power Source
 - 23.8.3 Brazil Market by Operation
 - 23.8.4 Brazil Market by Output
 - 23.8.5 Brazil Market by End-User
- 23.9 Mexico
 - 23.9.1 Market Size & Forecast
 - 23.9.2 Mexico Market by Power Source
 - 23.9.3 Mexico Market by Operation
 - 23.9.4 Mexico Market by Output
 - 23.9.5 Mexico Market by End-User
- 23.10 Argentina
 - 23.10.1 Market Size & Forecast
 - 23.10.2 Argentina Market by Power Source
 - 23.10.3 Argentina Market by Operation
 - 23.10.4 Argentina Market by Output
 - 23.10.5 Argentina Market by End-User

24 MIDDLE EAST & AFRICA

- 24.1 Market Overview
- 24.2 Market Size & Forecast
- 24.3 Power Source
 - 24.3.1 Market Size & Forecast
- 24.4 Operation
 - 24.4.1 Market Size & Forecast

24.5 Output

24.5.1 Market Size & Forecast

24.6 End-User

24.6.1 Market Size & Forecast

24.7 Key Countries

24.8 GCC

24.8.1 Market Size & Forecast

24.8.2 GCC Market by Power Source

24.8.3 GCC Market by Operation

24.8.4 GCC Market by Output

24.8.5 GCC Market by End-User

24.9 Turkey

24.9.1 Market Size & Forecast

24.9.2 Turkey Market by Power Source

24.9.3 Turkey Market by Operation

24.9.4 Turkey Market by Output

24.9.5 Turkey Market by End-User

24.10 South Africa

24.10.1 Market Size & Forecast

24.10.2 South Africa Market by Power Source

24.10.3 South Africa Market by Operation

24.10.4 South Africa Market by Output

24.10.5 South Africa Market by End-User

25 COMPETITIVE LANDSCAPE

25.1 Competition Overview

26 KEY COMPANY PROFILES

26.1 K?RCHER

26.1.1 Business Overview

26.1.2 Product Offerings

26.1.3 Key Strategies

26.1.4 Key Strengths

26.1.5 Key Opportunities

26.2 Nilfisk

26.2.1 Business Overview

26.2.2 Product Offerings

- 26.2.3 Key Strategies
- 26.2.4 Key Strengths
- 26.2.5 Key Opportunities
- 26.3 FNA Group
 - 26.3.1 Business Overview
 - 26.3.2 Product Offerings
 - 26.3.3 Key Strategies
 - 26.3.4 Key Strengths
 - 26.3.5 Key Opportunities
- 26.4 Robert Bosch GMBH
 - 26.4.1 Business Overview
 - 26.4.2 Product Offerings
 - 26.4.3 Key Strategies
 - 26.4.4 Key Strengths
 - 26.4.5 Key Opportunities
- 26.5 Briggs & Stratton
 - 26.5.1 Business Overview
 - 26.5.2 Product Offerings
 - 26.5.3 Key Strategies
 - 26.5.4 Key Strengths
 - 26.5.5 Key Opportunities

27 OTHER PROMINENT VENDORS

- 27.1 Generac Power Systems
 - 27.1.1 Business Overview
 - 27.1.2 Product Offerings
- 27.2 Lavorwash Group
 - 27.2.1 Business Overview
 - 27.2.2 Product Offerings
- 27.3 Alkota Cleaning Systems
 - 27.3.1 Business Overview
 - 27.3.2 Product Offerings
- 27.4 Annovi Reverberi Group
 - 27.4.1 Business Overview
 - 27.4.2 Product Offerings
- 27.5 Deere & Company
 - 27.5.1 Business Overview
 - 27.5.2 Product Offerings

- 27.6 Snow Joe + Sun Joe
 - 27.6.1 Business Overview
 - 27.6.2 Product Offerings
- 27.7 Stanley Black & Decker
 - 27.7.1 Business Overview
 - 27.7.2 Product Offerings
- 27.8 IPC Solutions
 - 27.8.1 Business Overview
 - 27.8.2 Product Offerings
- 27.9 Techtronic Industries (TTI)
 - 27.9.1 Business Overview
 - 27.9.2 Product Offerings
- 27.10 Husqvarna
 - 27.10.1 Business Overview
 - 27.10.2 Product Offerings
- 27.11 Koblenz Electrica SA
 - 27.11.1 Business Overview
 - 27.11.2 Product Offerings
- 27.12 Simoniz
 - 27.12.1 Business Overview
 - 27.12.2 Product Offerings
- 27.13 STIHL
 - 27.13.1 Business Overview
 - 27.13.2 Product Offerings
- 27.14 Koki Holdings
 - 27.14.1 Business Overview
 - 27.14.2 Product Offerings
- 27.15 Makita Corporation
 - 27.15.1 Business Overview
 - 27.15.2 Product Offerings
- 27.16 ANLU
 - 27.16.1 Business Overview
 - 27.16.2 Product Offerings
- 27.17 Greenworks
 - 27.17.1 Business Overview
 - 27.17.2 Product Offerings
- 27.18 MI-T-M CORPORATION
 - 27.18.1 Business Overview
 - 27.18.2 Product Offerings

27.19 Northern Tool + Equipment

27.19.1 Business Overview

27.19.2 Product Offerings

27.20 Snap-On

27.20.1 Business Overview

27.20.2 Product Offerings

27.21 Vortex Industries

27.21.1 Business Overview

27.21.2 Product Offerings

27.22 Troy-Bilt

27.22.1 Business Overview

27.22.2 Product Offerings

27.23 Duromax

27.23.1 Business Overview

27.23.2 Product Offerings

27.24 Ridgid

27.24.1 Business Overview

27.24.2 Product Offerings

27.25 Yamaha

27.25.1 Business Overview

27.25.2 Product Offerings

27.26 Deluxe Cleaning Systems

27.26.1 Business Overview

27.26.2 Product Offerings

27.27 AVA Of Norway

27.27.1 Business Overview

27.27.2 Product Offerings

27.28 Wen Products

27.28.1 Business Overview

27.28.2 Product Offerings

27.29 Westinghouse Electric Corporation

27.29.1 Business Overview

27.29.2 Product Offerings

27.30 BE Power Equipment

27.30.1 Business Overview

27.30.2 Product Offerings

28 REPORT SUMMARY

28.1 Key Takeaways

28.2 Strategic Recommendations

29 QUANTITATIVE SUMMARY

29.1 Market by Geography

29.2 Power Source

29.2.1 Electric

29.2.2 Gas

29.2.3 Battery

29.3 Operation

29.3.1 Hot-Water

29.3.2 Cold-Water

29.4 Output

29.4.1 0-1,500 PSI

29.4.2 1,501-3,000 PSI

29.4.3 3,0001-4,000 PSI

29.4.4 Above 4,000 PSI

29.5 End-User

29.5.1 Residential

29.5.2 Garden

29.5.3 Vehicle

29.5.4 Swimming Pools and Large Patio Areas

29.5.5 Bicycle

29.5.6 Other Residential

29.5.7 Commercial

29.5.8 Automobile

29.5.9 Construction

29.5.10 Public and Municipality

29.5.11 Retail

29.5.12 Hospitality

29.5.13 Healthcare

29.5.14 Agriculture

29.5.15 Other Commercial

29.5.16 Contract Cleaners

29.6 Europe

29.6.1 Power Source

29.6.2 Operation

29.6.3 Output

- 29.6.4 End-User
- 29.7 Germany
 - 29.7.1 Power Source
 - 29.7.2 Operation
 - 29.7.3 Output
 - 29.7.4 End-User
- 29.8 France
 - 29.8.1 Power Source
 - 29.8.2 Operation
 - 29.8.3 Output
 - 29.8.4 End-User
- 29.9 UK
 - 29.9.1 Power Source
 - 29.9.2 Operation
 - 29.9.3 Output
 - 29.9.4 End-User
- 29.10 DENMARK
 - 29.10.1 Power Source
 - 29.10.2 Operation
 - 29.10.3 Output
 - 29.10.4 End-User
- 29.11 Sweden
 - 29.11.1 Power Source
 - 29.11.2 Operation
 - 29.11.3 Output
 - 29.11.4 End-User
- 29.12 Italy
 - 29.12.1 Power Source
 - 29.12.2 Operation
 - 29.12.3 Output
 - 29.12.4 End-User
- 29.13 Spain
 - 29.13.1 Power Source
 - 29.13.2 Operation
 - 29.13.3 Output
 - 29.13.4 End-User
- 29.14 North America
 - 29.14.1 Power Source
 - 29.14.2 Operation

- 29.14.3 Output
- 29.14.4 End-User
- 29.15 US
 - 29.15.1 Power Source
 - 29.15.2 Operation
 - 29.15.3 Output
 - 29.15.4 End-User
- 29.16 Canada
 - 29.16.1 Power Source
 - 29.16.2 Operation
 - 29.16.3 Output
 - 29.16.4 End-User
- 29.17 APAC
 - 29.17.1 Power Source
 - 29.17.2 Operation
 - 29.17.3 Output
 - 29.17.4 End-User
- 29.18 China
 - 29.18.1 Power Source
 - 29.18.2 Operation
 - 29.18.3 Output
 - 29.18.4 End-User
- 29.19 Japan
 - 29.19.1 Power Source
 - 29.19.2 Operation
 - 29.19.3 Output
 - 29.19.4 End-User
- 29.20 Australia
 - 29.20.1 Power Source
 - 29.20.2 Operation
 - 29.20.3 Output
 - 29.20.4 End-User
- 29.21 South Korea
 - 29.21.1 Power Source
 - 29.21.2 Operation
 - 29.21.3 Output
 - 29.21.4 End-User
- 29.22 India
 - 29.22.1 Power Source

- 29.22.2 Operation
- 29.22.3 Output
- 29.22.4 End-User
- 29.23 Latin America
 - 29.23.1 Power Source
 - 29.23.2 Operation
 - 29.23.3 Output
 - 29.23.4 End-User
- 29.24 Brazil
 - 29.24.1 Power Source
 - 29.24.2 Operation
 - 29.24.3 Output
 - 29.24.4 End-User
- 29.25 Mexico
 - 29.25.1 Power Source
 - 29.25.2 Operation
 - 29.25.3 Output
 - 29.25.4 End-User
- 29.26 Argentina
 - 29.26.1 Power Source
 - 29.26.2 Operation
 - 29.26.3 Output
 - 29.26.4 End-User
- 29.27 Middle East & Africa
 - 29.27.1 Power Source
 - 29.27.2 Operation
 - 29.27.3 Output
 - 29.27.4 End-User
- 29.28 GCC
 - 29.28.1 Power Source
 - 29.28.2 Operation
 - 29.28.3 Output
 - 29.28.4 End-User
- 29.29 Turkey
 - 29.29.1 Power Source
 - 29.29.2 Operation
 - 29.29.3 Output
 - 29.29.4 End-User
- 29.30 South Africa

29.30.1 Power Source

29.30.2 Operation

29.30.3 Output

29.30.4 End-User

30 APPENDIX

30.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Pressure Washer Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Consumer Expectations in Pressure Washers 2020
- Exhibit 4 Lifecycle Placement of Pressure Washers 2020
- Exhibit 5 Average Number of Professional Cleanings per Month vs Frequency Demand (Pre & Post COVID-19)
- Exhibit 6 Consumer Dynamics on Commuting During the Next 5-10 Years
- Exhibit 7 Search Trends for Pressure Washers During COVID-19 (April 2020-March 2021)
- Exhibit 8 Impact of COVID-19 on Global Pressure Washer Market
- Exhibit 9 Impact of Rise in Adoption of Consumer Pressure Washers
- Exhibit 10 Factors Driving Consumer Pressure Washer Market 2020
- Exhibit 11 Impact of Preference for Cordless Pressure Washers
- Exhibit 12 Impact of Significance of Professional Contract Cleaning Services
- Exhibit 13 Prominence of the Professional Contract Cleaning Services Market 2020
- Exhibit 14 Impact of Declining Vehicle Ownership
- Exhibit 15 Global Car Ownership Trends in 2025 (Consumers vs Auto Executive Opinion)
- Exhibit 16 Global Automotive Facts 2020
- Exhibit 17 Impact of Growth in the Vehicle Washing Industry
- Exhibit 18 Overview of the Global Car Washing Market 2020
- Exhibit 19 Impact of Rise in End-Use Applications
- Exhibit 20 Pressure Washer Market by End-use Applications 2020-2026 (% share)
- Exhibit 21 Impact of Growth in Sales of Gardening Equipment
- Exhibit 22 Impact of Availability of Alternative Cleaning Methods
- Exhibit 23 Impact of High Noise Emission of Pressure Washers
- Exhibit 24 Comparison of Pressure Washer Noises in Decibels
- Exhibit 25 Impact of High Chances of Injuries
- Exhibit 26 Potential Dangers of Pressure Washers
- Exhibit 27 Dynamics of Global Pressure Washer Market 2020
- Exhibit 28 Global Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 29 Five Forces Analysis 2020
- Exhibit 30 Incremental Growth by Power Source 2020 & 2026
- Exhibit 31 Analysis of Global Pressure Washer Market by Power Source
- Exhibit 32 Global Pressure Washer Market by Power Source

- Exhibit 33 Global Electric Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 34 Global Gas Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 35 Global Battery Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 36 Incremental Growth by Operation 2020 & 2026
- Exhibit 37 Analysis of Global Pressure Washer Market by Operation
- Exhibit 38 Global Pressure Washer Market by Operation
- Exhibit 39 Pressure Washer Performance with Varying Heat Levels
- Exhibit 40 Global Hot-Water Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 41 Global Cold-Water Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 42 Incremental Growth by Output 2020 & 2026
- Exhibit 43 Analysis of Global Pressure Washer Market by Output
- Exhibit 44 Global Pressure Washer Market by Output
- Exhibit 45 Global 0-1,500 PSI Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 46 Global 1,501-3,000 PSI Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 47 Global 3,001-4,000 PSI Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 48 Global Above 4,000 PSI Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 49 Incremental Growth by End-Users 2020 & 2026
- Exhibit 50 Analysis of Global Pressure Washer Market by End-Users
- Exhibit 51 Global Pressure Washer Market by End-User
- Exhibit 52 Incremental Growth by Residential End-Users 2020 & 2026
- Exhibit 53 Global Residential Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 54 Global Garden Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 55 Global Vehicle Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 56 Global Swimming Pool and Large Patio Area Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 57 Global Bicycle Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 58 Global Other Residential Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 59 Incremental Growth by Commercial End-Users 2020 & 2026
- Exhibit 60 Global Commercial Pressure Washer Market 2020–2026 (\$ billion)
- Exhibit 61 Global Automobile Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 62 Global Construction Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 63 Global Public and Municipality Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 64 Global Retail Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 65 Global Hospitality Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 66 Global Healthcare Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 67 Global Agriculture Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 68 Global Other Commercial Pressure Washer Market 2020–2026 (\$ million)
- Exhibit 69 Global Contract Cleaner Pressure Washer Market 2020–2026 (\$ million)

- Exhibit 70 Incremental Growth by Geography 2020 & 2026
- Exhibit 71 Incremental Growth Contribution by Region
- Exhibit 72 Regional Contribution in the Global Pressure Washer Market 2020
- Exhibit 73 Overview of Pressure Washer Market in Europe
- Exhibit 74 Estimated Real GDP Change in European Economies 2021 & 2022 (% change)
- Exhibit 75 New Passenger Car Registrations in the EU 2020 (% change in comparison with 2019)
- Exhibit 76 Estimated Number of Swimming Pools in Spain 2020
- Exhibit 77 Pressure Washer Market in Europe 2020–2026 (\$ billion)
- Exhibit 78 Incremental Growth in Europe 2020 & 2026
- Exhibit 79 Pressure Washer Market in Germany 2020–2026 (\$ million)
- Exhibit 80 Pressure Washer Market in France 2020–2026 (\$ million)
- Exhibit 81 Pressure Washer Market in the UK 2020–2026 (\$ million)
- Exhibit 82 Pressure Washer Market in Denmark 2020–2026 (\$ million)
- Exhibit 83 Pressure Washer Market in Sweden 2020–2026 (\$ million)
- Exhibit 84 Pressure Washer Market in Italy 2020–2026 (\$ million)
- Exhibit 85 Pressure Washer Market in Spain 2020–2026 (\$ million)
- Exhibit 86 Overview of Pressure Washer Market in North America
- Exhibit 87 Single Family Homes Constructed in the US in 2020 (thousand units)
- Exhibit 88 Households in the US with Pool, Spa, and Hot Tub Installations 2018-2020 (thousands)
- Exhibit 89 Pressure Washer Market in North America 2020–2026 (\$ billion)
- Exhibit 90 Incremental Growth in North America 2020 & 2026
- Exhibit 91 Pressure Washer Market in the US 2020–2026 (\$ million)
- Exhibit 92 Pressure Washer Market in Canada 2020–2026 (\$ million)
- Exhibit 93 Overview of Pressure Washer Market in APAC
- Exhibit 94 Urban Renovation Activities in China ? 2019 vs 2020
- Exhibit 95 Pressure Washer Market in APAC 2020–2026 (\$ million)
- Exhibit 96 Incremental Growth in APAC 2020 & 2026
- Exhibit 97 Pressure Washer Market in China 2020–2026 (\$ million)
- Exhibit 98 Pressure Washer Market in Japan 2020–2026 (\$ million)
- Exhibit 99 Pressure Washer Market in Australia 2020–2026 (\$ million)
- Exhibit 100 Pressure Washer Market in South Korea 2020–2026 (\$ million)
- Exhibit 101 Pressure Washer Market in India 2020–2026 (\$ million)
- Exhibit 102 Overview of Pressure Washer Market in Latin America
- Exhibit 103 Pressure Washer Market in Latin America 2020–2026 (\$ million)
- Exhibit 104 Incremental Growth in Latin America 2020 & 2026
- Exhibit 105 Pressure Washer Market in Brazil 2020–2026 (\$ million)

- Exhibit 106 Pressure Washer Market in Mexico 2020–2026 (\$ million)
- Exhibit 107 Pressure Washer Market in Argentina 2020–2026 (\$ million)
- Exhibit 108 Overview of Pressure Washer Market in the Middle East & Africa
- Exhibit 109 Construction Pipeline in GCC Countries as of 2021 (% share)
- Exhibit 110 Pressure Washer Market in the Middle East & Africa 2020–2026 (\$ million)
- Exhibit 111 Incremental Growth in the Middle East & Africa 2020 & 2026
- Exhibit 112 Pressure Washer Market in GCC 2020–2026 (\$ million)
- Exhibit 113 Pressure Washer Market in Turkey 2020–2026 (\$ million)
- Exhibit 114 Pressure Washer Market in South Africa 2020–2026 (\$ million)
- Exhibit 115 Factors Influencing the Adoption of Pressure Washers 2020

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013-2020

Table 3 Global Pressure Washer Market by Power Source 2020–2026 (\$ million)

Table 4 Global Electric Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 5 Global Gas Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 6 Global Battery Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 7 Global Pressure Washer Market by Operation 2020–2026 (\$ million)

Table 8 Global Hot-Water Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 9 Global Cold-Water Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 10 Global Pressure Washer Market by Output 2020–2026 (\$ million)

Table 11 Global 0-1,500 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 12 Global 1,501-3,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 13 Global 3,001-4,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 14 Global Above 4,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 15 Global Pressure Washer Market by End-User 2020–2026 (\$ million)

Table 16 Global Residential Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 17 Global Garden Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 18 Global Vehicle Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 19 Global Swimming Pool and Large Patio Area Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 20 Global Bicycle Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 21 Global Other Residential Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 22 Global Commercial Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 23 Global Automobile Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 24 Global Construction Pressure Washer Market by Geography 2020–2026 (\$ million)

million)

Table 25 Global Public and Municipality Pressure Washer Market by Geography
2020–2026 (\$ million)

Table 26 Global Retail Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 27 Global Hospitality Pressure Washer Market by Geography 2020–2026 (\$
million)

Table 28 Global Healthcare Pressure Washer Market by Geography 2020–2026 (\$
million)

Table 29 Global Agriculture Pressure Washer Market by Geography 2020–2026 (\$
million)

Table 30 Global Other Commercial Pressure Washer Market by Geography 2020–2026
(\$ million)

Table 31 Global Contract Cleaner Pressure Washer Market by Geography 2020–2026
(\$ million)

Table 32 Global Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 33 Pressure Washer Market by Power Source in Europe 2020–2026 (\$ million)

Table 34 Pressure Washer Market by Operation in Europe 2020–2026 (\$ million)

Table 35 Pressure Washer Market by Output in Europe 2020–2026 (\$ million)

Table 36 Pressure Washer Market by End-User in Europe 2020–2026 (\$ million)

Table 37 Pressure Washer Market by Power Source in Germany 2020–2026 (\$ million)

Table 38 Pressure Washer Market by Operation in Germany 2020–2026 (\$ million)

Table 39 Pressure Washer Market by Output in Germany 2020–2026 (\$ million)

Table 40 Pressure Washer Market by End-User in Germany 2020–2026 (\$ million)

Table 41 Pressure Washer Market by Power Source in France 2020–2026 (\$ million)

Table 42 Pressure Washer Market by Operation in France 2020–2026 (\$ million)

Table 43 Pressure Washer Market by Output in France 2020–2026 (\$ million)

Table 44 Pressure Washer Market by End-User in France 2020–2026 (\$ million)

Table 45 Pressure Washer Market by Power Source in the UK 2020–2026 (\$ million)

Table 46 Pressure Washer Market by Operation in the UK 2020–2026 (\$ million)

Table 47 Pressure Washer Market by Output in the UK 2020–2026 (\$ million)

Table 48 Pressure Washer Market by End-User in the UK 2020–2026 (\$ million)

Table 49 Pressure Washer Market by Power Source in Denmark 2020–2026 (\$ million)

Table 50 Pressure Washer Market by Operation in Denmark 2020–2026 (\$ million)

Table 51 Pressure Washer Market by Output in Denmark 2020–2026 (\$ million)

Table 52 Pressure Washer Market by End-User in Denmark 2020–2026 (\$ million)

Table 53 Pressure Washer Market by Power Source in Sweden 2020–2026 (\$ million)

Table 54 Pressure Washer Market by Operation in Sweden 2020–2026 (\$ million)

Table 55 Pressure Washer Market by Output in Sweden 2020–2026 (\$ million)

Table 56 Pressure Washer Market by End-User in Sweden 2020–2026 (\$ million)

Table 57 Pressure Washer Market by Power Source in Italy 2020–2026 (\$ million)

Table 58 Pressure Washer Market by Operation in Italy 2020–2026 (\$ million)

Table 59 Pressure Washer Market by Output in Italy 2020–2026 (\$ million)

Table 60 Pressure Washer Market by End-User in Italy 2020–2026 (\$ million)

Table 61 Pressure Washer Market by Power Source in Spain 2020–2026 (\$ million)

Table 62 Pressure Washer Market by Operation in Spain 2020–2026 (\$ million)

Table 63 Pressure Washer Market by Output in Spain 2020–2026 (\$ million)

Table 64 Pressure Washer Market by End-User in Spain 2020–2026 (\$ million)

Table 65 Pressure Washer Market by Power Source in North America 2020–2026 (\$ million)

Table 66 Pressure Washer Market by Operation in North America 2020–2026 (\$ million)

Table 67 Pressure Washer Market by Output in North America 2020–2026 (\$ million)

Table 68 Pressure Washer Market by End-User in North America 2020–2026 (\$ million)

Table 69 Pressure Washer Market by Power Source in the US 2020–2026 (\$ million)

Table 70 Pressure Washer Market by Operation in the US 2020–2026 (\$ million)

Table 71 Pressure Washer Market by Output in the US 2020–2026 (\$ million)

Table 72 Pressure Washer Market by End-User in the US 2020–2026 (\$ million)

Table 73 Pressure Washer Market by Power Source in Canada 2020–2026 (\$ million)

Table 74 Pressure Washer Market by Operation in Canada 2020–2026 (\$ million)

Table 75 Pressure Washer Market by Output in Canada 2020–2026 (\$ million)

Table 76 Pressure Washer Market by End-User in Canada 2020–2026 (\$ million)

Table 77 Pressure Washer Market by Power Source in APAC 2020–2026 (\$ million)

Table 78 Pressure Washer Market by Operation in APAC 2020–2026 (\$ million)

Table 79 Pressure Washer Market by Output in APAC 2020–2026 (\$ million)

Table 80 Pressure Washer Market by End-User in APAC 2020–2026 (\$ million)

Table 81 Pressure Washer Market by Power Source in China 2020–2026 (\$ million)

Table 82 Pressure Washer Market by Operation in China 2020–2026 (\$ million)

Table 83 Pressure Washer Market by Output in China 2020–2026 (\$ million)

Table 84 Pressure Washer Market by End-User in China 2020–2026 (\$ million)

Table 85 Pressure Washer Market by Power Source in Japan 2020–2026 (\$ million)

Table 86 Pressure Washer Market by Operation in Japan 2020–2026 (\$ million)

Table 87 Pressure Washer Market by Output in Japan 2020–2026 (\$ million)

Table 88 Pressure Washer Market by End-User in Japan 2020–2026 (\$ million)

Table 89 Pressure Washer Market by Power Source in Australia 2020–2026 (\$ million)

Table 90 Pressure Washer Market by Operation in Australia 2020–2026 (\$ million)

Table 91 Pressure Washer Market by Output in Australia 2020–2026 (\$ million)

Table 92 Pressure Washer Market by End-User in Australia 2020–2026 (\$ million)

Table 93 Pressure Washer Market by Power Source in South Korea 2020–2026 (\$ million)

Table 94 Pressure Washer Market by Operation in South Korea 2020–2026 (\$ million)
Table 95 Pressure Washer Market by Output in South Korea 2020–2026 (\$ million)
Table 96 Pressure Washer Market by End-User in South Korea 2020–2026 (\$ million)
Table 97 Pressure Washer Market by Power Source in India 2020–2026 (\$ million)
Table 98 Pressure Washer Market by Operation in India 2020–2026 (\$ million)
Table 99 Pressure Washer Market by Output in India 2020–2026 (\$ million)
Table 100 Pressure Washer Market by End-User in India 2020–2026 (\$ million)
Table 101 Pressure Washer Market by Power Source in Latin America 2020–2026 (\$ million)
Table 102 Pressure Washer Market by Operation in Latin America 2020–2026 (\$ million)
Table 103 Pressure Washer Market by Output in Latin America 2020–2026 (\$ million)
Table 104 Pressure Washer Market by End-User in Latin America 2020–2026 (\$ million)
Table 105 Pressure Washer Market by Power Source in Brazil 2020–2026 (\$ million)
Table 106 Pressure Washer Market by Operation in Brazil 2020–2026 (\$ million)
Table 107 Pressure Washer Market by Output in Brazil 2020–2026 (\$ million)
Table 108 Pressure Washer Market by End-User in Brazil 2020–2026 (\$ million)
Table 109 Pressure Washer Market by Power Source in Mexico 2020–2026 (\$ million)
Table 110 Pressure Washer Market by Operation in Mexico 2020–2026 (\$ million)
Table 111 Pressure Washer Market by Output in Mexico 2020–2026 (\$ million)
Table 112 Pressure Washer Market by End-User in Mexico 2020–2026 (\$ million)
Table 113 Pressure Washer Market by Power Source in Argentina 2020–2026 (\$ million)
Table 114 Pressure Washer Market by Operation in Argentina 2020–2026 (\$ million)
Table 115 Pressure Washer Market by Output in Argentina 2020–2026 (\$ million)
Table 116 Pressure Washer Market by End-User in Argentina 2020–2026 (\$ million)
Table 117 Pressure Washer Market by Power Source in the Middle East & Africa 2020–2026 (\$ million)
Table 118 Pressure Washer Market by Operation in the Middle East & Africa 2020–2026 (\$ million)
Table 119 Pressure Washer Market by Output in the Middle East & Africa 2020–2026 (\$ million)
Table 120 Pressure Washer Market by End-User in the Middle East & Africa 2020–2026 (\$ million)
Table 121 Pressure Washer Market by Power Source in GCC 2020–2026 (\$ million)
Table 122 Pressure Washer Market by Operation in GCC 2020–2026 (\$ million)
Table 123 Pressure Washer Market by Output in GCC 2020–2026 (\$ million)
Table 124 Pressure Washer Market by End-User in GCC 2020–2026 (\$ million)
Table 125 Pressure Washer Market by Power Source in Turkey 2020–2026 (\$ million)

Table 126 Pressure Washer Market by Operation in Turkey 2020–2026 (\$ million)

Table 127 Pressure Washer Market by Output in Turkey 2020–2026 (\$ million)

Table 128 Pressure Washer Market by End-User in Turkey 2020–2026 (\$ million)

Table 129 Pressure Washer Market by Power Source in South Africa 2020–2026 (\$ million)

Table 130 Pressure Washer Market by Operation in South Africa 2020–2026 (\$ million)

Table 131 Pressure Washer Market by Output in South Africa 2020–2026 (\$ million)

Table 132 Pressure Washer Market by End-User in South Africa 2020–2026 (\$ million)

Table 133 Kärcher: Major Product Offerings

Table 134 Nilfisk: Major Product Offerings

Table 135 FNA: Major Product Offerings

Table 136 Robert Bosch: Major Product Offerings

Table 137 Briggs & Stratton: Major Product Offerings

Table 138 Generac Power Systems: Major Product Offerings

Table 139 Lavorwash: Major Product Offerings

Table 140 Alkota: Major Product Offerings

Table 141 Annovi Reverberi: Major Product Offerings

Table 142 Deere & Company: Major Product Offerings

Table 143 Snow Joe + Sun Joe: Major Product Offerings

Table 144 Stanley Black & Decker: Major Product Offerings

Table 145 IPC: Major Product Offerings

Table 146 Techtronic Industries: Major Product Offerings

Table 147 Husqvarna: Major Product Offerings

Table 148 Koblenz Electrica: Major Product Offerings

Table 149 SIMONIZ: Major Product Offerings

Table 150 STIHL: Major Product Offerings

Table 151 Koki: Major Product Offerings

Table 152 Makita: Major Product Offerings

Table 153 ANLU: Major Product Offerings

Table 154 Greenworks: Major Product Offerings

Table 155 Mi-T-M: Major Product Offerings

Table 156 Northern Tool + Equipment: Major Product Offerings

Table 157 Snap-on: Major Product Offerings

Table 158 Vortex Industries: Major Product Offerings

Table 159 Troy-Bilt: Major Product Offerings

Table 160 DuroMax: Major Product Offerings

Table 161 RIDGID: Major Product Offerings

Table 162 Yamaha: Major Product Offerings

Table 163 Deluxe Cleaning Systems: Major Product Offerings

Table 164 AVA of Norway: Major Product Offerings

Table 165 WEN Products: Major Product Offerings

Table 166 Westinghouse Electric Corporation: Major Product Offerings

Table 167 BE Power Equipment: Major Product Offerings

Table 168 Global Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 169 Global Pressure Washer Market by Power Source 2020–2026 (\$ million)

Table 170 Global Electric Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 171 Global Gas Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 172 Global Battery Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 173 Global Pressure Washer Market by Operation 2020–2026 (\$ million)

Table 174 Global Hot-Water Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 175 Global Cold-Water Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 176 Global Pressure Washer Market by Output 2020–2026 (\$ million)

Table 177 Global 0-1,500 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 178 Global 1,501-3,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 179 Global 3,001-4,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 180 Global Above 4,000 PSI Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 181 Global Pressure Washer Market by End-User 2020–2026 (\$ million)

Table 182 Global Residential Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 183 Global Garden Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 184 Global Vehicle Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 185 Global Swimming Pool and Large Patio Area Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 186 Global Bicycle Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 187 Global Other Residential Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 188 Global Commercial Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 189 Global Automobile Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 190 Global Construction Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 191 Global Public and Municipality Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 192 Global Retail Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 193 Global Hospitality Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 194 Global Healthcare Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 195 Global Agriculture Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 196 Global Other Commercial Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 197 Global Contract Cleaner Pressure Washer Market by Geography 2020–2026 (\$ million)

Table 198 Pressure Washer Market by Power Source in Europe 2020–2026 (\$ million)

Table 199 Pressure Washer Market by Operation in Europe 2020–2026 (\$ million)

Table 200 Pressure Washer Market by Output in Europe 2020–2026 (\$ million)

Table 201 Pressure Washer Market by End-User in Europe 2020–2026 (\$ million)

Table 202 Pressure Washer Market by Power Source in Germany 2020–2026 (\$ million)

Table 203 Pressure Washer Market by Operation in Germany 2020–2026 (\$ million)

Table 204 Pressure Washer Market by Output in Germany 2020–2026 (\$ million)

Table 205 Pressure Washer Market by End-User in Germany 2020–2026 (\$ million)

Table 206 Pressure Washer Market by Power Source in France 2020–2026 (\$ million)

Table 207 Pressure Washer Market by Operation in France 2020–2026 (\$ million)

Table 208 Pressure Washer Market by Output in France 2020–2026 (\$ million)

Table 209 Pressure Washer Market by End-User in France 2020–2026 (\$ million)

Table 210 Pressure Washer Market by Power Source in the UK 2020–2026 (\$ million)

Table 211 Pressure Washer Market by Operation in the UK 2020–2026 (\$ million)

Table 212 Pressure Washer Market by Output in the UK 2020–2026 (\$ million)

Table 213 Pressure Washer Market by End-User in the UK 2020–2026 (\$ million)

Table 214 Pressure Washer Market by Power Source in Denmark 2020–2026 (\$ million)

Table 215 Pressure Washer Market by Operation in Denmark 2020–2026 (\$ million)

Table 216 Pressure Washer Market by Output in Denmark 2020–2026 (\$ million)

Table 217 Pressure Washer Market by End-User in Denmark 2020–2026 (\$ million)

Table 218 Pressure Washer Market by Power Source in Sweden 2020–2026 (\$ million)

Table 219 Pressure Washer Market by Operation in Sweden 2020–2026 (\$ million)

Table 220 Pressure Washer Market by Output in Sweden 2020–2026 (\$ million)

Table 221 Pressure Washer Market by End-User in Sweden 2020–2026 (\$ million)

Table 222 Pressure Washer Market by Power Source in Italy 2020–2026 (\$ million)

Table 223 Pressure Washer Market by Operation in Italy 2020–2026 (\$ million)

Table 224 Pressure Washer Market by Output in Italy 2020–2026 (\$ million)
Table 225 Pressure Washer Market by End-User in Italy 2020–2026 (\$ million)
Table 226 Pressure Washer Market by Power Source in Spain 2020–2026 (\$ million)
Table 227 Pressure Washer Market by Operation in Spain 2020–2026 (\$ million)
Table 228 Pressure Washer Market by Output in Spain 2020–2026 (\$ million)
Table 229 Pressure Washer Market by End-User in Spain 2020–2026 (\$ million)
Table 230 Pressure Washer Market by Power Source in North America 2020–2026 (\$ million)
Table 231 Pressure Washer Market by Operation in North America 2020–2026 (\$ million)
Table 232 Pressure Washer Market by Output in North America 2020–2026 (\$ million)
Table 233 Pressure Washer Market by End-User in North America 2020–2026 (\$ million)
Table 234 Pressure Washer Market by Power Source in the US 2020–2026 (\$ million)
Table 235 Pressure Washer Market by Operation in the US 2020–2026 (\$ million)
Table 236 Pressure Washer Market by Output in the US 2020–2026 (\$ million)
Table 237 Pressure Washer Market by End-User in the US 2020–2026 (\$ million)
Table 238 Pressure Washer Market by Power Source in Canada 2020–2026 (\$ million)
Table 239 Pressure Washer Market by Operation in Canada 2020–2026 (\$ million)
Table 240 Pressure Washer Market by Output in Canada 2020–2026 (\$ million)
Table 241 Pressure Washer Market by End-User in Canada 2020–2026 (\$ million)
Table 242 Pressure Washer Market by Power Source in APAC 2020–2026 (\$ million)
Table 243 Pressure Washer Market by Operation in APAC 2020–2026 (\$ million)
Table 244 Pressure Washer Market by Output in APAC 2020–2026 (\$ million)
Table 245 Pressure Washer Market by End-User in APAC 2020–2026 (\$ million)
Table 246 Pressure Washer Market by Power Source in China 2020–2026 (\$ million)
Table 247 Pressure Washer Market by Operation in China 2020–2026 (\$ million)
Table 248 Pressure Washer Market by Output in China 2020–2026 (\$ million)
Table 249 Pressure Washer Market by End-User in China 2020–2026 (\$ million)
Table 250 Pressure Washer Market by Power Source in Japan 2020–2026 (\$ million)
Table 251 Pressure Washer Market by Operation in Japan 2020–2026 (\$ million)
Table 252 Pressure Washer Market by Output in Japan 2020–2026 (\$ million)
Table 253 Pressure Washer Market by End-User in Japan 2020–2026 (\$ million)
Table 254 Pressure Washer Market by Power Source in Australia 2020–2026 (\$ million)
Table 255 Pressure Washer Market by Operation in Australia 2020–2026 (\$ million)
Table 256 Pressure Washer Market by Output in Australia 2020–2026 (\$ million)
Table 257 Pressure Washer Market by End-User in Australia 2020–2026 (\$ million)
Table 258 Pressure Washer Market by Power Source in South Korea 2020–2026 (\$ million)

Table 259 Pressure Washer Market by Operation in South Korea 2020–2026 (\$ million)
Table 260 Pressure Washer Market by Output in South Korea 2020–2026 (\$ million)
Table 261 Pressure Washer Market by End-User in South Korea 2020–2026 (\$ million)
Table 262 Pressure Washer Market by Power Source in India 2020–2026 (\$ million)
Table 263 Pressure Washer Market by Operation in India 2020–2026 (\$ million)
Table 264 Pressure Washer Market by Output in India 2020–2026 (\$ million)
Table 265 Pressure Washer Market by End-User in India 2020–2026 (\$ million)
Table 266 Pressure Washer Market by Power Source in Latin America 2020–2026 (\$ million)
Table 267 Pressure Washer Market by Operation in Latin America 2020–2026 (\$ million)
Table 268 Pressure Washer Market by Output in Latin America 2020–2026 (\$ million)
Table 269 Pressure Washer Market by End-User in Latin America 2020–2026 (\$ million)
Table 270 Pressure Washer Market by Power Source in Brazil 2020–2026 (\$ million)
Table 271 Pressure Washer Market by Operation in Brazil 2020–2026 (\$ million)
Table 272 Pressure Washer Market by Output in Brazil 2020–2026 (\$ million)
Table 273 Pressure Washer Market by End-User in Brazil 2020–2026 (\$ million)
Table 274 Pressure Washer Market by Power Source in Mexico 2020–2026 (\$ million)
Table 275 Pressure Washer Market by Operation in Mexico 2020–2026 (\$ million)
Table 276 Pressure Washer Market by Output in Mexico 2020–2026 (\$ million)
Table 277 Pressure Washer Market by End-User in Mexico 2020–2026 (\$ million)
Table 278 Pressure Washer Market by Power Source in Argentina 2020–2026 (\$ million)
Table 279 Pressure Washer Market by Operation in Argentina 2020–2026 (\$ million)
Table 280 Pressure Washer Market by Output in Argentina 2020–2026 (\$ million)
Table 281 Pressure Washer Market by End-User in Argentina 2020–2026 (\$ million)
Table 282 Pressure Washer Market by Power Source in the Middle East & Africa 2020–2026 (\$ million)
Table 283 Pressure Washer Market by Operation in the Middle East & Africa 2020–2026 (\$ million)
Table 284 Pressure Washer Market by Output in the Middle East & Africa 2020–2026 (\$ million)
Table 285 Pressure Washer Market by End-User in the Middle East & Africa 2020–2026 (\$ million)
Table 286 Pressure Washer Market by Power Source in GCC 2020–2026 (\$ million)
Table 287 Pressure Washer Market by Operation in GCC 2020–2026 (\$ million)
Table 288 Pressure Washer Market by Output in GCC 2020–2026 (\$ million)
Table 289 Pressure Washer Market by End-User in GCC 2020–2026 (\$ million)
Table 290 Pressure Washer Market by Power Source in Turkey 2020–2026 (\$ million)

Table 291 Pressure Washer Market by Operation in Turkey 2020–2026 (\$ million)

Table 292 Pressure Washer Market by Output in Turkey 2020–2026 (\$ million)

Table 293 Pressure Washer Market by End-User in Turkey 2020–2026 (\$ million)

Table 294 Pressure Washer Market by Power Source in South Africa 2020–2026 (\$ million)

Table 295 Pressure Washer Market by Operation in South Africa 2020–2026 (\$ million)

Table 296 Pressure Washer Market by Output in South Africa 2020–2026 (\$ million)

Table 297 Pressure Washer Market by End-User in South Africa 2020–2026 (\$ million)

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