

Robotic Lawn Mower Market in Europe - Industry Outlook and Forecast 2017 - 2022

<https://marketpublishers.com/r/R400F9A19A8EN.html>

Date: September 2017

Pages: 141

Price: US\$ 3,500.00 (Single User License)

ID: R400F9A19A8EN

Abstracts

The robotic lawn mower market in Europe is likely to cross \$1.3 billion by 2022. A favourable retail environment and high disposable incomes in European countries are driving the market. The small-sized robotic lawn mower segment will dominate the robotic lawn mower market in Europe. However, the medium-sized segment is growing slowly. Also, the residential user segment will dominate the market in Europe both in terms of revenue and shipment.

Report Timeline

Historic Year: 2014–2015

Base Year: 2016

Forecast Year: 2017–2022

Major vendors profiled in the report are as following:

Friendly Robotic/Robomow

STIGA (Global Garden Products)

Husqvarna

Robert Bosch

Zucchetti Centro Sistemi (ZCS)

Other prominent vendors in the market include AL-KO, Yamabiko Europe (Belrobotics), Deere & Co., E. ZICOM, Hangzhou Favor Robot Technology, Hitachi, Honda, Kobi, LG, Linea Tielle, Mamirobot EU, Milagrow HumanTech, MTD Products, Positec Tool (WORX), STIHL, Turflynx

SCOPE OF THE REPORT

The report considers the present scenario of the robotic lawn mower market in Europe and includes a detailed study of growth drivers, trends, and restraints. It also profiles the leading vendors in the market and other key vendors.

The market research report provides the details of the market size in the following:

Revenue

Shipment

This market research report includes a detailed market segmentation of the market by the following segments:

Lawn Area Type

Small-sized

Medium-sized

Large-sized

End-user

Residential

Professional landscaping services

Sports fields, golf courses, and others

Distribution Channel

Retail

Specialty stores

Supermarkets and hypermarkets

Online stores

Key Countries

Germany

Sweden

A robotic lawn mower is a service robot. It is used to mow yards, gardens, lawns, parks, golf courses, and other commercial spaces. An autonomous mower functions without human intervention within a defined area closed by a perimeter wire.

The robotic lawn mower market in Europe is likely to grow at a CAGR of 16.57% in volume terms during 2016-2022. The demand for robotic lawn mowers will also be fuelled by the growth of the residential sector in Europe. The rise in construction of new residential properties will propel the demand for landscaping services, which, in turn, will boost the replacement of old lawn mowers, thereby boosting demand for robotic lawn mowers as they are among the latest trends in the market.

The report provides a holistic view of the robotic lawn mower market in Europe, the companies involved in the market, and the factors driving its growth. The report also provides information on some of the latest trends that have started to surface and are likely to become strong market driving forces over the next five years. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the robotic lawn mower market in Europe.

Robotic Lawn Mower Market in Europe: Key Vendor Analysis

Growing number of entrants to dilute the market

The robotic lawn mower market in Europe is highly concentrated with a limited number of small and large-sized players. The competition among the players is intense. The market concentration in Europe is high as major global vendors are based and headquartered in the region. A growing number of new entrants and increasing presence of Chinese vendors that provide low-cost robotic lawn mowers in the region are expected to dilute the market concentration in the future.

Major vendors profiled in the report are as following:

Friendly Robotic/Robomow

STIGA (Global Garden Products)

Husqvarna

Robert Bosch

Zucchetti Centro Sistemi (ZCS)

Other prominent vendors in the market include AL-KO, Yamabiko Europe (Belrobotics), Deere & Co., E. ZICOM, Hangzhou Favor Robot Technology, Hitachi, Honda, Kobi, LG, Linea Tielle, Mamirobot EU, Milagrow HumanTech, MTD Products, Positec Tool (WORX), STIHL, Turflynx

Robotic Lawn Mower Market in Europe: Market Dynamics

Preference for smart robotic technologies and adoption of smart home to drive the market

The resolution of safety hazards, growth of landscaping services industry, and rise in marketing efforts and promotional activities are the major factors that are driving the market growth. Similarly, increased demand for smart technology, influence of internet

in shaping buyers' behavior, and high adoption of smart homes are the emerging trends and opportunities for the market growth in Europe. The report also covers the possible challenges that the market are likely to confront during the forecast period. Increased competition from Chinese vendors and volatile price of raw materials are some of the restraints that can slow down the growth of the robotic lawn mower market in Europe.

Robotic Lawn Mower Market in Europe: Segmental Overview

Residential end-user segment to dominate the market

The residential end-user segment of the market is likely to dominate the robotic lawn mower market in Europe both in terms of revenue and unit shipments. Vendors have started to offer robotic lawn mowers for specific commercial purposes in Europe. Earlier, Belrobotics (Yamabiko Europe) was the only player catering to the needs for sports fields and golf clubs. However, with time, Ambrogio entered the market with robotic lawn mowers. Similarly, the small-sized segment is likely to dominate the market during the forecast period. The online distribution model for the robotic lawn mower market is strong and is set to witness a healthy growth in the next few years.

Robotic Lawn Mower Market in Europe: Key Countries Analysis

Germany to contribute maximum revenue to the market

Germany is expected to be a dominant country in the Europe region contributing the maximum revenue to the region. Changes in the market in terms of decrease in prices; increased propensity to spend; and demand for time-saving mowing options are fueling the demand for robotic lawn mowers in the country. Husqvarna, GGP, ZCS, and Robert Bosch are the leading vendors in the market in Germany. Sweden is the second largest European country to contribute in the robotic lawn mower market in Europe. The high disposable household income in Sweden has propelled the demand for robotic lawn mowers. In addition, Sweden is home to the largest robotic lawn mower vendor, Husqvarna, and Auto mower and GGP's (STIGA's) STIGA are known as Sweden's one of the most known robotic lawn mower brands.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 REPORT COVERAGE

4.1 Market Definition

4.2 Base Year

4.3 Scope of Study

4.3.1 Market Segmentation by Lawn Area Type

4.3.2 Market Segmentation by End-user Type

4.3.3 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Inclusions

5.3 Exclusions

5.4 Currency Conversion rate

5.5 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.2 Working System

7.3 Advantages

8 MARKET DYNAMICS

8.1 Market Growth Enablers

8.1.1 Resolution of Safety Hazards

8.1.2 Growth of Landscaping Services Industry

8.1.3 Rise in Marketing Efforts and Promotional Activities

- 8.1.4 Impact of Market Growth Enablers
- 8.1.5 Impact of Market Growth Enablers on Regions
- 8.2 Market Growth Restraint
 - 8.2.1 Increased Competition from Chinese Vendors
 - 8.2.2 Volatility in Raw Material Prices
 - 8.2.3 High Adoption of Artificial Grass
 - 8.2.4 Impact of Market Restraint
 - 8.2.5 Impact of Market Restraint on Regions
- 8.3 Market Opportunities & trends
 - 8.3.1 Increased Demand for Smart Technology
 - 8.3.2 Influence of Internet in Shaping Buyers' Behavior
 - 8.3.3 High Adoption of Smart Homes
 - 8.3.4 Impact of Market Opportunities & Trends
 - 8.3.5 Impact of Market Opportunities & Trends on Regions
 - 8.3.6 Sensitivity Analysis of Key Market Trends and Opportunities

9 VALUE CHAIN ANALYSIS

- 9.1 Overview

10 ROBOTIC LAWN MOWER MARKET

- 10.1 Global market Outlook
 - 10.1.1 Market Size & Forecast
- 10.2 Europe: Robotic Lawn mower market
 - 10.2.1 Historical Demand 2013—2015
 - 10.2.2 Market Size and Forecast
- 10.3 Porter's Five Forces Analysis
 - 10.3.1 Threat of New Entrants
 - 10.3.2 Bargaining Power of Suppliers
 - 10.3.3 Bargaining Power of Buyers
 - 10.3.4 Threat of Substitutes
 - 10.3.5 Competitive Rivalry

11 ROBOTIC LAWN MOWER MARKET IN EUROPE - BY LAWN TYPE

- 11.1 Market Overview
- 11.2 Europe: Robotic lawn mower market for Small-sized Segment
 - 11.2.1 Market Size and Forecast

11.3 Europe: Robotic lawn mower market for Medium-sized Segment

11.3.1 Market Size and Forecast

11.4 Europe: Robotic lawn mower market for Large-sized SEGMENT

11.4.1 Market Size & Forecast

12 ROBOTIC LAWN MOWER MARKET IN EUROPE BY END-USERS

12.1 Market Overview

13 ROBOTIC LAWN MOWER MARKET IN EUROPE BY DISTRIBUTION CHANNEL

13.1 Overview of Distribution channel

13.2 Manufacture, Production, and Distribution

13.3 Distribution through Retail Stores

13.4 Distribution through Online Websites

14 ROBOTIC LAWN MOWER MARKET IN EUROPE BY KEY REGIONS

14.1 Market Overview

14.2 Major Country Analysis

14.2.1 Germany

14.2.2 Sweden

14.3 Other Markets

15 COMPETITIVE LANDSCAPE

15.1 Market Overview

15.1.1 Robotic Lawn Mower Market Competitive Landscape in Europe

15.2 Market Structure and Mapping of Competition

15.2.1 Herfindahl-Hirschman Index

15.3 Market Share Analysis

15.3.1 Husqvarna

15.3.2 Friendly Robotics/Robomow

15.3.3 ZCS (Zucchetti Centro Sistemi)

15.3.4 STIGA (Global Garden Products)

15.3.5 Robert Bosch

16 KEY COMPANY PROFILES

16.1 Friendly Robotics (Robomow)

16.1.1 Business Overview

16.1.2 Product Offerings

16.1.3 Key Strategies

16.1.4 Key Strengths

16.1.5 Key Opportunities

16.2 Husqvarna

16.2.1 Business Overview

16.2.2 Business Segments

16.2.3 Product Offerings

16.2.4 Key Strategies

16.2.5 Key Strengths

16.2.6 Key Opportunities

16.3 Robert Bosch

16.3.1 Business Overview

16.3.2 Business Segment

16.3.3 Product Offerings

16.3.4 Key Strategies

16.3.5 Key Strengths

16.3.6 Key Opportunities

16.4 STIGA (Global Garden products)

16.4.1 Business Overview

16.4.2 Product Offerings

16.4.3 Key Strategies

16.4.4 Key Strengths

16.4.5 Key Opportunities

16.5 Zucchetti Centro Sistemi (ZCS)

16.5.1 Business Overview

16.5.2 Product Offerings

16.5.3 Key Strategies

16.5.4 Key Strengths

16.5.5 Key Opportunities

17 OTHER PROMINENT COMPANIES

17.1 AL-KO

17.1.1 Company Overview

17.1.2 Products Offered

17.1.3 Strategy

17.2 Yamabiko EuRope (Belrobotics)

17.2.1 Company Overview

17.2.2 Products Offered

17.2.3 Strategy

17.3 Deere & Co.

17.3.1 Company Overview

17.3.2 Products Offered

17.3.3 Strategy

17.4 E.ZICOM

17.4.1 Company Overview

17.4.2 Products Offered

17.4.3 Strategy

17.5 Hangzhou Favor Robot Technology

17.5.1 Company Overview

17.5.2 Products Offered

17.5.3 Strategy

17.6 Hitachi

17.6.1 Company Overview

17.6.2 Products Offered

17.6.3 Strategy

17.7 Honda

17.7.1 Company Overview

17.7.2 Products Offered

17.7.3 Strategy

17.8 Linea Tielle

17.8.1 Company Overview

17.8.2 Products Offered

17.8.3 Strategy

17.9 LG

17.9.1 Company Overview

17.9.2 Products Offered

17.9.3 Strategy

17.10 Milagrow HumanTech

17.10.1 Company Overview

17.10.2 Products Offered

17.10.3 Strategy

17.11 Mamibot EU

17.11.1 Company Overview

17.11.2 Products Offered

- 17.11.3 Strategy
- 17.12 MTD Products
 - 17.12.1 Company Overview
 - 17.12.2 Products Offered
 - 17.12.3 Strategy
- 17.13 Positec Tool (WORX)
 - 17.13.1 Company Overview
 - 17.13.2 Products Offered
 - 17.13.3 Strategy
- 17.14 STIHL
 - 17.14.1 Company Overview
 - 17.14.2 Products Offered
 - 17.14.3 Strategy
- 17.15 The Kobi Company
 - 17.15.1 Company Overview
 - 17.15.2 Products Offered
 - 17.15.3 Strategy
- 17.16 Turflynx
 - 17.16.1 Company Overview
 - 17.16.2 Products Offered
 - 17.16.3 Strategy

18 REPORT SUMMARY

- 18.1 Key Takeaways
- 18.2 Strategic Recommendation
- 18.3 Qualitative Summary of Robotic lawn mower Market in Europe
- 18.4 Quantitative Summary of Robotic lawn mower Market in Europe 2016-2022

19 APPENDIX

- 19.1 List of Abbreviations
- 19.2 Price Chart of Various Robotic Lawn Mowers

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Robotic Lawn Mower Market in Europe
- Exhibit 2 Market Size Calculation Approach 2016
- Exhibit 3 Market Size Calculation 2016
- Exhibit 4 Robot Lawn Mower Design Schematic
- Exhibit 5 Top Reasons Cited for Replacement of Gas Mowers
- Exhibit 6 Professional Landscaping Services Market in UK 2016-2022 (\$ billion)
- Exhibit 7 Hot-rolled Steel Price in Western Europe (\$ per metric ton)
- Exhibit 8 Steel: Global Average Price Fluctuation (% change)
- Exhibit 9 Growing Smartphone Penetration Europe
- Exhibit 10 Integration of Robotics, Automation, and Intelligent Systems
- Exhibit 11 Growing Web-based Offline Retail Sales (%)
- Exhibit 12 Number of Smart Homes in Europe by Installed Base (million units)
- Exhibit 13 Sensitivity Analysis of Key Market Trends 2016-2022
- Exhibit 14 Simplified Basic Schematic Diagram Robotic Lawn Mower Manufacturing
- Exhibit 15 Simplified Expanded Schematic Diagram Robotic Lawn Mower Manufacturing
- Exhibit 16 Futuristic Value Chain of Robotic Lawn Mower Market
- Exhibit 17 Global Robotic Lawn Mower Market: Historical Data
- Exhibit 18 Global Robotic Lawn Mower Market
- Exhibit 19 Europe: Robotic Lawn Mower Market Historical Data
- Exhibit 20 Europe: Robotic Lawn Mower Market (thousand units)
- Exhibit 21 Changes in Per Capita Disposable Income in EU-27+1 Countries
- Exhibit 22 Annual Saving Ratio of Western European Countries
- Exhibit 23 Change in Annual Household Disposable Income in Europe (%)
- Exhibit 24 Europe: Robotic Lawn Mower Market by Key Regions (Unit Shipment) 2016
- Exhibit 25 Golf Land Area by Geography 2016
- Exhibit 26 Europe: Robotic Lawn Mower Market (\$ million)
- Exhibit 27 Europe: Structure of Aging Population (% of total population)
- Exhibit 28 Decline in ASP of Robotic Lawn Mowers in Europe (\$)
- Exhibit 29 Urban and Rural Population in Europe (% of total population)
- Exhibit 30 Five Forces Analysis 2016
- Exhibit 31 Europe: Robotic Lawn Mower Market by Lawn Type
- Exhibit 32 Europe: Robotic Lawn Mower Market by Lawn Type Share 2016
- Exhibit 33 Europe: Robotic Lawn Mower Market by End-users
- Exhibit 34 Europe: Robotic Lawn Mower Market by End-user Share (Revenue) 2016

Exhibit 35 Distribution Channel of Robotic Lawn Mowers

Exhibit 36 Distribution Channel Flow of Robotic Lawn Mowers

Exhibit 37 Europe: Robotic Lawn Mowers Market Distribution Channels 2016

Exhibit 38 Europe: Robotic Lawn Mower Market by Key Countries Unit Share 2016

Exhibit 39 Overview of Market Concentration by Key Regions 2016 (as illustrated by HHI)

Exhibit 40 Market Share Analysis 2016

Exhibit 41 Husqvarna Group: Revenue by Business Segment FY2016

Exhibit 42 Robert Bosch Group: Revenue by Business Segments FY2016

List Of Tables

LIST OF TABLES

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013?2016

Table 4 Average Sound Production: Traditional Lawn Mowers vis-à-vis Robotic Lawn Mowers

Table 5 YOY Impact of Market Growth Enablers

Table 6 Impact of Market Growth Enablers on Regions

Table 7 Price Comparison of Lawn Mowers by Type

Table 8 Prices of Chinese Brands of Robotic Lawn Mowers Available in Europe

Table 9 Raw Materials Used for Manufacturing Robotic Lawn Mowers

Table 10 Comparison of Cost Structure between Artificial Grass and Natural Grass

Table 11 Impact of Market Restraints

Table 12 Impact of Market Restraint on Regions 2016

Table 13 YOY Impact of Market Opportunities & Trends

Table 14 Impact of Market Opportunities & Trends on Regions 2016

Table 15 Use of Standards or Customs by Market Application and End-user Industry

Table 16 Position of Europe vis-à-vis Other Regions on Different Value Chain Segments 2016

Table 17 CAGR of Garden Equipment Market in Select European Countries

Table 18 Various Battery-types by Energy Density

Table 19 Golf Course Construction Across the World (as of December 2016)

Table 20 Average Size of Lawns and Gardens in Select European Countries

Table 21 Europe: Robotic Lawn Mower Market for Small-sized Segment

Table 22 Europe: Robotic Lawn Mower Market for Medium-sized Segment

Table 23 Europe: Robotic Lawn Mower Market for Large-sized Segment

Table 24 Europe: Robotic Lawn Mower Market by End-users (\$ million)

Table 25 Europe: Robotic Lawn Mower Market by End-users (units)

Table 26 Germany: Robotic Lawn Mower Market

Table 27 Germany: Robotic Lawn Mower Market by Lawn Type (units)

Table 28 Sweden: Robotic Lawn Mower Market 2016—2022

Table 29 Sweden: Robotic Lawn Mower Market by Lawn Type 2016-2022 (units)

Table 30 Robotic Lawn Mower Market in Select European Countries (units)

Table 31 Robotic Lawn Mower Market in Select European Countries by Lawn Type

Table 32 Robotic Lawn Mower Market in Select European Countries (\$ million)

Table 33 Friendly Robotics (Robomow): Product Offerings

Table 34 Husqvarna: Product Offerings

Table 35 Robert Bosch: Product Offerings

Table 36 STIGA: Product Offerings

Table 37 Zucchetti Centro Sistemi: Product Offerings

Table 38 Qualitative Summary of Robotic Lawn Mower Market in Europe

Table 39 Quantitative Summary of Robotic Lawn Mower Market in Europe by Lawn Type (Revenue) (\$ million)

Table 40 Quantitative Summary of Robotic Lawn Mower Market in Europe by Lawn Type (unit shipment) (units)

Table 41 Quantitative Summary of Robotic Lawn Mower Market in Europe by End-users (\$ million)

Table 42 Quantitative Summary of Robotic Lawn Mower Market in Europe by End-users (unit shipment) (units)

Table 43 Quantitative Summary of Robotic Lawn Mower Market Europe by Key Countries (units)

Table 44 Quantitative Summary of Robotic Lawn Mower Market in Europe by Key Countries by Lawn Type (units)

Table 45 Quantitative Summary of Robotic Lawn Mower Market in Europe by Key Countries (\$ million)

Table 46 Average Price Chart of Robotic Lawn Mowers

Table 47 Major Brands in Robotic Lawn Mower Market

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