

U.S. Electric Lawn Mower Market – Comprehensive Study and Strategic Analysis 2020?2025

<https://marketpublishers.com/r/UA8FE92F718BEN.html>

Date: September 2020

Pages: 309

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

ID: UA8FE92F718BEN

Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this U.S. Electric Lawn Mowers Market Report

The U.S. electric lawn mowers market by revenue is expected to grow at a CAGR of over 9% during the period 2019–2025.

The U.S. electric lawn mowers market is one of the major contributors to the global lawn mowers market. The market is increasingly getting influenced by the development of the concept of sustainable cities. Sustainability is likely to drive the adoption of electric lawn equipment with little or no harmful emissions and seamless integration with IoT. The US lawn mowers market has witnessing increasing application in the commercial sector and are increasingly accepted in several applications end-users such as golf courses and large parks and lawns. The adoption of green roofs helps to cool the environment, insulate infrastructures and buildings, reduce air pollution, and also increase biodiversity. Green roofs can also prove to be an important and effective measure against the rising air pollution worldwide. Hence, green roofs initiatives would drive the market for electric equipment during the forecast period.

The following factors are likely to contribute to the growth of the U.S. electric lawn mowers market during the forecast period:

Increased Demand for Golf Courses

Growth in Manufacturer-led Programs & Initiatives

Development of Sustainable Cities

Influence of Internet on End-users' Purchasing Behavior

The study considers the present scenario of the U.S. electric lawn mowers 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.

U.S. Electric Lawn Mowers Market Segmentation

The U.S. electric lawn mowers market research report includes a detailed segmentation by products, end-user, distribution, and cord. The electric walk-behind segment dominated the market share in 2019. The increasing demand for professional landscaping services in the US is expected to fuel the demand for electric lawn mowers during the forecast period. Spending on preserving the environment in lawns and gardens is growing in the recent period, which is expected to boost the market for walk-behind devices. It is projected that the development of green spaces and eco-cities is a big catalyst for the electric walk-behind mower market.

In 2019, the residential end-user segment dominated the U.S. electric lawn mowers market. The market growth spurt is expected due to the growing adoption of robotic equipment in the world's largest garden equipment market, US. Although robotic variants struggled earlier to make a presence among households in the US, they have now silently penetrated the US households over the years. With the increasing demand for landscaping services, the lawn mowers market is expected to gain traction during the forecast period. Sustainability are expected to gain a significant rise during the forecast period. Thus, the increased focus on the integration of eco-friendly solutions with mower technology is encouraging residential owners to procure the latest and advanced robotic devices.

The introduction of strict regulations and legislation to safeguard and protect the environment is driving consumers to opt for eco-friendly alternatives, which are likely to adopt electric-corded lawn mowers during the forecast period. The demand for corded-electric devices is growing on account of less fuel consumption and low noise and air emissions. Office structures, heritage areas, botanical gardens, hospitals, shopping malls, and residential facilities are the major end-users of electric-powered devices. However, corded electric mowers are restricted in movement, which can restrict their

application.

The electric lawn mowers are mainly sold through retail distribution channels such as specialty stores, dealerships and distributors, supermarkets, and hypermarkets. With the U.S. electric lawn mowers market being highly time-sensitive, distributors are increasingly focusing on extending their reach to improve the speed to market maintenance parts and services. Lawn mowers are also available to end-users through online OEMs' e-commerce portals and online direct-to-consumer stores such as Amazon, Argos, eBay, RobotShop, Sainsbury's, MowDirect, Alibaba, and AliExpress. In 2019, retail sales constituted over 95% of the distribution model.

Segmentation by Products

Walk-Behind Mowers

- Self-propelled

- Push

- Hover

Ride-on Mowers

- Standard Ride-on

- Zero-turn

- Lawn Tractor

- Garden Tractor

Robotic Lawn Mowers

Segmentation by Distribution

- Retail

- Specialty Stores

Mass Market Players

Dealers & Distributors

Online

Segmentation by Blade Type

Cylinder

Deck/Standard

Mulching

Lifting

Segmentation by Cord

Corded

Cordless

Segmentation by End-user

Residential Users

Professional Landscaping Services

Gold Courses

Government & Others

Segmentation by Geography

United States

INSIGHTS BY VENDORS

The U.S. electric lawn mowers market is moderately fragmented, with the presence of several local and global players. Currently, vendors are adjusting and improving their value proposition to attain their presence in the market. While the market is characterized by the presence of diversified international vendors and a few regional vendors, it would be increasingly difficult for regional vendors to compete, particularly in terms of technology and customer base. Deere & Co., Techtronic Industries, Husqvarna, Kubota, MTD Products, STIGA, & The Toro Group are among the major vendors in the U.S. electric lawn mowers market. Several players offer a wide variety of gardening equipment to achieve economies of scale.

Prominent Vendors

Deere & Company

Honda Motor Company

Husqvarna

MTD Products

Robert Bosch

STIGA

Techtronic Industries

The Toro Company

Other Prominent Vendors

Alamo Group

Alfred Kärcher

AL-KO

Ariens Company

AS-Motor

Bad Boy Mowers

Black + Decker

Blount International

Bobcat Company (Doosan Bobcat)

Briggs & Stratton

Carraro

Chervon Group

Cobra Garden Machinery

Einhell Germany

Emak Group

Erkunt Traktor Sanayii

ZICOM

Future Gen Robotics

Generac Power Systems

Greenworks Tools

Grey Technology

Hangzhou Favor Robot Technology

Hayter Limited

Hitachi

Hustler Turf Equipment

Hyundai Motor Group

iRobot

Linea Tielle

LG

Lowe's Corporation (Kobalt)

Makita Corporation

Mamibot

McLane Manufacturing

Mean Green Products

Milagrow HumanTech

Ningbo NGP Company

Positec Tool (WORX)

SCAG Power Equipment

Schiller Grounds Care

Shibaura

Snow Joe

STIHL

The SUMEC Corp (Yard Force)

Swisher Acquisition

Textron

The Kobi Company

Turflynx

Volta

Weibang

Wiper ECOROBOT

Yamabiko Europe (BELROBOTICS)

Zhejiang Tianchen Intelligence & Technology

ZIPPER Maschinen

Zucchetti Centro Sistemi (ZCS)

KEY QUESTIONS ANSWERED

1. What is the U.S. electric lawn mowers market size and growth rate during the forecast period?
2. What are the factors impacting the growth of the U.S. electric lawn mowers market shares?
3. What are the drivers, trends, and restraints in the U.S. electric lawn mowers market?
4. Who are the leading vendors in the U.S. electric lawn mowers market, and what are their market shares?
5. What is the impact of the COVID-19 pandemic on the U.S. electric lawn mowers market shares?

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

4.2 Base Year

4.3 Scope of The Study

4.4 Market Segmentation

4.4.1 Market Segmentation by Product

4.4.2 Market Segmentation by Cord

4.4.3 Market Segmentation by End-User

4.4.4 Market Segmentation by Blade Type

4.4.5 Market Segmentation by Drive Type

4.4.6 Market Segmentation by Distribution Channel

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 Dynamics Of Landscaping Industry

7.2.1 Overview

7.3 Dawn Of Robotic Lawn Mower

7.3.1 Overview

7.3.2 Design & Working System

8 IMPACT OF COVID-19

8.1 Overview

8.2 Covid-19 Impact On Global Trade

8.2.1 Impact on Global Value Chain

8.2.2 Disruptions in Global Supply Chain & Garden Equipment Market

9 MARKET OPPORTUNITIES & TRENDS

9.1 Connecting Lawn Mowers With The IoT

9.2 Growing Landscaping Industry

9.3 Growing Influx Of Alternate Fuel Options & Robotic Lawn Mowers

10 MARKET GROWTH ENABLERS

10.1 Increased Demand For Golf Courses

10.2 Growth In Manufacture-Led Programs & Initiatives

10.3 Development Of Sustainable Cities

10.4 Influence Of Internet In Shaping End-Users' Purchasing Behavior

11 MARKET RESTRAINTS

11.1 Increase In Artificial Grass Usage

11.2 Rise In Xeriscaping

11.3 Shortage Of Skilled & Qualified Labors

12 MARKET LANDSCAPE

12.1 Historic Data 2016–2018

12.1.1 Revenue & Unit Shipments

12.2 Market Size & Forecast

12.2.1 Revenue & Unit Shipments

12.3 Product

12.3.1 Market Size & Forecast: Revenue

12.3.2 Market Size & Forecast: Unit Shipments

12.4 End-Users

12.4.1 Market Size & Forecast: Revenue

12.4.2 Market Size & Forecast: Unit Shipments

12.5 Blade Type

12.5.1 Market Size & Forecast: Revenue

12.5.2 Market Size & Forecast: Unit Shipments

12.6 Drive Type

12.6.1 Market Size & Forecast: Revenue

12.6.2 Market Size & Forecast: Unit Shipments

12.7 Cord Type

12.7.1 Market Size & Forecast: Revenue

12.7.2 Market Size & Forecast: Unit Shipments

12.8 Five Forces Analysis

12.8.1 Threat of New Entrants

12.8.2 Bargaining Power of Suppliers

12.8.3 Bargaining Power of Buyers

12.8.4 Threat of Substitutes

12.8.5 Competitive Rivalry

13 VALUE CHAIN ANALYSIS

13.1 Value Chain Overview

13.2 Value Chain Analysis

13.2.1 Raw Material and Component Suppliers

13.2.2 Manufacturers

13.2.3 Distributors/Dealers/Retailers

13.2.4 End-user

14 PRODUCT

14.1 Market Snapshot & Growth Engine – Revenue

14.2 Market Snapshot & Growth Engine – Unit Shipments

14.3 Market Overview

15 ELECTRIC WALK-BEHIND MOWERS

15.1 Market Snapshot & Growth Engine – Revenue

15.2 Market Snapshot & Growth Engine – Unit Shipments

15.3 Market Size & Forecast

15.3.1 Revenue & Unit Shipments

15.3.2 Market Size & Forecast By Sub-Product: Revenue & Unit Shipments

15.4 Market Size & Forecast By Sub-Product

15.5 Electric Self-Propelled Walk-Behind Mowers

15.5.1 Market Size & Forecast – Revenue & Unit Shipments

15.6 Electric Walk-Behind Push Mower

15.6.1 Market Size & Forecast – Revenue & Unit Shipments

15.7 Electric Walk-Behind Hover Mower

15.7.1 Market Size & Forecast – Revenue & Unit Shipments

16 ROBOTIC LAWN MOWERS

16.1 Market Size & Forecast – Revenue & Unit Shipment

17 ELECTRIC RIDE-ON MOWERS

17.1 Market Snapshot & Growth Engine – Revenue

17.2 Market Snapshot & Growth Engine – Unit Shipments

17.3 Market Size & Forecast

17.3.1 Revenue & Unit Shipments

17.3.2 Market Size & Forecast By Sub-Product: Revenue & Unit Shipments

17.4 Market Size & Forecast By Sub-Product

17.5 Standard Ride-On

17.5.1 Market Size & Forecast – Revenue & Unit Shipments

17.6 Zero-Turn Mower

17.6.1 Market Size & Forecast – Revenue & Unit Shipments

17.7 Lawn Tractor

17.7.1 Market Size & Forecast – Revenue & Unit Shipments

17.8 Garden Tractor

17.8.1 Market Size & Forecast – Revenue & Unit Shipments

18 CORD TYPE

18.1 Market Snapshot & Growth Engine – Revenue

18.2 Market Snapshot & Growth Engine – Unit Shipments

18.3 Market Overview

18.4 Electric-Corded

18.4.1 Market Size & Forecast – Revenue & Unit Shipments

18.5 Electric Cordless/Battery-Powered

18.5.1 Market Size & Forecast – Revenue & Unit Shipments

19 END USER

- 19.1 Market Snapshot & Growth Engine – Revenue
- 19.2 Market Snapshot & Growth Engine – Unit Shipments
- 19.3 Market Overview
- 19.4 Residential Users
 - 19.4.1 Market Size & Forecast – Revenue & Unit Shipments
- 19.5 Professional Landscaping Service
 - 19.5.1 Market Size & Forecast – Revenue & Unit Shipments
- 19.6 Golf Courses
 - 19.6.1 Market Size & Forecast – Revenue & Unit Shipments
- 19.7 Government & Others
 - 19.7.1 Market Size & Forecast – Revenue & Unit Shipments

20 DRIVE TYPE

- 20.1 Market Snapshot & Growth Engine – Revenue
- 20.2 Market Snapshot & Growth Engine – Unit Shipments
- 20.3 Market Overview
- 20.4 RWD
 - 20.4.1 Market Size & Forecast – Revenue & Unit Shipments
- 20.5 FWD
 - 20.5.1 Market Size & Forecast – Revenue & Unit Shipments
- 20.6 AWD
 - 20.6.1 Market Size & Forecast – Revenue & Unit Shipments

21 BLADE TYPE

- 21.1 Market Snapshot & Growth Engine – Revenue
- 21.2 Market Snapshot & Growth Engine – Unit Shipments
- 21.3 Market Overview
- 21.4 Deck/Standard Blades
 - 21.4.1 Market Size & Forecast – Revenue & Unit Shipments
- 21.5 Mulching Blades
 - 21.5.1 Market Size & Forecast – Revenue & Unit Shipments
- 21.6 Lifting Blades
 - 21.6.1 Market Size & Forecast – Revenue & Unit Shipments
- 21.7 Cylinder Blades
 - 21.7.1 Market Size & Forecast – Revenue & Unit Shipments

22 DISTRIBUTION CHANNEL

- 22.1 Market Overview
- 22.2 Manufacture, Production, And Distribution
- 22.3 Distribution Through Retail Stores
- 22.4 Distribution Through Online Websites

23 COMPETITIVE LANDSCAPE

- 23.1 Competition Overview

24 KEY COMPANY PROFILES

- 24.1 Deere & Company
 - 24.1.1 Business Overview
 - 24.1.2 Business Segment
 - 24.1.3 Deere & Company In Electric Lawn Mower Market
 - 24.1.4 Product Offerings
 - 24.1.5 Key Strategies
 - 24.1.6 Key Strengths
 - 24.1.7 Key Opportunities
- 24.2 HONDA
 - 24.2.1 Business Overview
 - 24.2.2 Business Segment
 - 24.2.3 Honda in Electric Lawn Mower Market
 - 24.2.4 Product Offerings
 - 24.2.5 Key Strategies
 - 24.2.6 Key Strengths
 - 24.2.7 Key Opportunities
- 24.3 HUSQVARNA
 - 24.3.1 Business Overview
 - 24.3.2 Business Segment
 - 24.3.3 Husqvarna in Electric Lawn Mower Market
 - 24.3.4 Product Offerings
 - 24.3.5 Key Strategies
 - 24.3.6 Key Strengths
 - 24.3.7 Key Opportunities
- 24.4 MTD PRODUCTS
 - 24.4.1 Business Overview

- 24.4.2 Business Segment
- 24.4.3 MTD Products in Electric Lawn Mower Market
- 24.4.4 Product Offerings
- 24.4.5 Key Strategies
- 24.4.6 Key Strengths
- 24.4.7 Key Opportunities
- 24.5 ROBERT BOSCH
 - 24.5.1 Business Overview
 - 24.5.2 Business Segments
 - 24.5.3 Robert Bosch in Electric Lawn Mower Market
 - 24.5.4 Product Offerings
 - 24.5.5 Key Strategies
 - 24.5.6 Key Strengths
 - 24.5.7 Key Opportunities
- 24.6 STIGA
 - 24.6.1 Business Overview
 - 24.6.2 STIGA in Electric Lawn Mower Market
 - 24.6.3 Product Offerings
 - 24.6.4 Key Strategies
 - 24.6.5 Key Strengths
 - 24.6.6 Key Opportunities
- 24.7 TECHTRONIC INDUSTRIES (TTI)
 - 24.7.1 Business Overview
 - 24.7.2 Techtronic Industries in Electric Lawn Mower Market
 - 24.7.3 Product Offerings
 - 24.7.4 Key Strategies
 - 24.7.5 Key Strengths
 - 24.7.6 Key Opportunities
- 24.8 THE TORO COMPANY
 - 24.8.1 Business Overview
 - 24.8.2 Business Segment
 - 24.8.3 The Toro Company in Electric Lawn Mower Market
 - 24.8.4 Product Offerings
 - 24.8.5 Key Strategies
 - 24.8.6 Key Strengths
 - 24.8.7 Key Opportunities

25 OTHER PROMINENT VENDORS

- 25.1 Alamo Group
 - 25.1.1 Business Overview
 - 25.1.2 Strategy
- 25.2 Alfred Kärcher
 - 25.2.1 Business Overview
 - 25.2.2 Strategy
- 25.3 AL-KO
 - 25.3.1 Business Overview
 - 25.3.2 Strategy
- 25.4 Ariens Company
 - 25.4.1 Business Overview
 - 25.4.2 Strategy
- 25.5 AS-MOTOR
 - 25.5.1 Business Overview
 - 25.5.2 Strategy
- 25.6 Bad Boy Mowers
 - 25.6.1 Business Overview
 - 25.6.2 Strategy
- 25.7 Black + Decker
 - 25.7.1 Business Overview
 - 25.7.2 Strategy
- 25.8 Blount International
 - 25.8.1 Business Overview
 - 25.8.2 Strategy
- 25.9 Bobcat Company (Doosan Bobcat)
 - 25.9.1 Business Overview
 - 25.9.2 Strategy
- 25.10 Briggs & Stratton
 - 25.10.1 Business Overview
 - 25.10.2 Strategy
- 25.11 Carraro
 - 25.11.1 Business Overview
 - 25.11.2 Strategy
- 25.12 Chervon Group
 - 25.12.1 Business Overview
 - 25.12.2 Strategy
- 25.13 Cobra
 - 25.13.1 Business Overview
 - 25.13.2 Strategy

- 25.14 Einhell Germany
 - 25.14.1 Business Overview
 - 25.14.2 Strategy
- 25.15 Emak Group
 - 25.15.1 Business Overview
 - 25.15.2 Strategy
- 25.16 Erkunt Traktor Sanayii
 - 25.16.1 Business Overview
 - 25.16.2 Strategy
- 25.17 E.Zicom
 - 25.17.1 Business Overview
 - 25.17.2 Strategy
- 25.18 Future Gen Robotics
 - 25.18.1 Business Overview
 - 25.18.2 Strategy
- 25.19 Generac Power Systems
 - 25.19.1 Business Overview
 - 25.19.2 Strategy
- 25.20 Greenworks Tool
 - 25.20.1 Business Overview
 - 25.20.2 Strategy
- 25.21 Grey Technology (Gtech)
 - 25.21.1 Business Overview
 - 25.21.2 Strategy
- 25.22 Hangzhou Favor Robot Technology
 - 25.22.1 Business Overview
 - 25.22.2 Strategy
- 25.23 Hayter Limited
 - 25.23.1 Business Overview
 - 25.23.2 Strategy
- 25.24 Hitachi
 - 25.24.1 Business Overview
 - 25.24.2 Strategy
- 25.25 Hustler Turf Equipment
 - 25.25.1 Business Overview
 - 25.25.2 Strategy
- 25.26 Hyundai
 - 25.26.1 Business Overview
 - 25.26.2 Strategy

- 25.27 Irobot
 - 25.27.1 Business Overview
 - 25.27.2 Strategy
- 25.28 Linea Tielle
 - 25.28.1 Business Overview
 - 25.28.2 Strategy
- 25.29 LG
 - 25.29.1 Business Overview
 - 25.29.2 Strategy
- 25.30 Lowe's (Kobalt)
 - 25.30.1 Business Overview
 - 25.30.2 Strategy
- 25.31 Makita Corporation
 - 25.31.1 Business Overview
 - 25.31.2 Strategy
- 25.32 Mamibot
 - 25.32.1 Business Overview
 - 25.32.2 Strategy
- 25.33 Mclane Manufacturing
 - 25.33.1 Business Overview
 - 25.33.2 Strategy
- 25.34 Mean Green Products
 - 25.34.1 Business Overview
 - 25.34.2 Strategy
- 25.35 Milagrow Humantech
 - 25.35.1 Business Overview
 - 25.35.2 Strategy
- 25.36 Ningbo Ngp Industry
 - 25.36.1 Business Overview
 - 25.36.2 Strategy
- 25.37 Positec Tool (Worx)
 - 25.37.1 Business Overview
 - 25.37.2 Strategy
- 25.38 Scag Power Equipment (Metalcraft Of Mayville)
 - 25.38.1 Business Overview
 - 25.38.2 Strategy
- 25.39 Schiller Grounds Care
 - 25.39.1 Business Overview
 - 25.39.2 Strategy

- 25.40 Shibaaura
 - 25.40.1 Business Overview
 - 25.40.2 Strategy
- 25.41 Snow Joe
 - 25.41.1 Business Overview
 - 25.41.2 Strategy
- 25.42 Stihl
 - 25.42.1 Business Overview
 - 25.42.2 Strategy
- 25.43 Sumeo (Yard Force)
 - 25.43.1 Business Overview
 - 25.43.2 Strategy
- 25.44 Swisher Acquisition
 - 25.44.1 Business Overview
 - 25.44.2 Strategy
- 25.45 Textron
 - 25.45.1 Business Overview
 - 25.45.2 Strategy
- 25.46 The Kobi Company
 - 25.46.1 Business Overview
 - 25.46.2 Strategy
- 25.47 Turflynx
 - 25.47.1 Business Overview
 - 25.47.2 Strategy
- 25.48 Volta
 - 25.48.1 Business Overview
 - 25.48.2 Key Strategies
- 25.49 Weibang
 - 25.49.1 Business Overview
 - 25.49.2 Strategy
- 25.50 Wiper Ecorobt By Niko
 - 25.50.1 Business Overview
 - 25.50.2 Strategy
- 25.51 Yamabiko Europe (Belrobotics)
 - 25.51.1 Business Overview
 - 25.51.2 Strategy
- 25.52 Zhejiang Tianchen Intelligence & Technology
 - 25.52.1 Business Overview
 - 25.52.2 Strategy

- 25.53 Zipper Maschinen
 - 25.53.1 Business Overview
 - 25.53.2 Strategy
- 25.54 Zucchetti Centro Sistemi (Zcs)
 - 25.54.1 Business Overview
 - 25.54.2 Strategy

26 REPORT SUMMARY

- 26.1 Key Takeaways
- 26.2 Strategic Recommendations

27 QUANTITATIVE SUMMARY

- 27.1 Product
 - 27.1.1 Revenue
 - 27.1.2 Unit Shipments
- 27.2 End-User
 - 27.2.1 Revenue
 - 27.2.2 Unit Shipments
- 27.3 Blade
 - 27.3.1 Revenue
 - 27.3.2 Unit Shipments
- 27.4 Drive
 - 27.4.1 Revenue
 - 27.4.2 Unit Shipments
- 27.5 Cord
 - 27.5.1 Revenue
 - 27.5.2 Unit Shipments

28 APPENDIX

- 28.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Electric Lawn Mower Market in the US
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Electric Lawn Mower Market in the US: An Overview
- Exhibit 4 Golf Courses Worldwide: Region-wise 2019
- Exhibit 5 Global Landscaping Services Market Overview 2020
- Exhibit 6 Global Commercial Real Estate Market 2020
- Exhibit 7 Landscaping Services Market Overview by Geography 2020
- Exhibit 8 Commercial Industrial-grade Real Estate Market 2010?2030 (\$ trillion)
- Exhibit 9 Factors Hindering Landscaping Industry
- Exhibit 10 Robotic Lawn Mower Design Schematic
- Exhibit 11 Estimated Trade Impact of COVID-19 on Automotive Sector as of February 2020 (\$ million)
- Exhibit 12 Economic Impact of China's Slowdown through Global Value Chains (\$ million)
- Exhibit 13 Impact of Connecting Lawn Mowers with the IoT
- Exhibit 14 Economic Impact of IoT in Various Settings by 2025 (impact in \$ trillion)
- Exhibit 15 Penetration of Smartphones in North America, Western Europe, and APAC between 2010?2022
- Exhibit 16 Impact of Growing Landscaping Industry
- Exhibit 17 Landscaping Industry in the US 2015–2020 (\$ billion)
- Exhibit 18 Impact of Growing Influx of Alternate Fuel Options & Robotic Lawn Mowers
- Exhibit 19 Major Reasons Cited for Replacement of Gas Mowers
- Exhibit 20 Impact of Increased Demand for Golf Courses
- Exhibit 21 Cities with Largest Number of Golf Courses per 10,000 Residents in the US 2019
- Exhibit 22 Impact of Growth in Manufacturer-led Programs & Initiatives
- Exhibit 23 Impact of Development of Sustainable Cities
- Exhibit 24 Development toward Sustainable Cities
- Exhibit 25 Eco City Framework Model
- Exhibit 26 Impact of Internet in Shaping End-users' Purchasing Behavior
- Exhibit 27 Impact of Increase in Artificial Grass
- Exhibit 28 Impact of Rise in Xeriscaping
- Exhibit 29 Impact of Shortage of Skilled & Qualified Labor
- Exhibit 30 Landscape Business Owners' Sentiments toward Labor Shortage in US
- Exhibit 31 US Electric Lawn Mower Market: Historical Data 2016?2018 (Revenue & Unit

Shipment)

Exhibit 32 Electric Lawn Mower Market in US 2019–2025 (\$ billion)

Exhibit 33 Electric Lawn Mower Market in US 2019–2025 (thousand units)

Exhibit 34 Global Lithium-ion Battery Market 2020?2025 (\$ billion)

Exhibit 35 Price of Li-ion Battery 2010, 2015, and 2030 (\$)

Exhibit 36 Worldwide Golf Statistics 2020

Exhibit 37 Copper: Global Average Price Fluctuations 2013?2020

Exhibit 38 Fluctuations in Crude Oil Prices 2014?2020 (% change in \$ per barrel)

Exhibit 39 Aluminum & Rubber: Global Average Price Fluctuation (% change)
2014?2020

Exhibit 40 Five Forces Analysis 2019

Exhibit 41 Generic Value Chain Analysis of Electric Lawn Mower Market in US

Exhibit 42 Simplified Basic Schematic Diagram Robotic Lawn Mower Manufacturing

Exhibit 43 Simplified Expanded Schematic Diagram Robotic Lawn Mower
Manufacturing

Exhibit 44 Futuristic Value Chain of Robotic Lawn Mower Market

Exhibit 45 Incremental Growth by Product 2019 & 2025 (Revenue)

Exhibit 46 Incremental Growth by Product 2019 & 2025 (Unit Shipments)

Exhibit 47 Electric Lawn Mower Market in US by Product Type: An Overview

Exhibit 48 Electric Lawn Mower Market in US by Product: Market Share 2019

Exhibit 49 Electric Lawn Mower Market in US by Product: Market Share 2025

Exhibit 50 Incremental Growth by Product Sub-segment 2019 & 2025 (Revenue)

Exhibit 51 Incremental Growth by Product Sub-segment 2019 & 2025 (Unit Shipments)

Exhibit 53 Electric Walk-behind Lawn Mower Market in US 2019–2025 (thousand units)

Exhibit 54 Electric Walk-behind Lawn Mower Market in US by Sub-product Type: An
Overview

Exhibit 55 Electric Walk-behind Lawn Mower Market in US by Sub-product: Market
Share 2019

Exhibit 56 Electric Walk-behind Lawn Mower Market in US by Sub-product: Market
Share 2025

Exhibit 57 Electric Self-propelled Walk-behind Lawn Mower Market in US 2019–2025 (\$
million)

Exhibit 58 Electric Self-propelled Walk-behind Lawn Mower Market in US 2019–2025
(thousand units)

Exhibit 59 Electric Walk-behind Push Mower Market in US 2019–2025 (\$ million)

Exhibit 60 Electric Walk-behind Push Mower Market in US 2019–2025 (thousand units)

Exhibit 61 Electric Walk-behind Hover Mower Market in US 2019–2025 (\$ million)

Exhibit 62 Electric Walk-behind Hover Market in US 2019–2025 (thousand units)

Exhibit 63 Robotic Lawn Mower Market in US 2019–2025 (\$ million)

- Exhibit 64 Robotic Lawn Market in US 2019–2025 (thousand units)
- Exhibit 65 Incremental Growth by Sub-product 2019 & 2025 (Revenue)
- Exhibit 66 Incremental Growth by Sub-product 2019 & 2025 (Unit Shipments)
- Exhibit 67 Electric Ride-on Lawn Mower Market in US 2019–2025 (\$ million)
- Exhibit 68 Electric Ride-on Lawn Mower Market in US 2019–2025 (thousand units)
- Exhibit 69 Electric Ride-on Lawn Mower Market in US by Sub-product Type: An Overview
- Exhibit 70 Electric Ride-on Lawn Mower Market in US by Sub-product: Market Share 2019
- Exhibit 71 Electric Ride-on Lawn Mower Market in US by Sub-product: Market Share 2025
- Exhibit 72 Electric Standard Ride-on Lawn Mower Market in US 2019–2025 (\$ million)
- Exhibit 73 Electric Standard Ride-on Lawn Mower Market in US 2019–2025 (thousand units)
- Exhibit 74 Electric Zero-turn Lawn Mower Market in US 2019–2025 (\$ million)
- Exhibit 75 Insights for Zero-turn Lawn Mower 2019
- Exhibit 76 Electric Zero-turn Lawn Mower Market in US 2019–2025 (thousand units)
- Exhibit 77 Electric Lawn Tractor Market in US 2019–2025 (\$ million)
- Exhibit 78 Electric Lawn Tractor Market in US 2019–2025 (thousand units)
- Exhibit 79 Electric Garden Tractor Market in US 2019–2025 (\$ million)
- Exhibit 80 Electric Garden Tractor Market in US 2019–2025 (thousand units)
- Exhibit 81 Incremental Growth by Cord Type 2019 & 2025 (Revenue)
- Exhibit 82 Incremental Growth by Cord Type 2019 & 2025 (Unit Shipments)
- Exhibit 83 Electric Lawn Mower Market in US by Cord Type: Overview
- Exhibit 84 Electric Lawn Mower Market in US by Cord Type: Market Share 2019
- Exhibit 85 Corded Electric Lawn Mower Market in US 2019–2025 (\$ million)
- Exhibit 86 Corded Electric Lawn Mower Market in US 2019–2025 (thousand units)
- Exhibit 87 Electric Cordless Lawn Mower Market in the US 2019–2025 (\$ million)
- Exhibit 88 Electric Cordless Lawn Mower Market in the US 2019–2025 (thousand units)
- Exhibit 89 Incremental Growth by End-user 2019 & 2025 (Revenue)
- Exhibit 90 Incremental Growth by End-user 2019 & 2025 (Unit Shipments)
- Exhibit 91 Electric Lawn Mower Market in US by End-user Type: Overview
- Exhibit 92 Electric Lawn Mower Market in US by End-user: Market Share 2019
- Exhibit 93 Electric Lawn Mower Market in US for Residential Users 2019–2025 (\$ million)
- Exhibit 94 Electric Lawn Mower Market in US for Residential Users 2019–2025 (thousand units)
- Exhibit 95 Consumer Revolving Credit in US 2000–2019 (% Change)
- Exhibit 96 Value of Revolving Credit Outstanding in US 2010–2019 (\$ billion)

Exhibit 97 Electric Lawn Mower Market in US for Professional Landscaping Services 2019–2025 (\$ million)

Exhibit 98 Electric Lawn Mower Market in US for Professional Landscaping Services 2019–2025 (thousand units)

Exhibit 99 Electric Lawn Mower Market in US for Golf Courses 2019–2025 (\$ million)

Exhibit 100 Electric Lawn Mower Market for Golf Courses in the US 2019–2025 (thousand units)

Exhibit 101 Electric Lawn Mower Market in US for Government & Others Segment 2019–2025 (\$ million)

Exhibit 102 Electric Lawn Mower Market in US for Government & Others Segment 2019–2025 (thousand units)

Exhibit 103 Incremental Growth by Drive Type 2019 & 2025 (Revenue)

Exhibit 104 Incremental Growth by Drive Type 2019 & 2025 (Unit Shipments)

Exhibit 105 Electric Lawn Mower Market in US by Drive Type: Overview

Exhibit 106 Electric Lawn Mower Market in US by Drive Type: Market Share 2019

Exhibit 107 Electric RWD Lawn Mower Market in US 2019–2025 (\$ million)

Exhibit 108 Electric RWD Lawn Mower Market in US 2019–2025 (thousand units)

Exhibit 109 Electric FWD Lawn Mower Market in US 2019–2025 (\$ million)

Exhibit 110 Electric FWD Lawn Mower Market in US 2019–2025 (thousand units)

Exhibit 111 Electric AWD Lawn Mower Market in US 2019–2025 (\$ million)

Exhibit 112 Electric AWD Lawn Mower Market in US 2019–2025 (thousand units)

Exhibit 113 Incremental Growth by Blade Type 2019 & 2025 (Revenue)

Exhibit 114 Incremental Growth by Blade Type 2019 & 2025 (Unit Shipments)

Exhibit 115 Electric Lawn Mower Market in US by Mower Blade Type: Overview

Exhibit 116 Electric Lawn Mower Market in the US by Mower Blade Type: Market Share 2019

Exhibit 117 Electric Lawn Mower Market in US by Deck/Standard Blades 2019–2025 (\$ million)

Exhibit 118 Electric Lawn Mower Market in US by Deck/Standard Blades 2019–2025 (thousand units)

Exhibit 119 Electric Lawn Mower Market in US by Mulching Blades 2019–2025 (\$ million)

Exhibit 120 Electric Lawn Mower Market in US by Mulching Blades 2019–2025 (thousand units)

Exhibit 121 Electric Lawn Mower Market in US by Lifting Blades 2019–2025 (\$ million)

Exhibit 122 Electric Lawn Mower Market in US by Lifting Blades 2019–2025 (thousand units)

Exhibit 123 Electric Lawn Mower Market in US by Cylinder Blades 2019–2025 (\$ million)

Exhibit 124 Electric Lawn Mower Market in US by Cylinder Blades 2019–2025

(thousand units)

Exhibit 125 Distribution Channel of Electric Lawn Mowers in US

Exhibit 126 US Electric Lawn Mower Market by Distribution Channels 2019

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2019

Table 3 Average IoT Expenditure by Various Industries (percentage of overall revenue) 2020 (est.)

Table 4 Noise Level of Different Objects at 3 ft. Distance

Table 5 Top 10 Sustainable Cities in US 2018

Table 6 Green Initiatives by Various Cities Worldwide

Table 7 Comparative Analysis of Natural and Artificial Turf

Table 8 Cost Structure between the Natural Turf and Artificial Turf

Table 9 CAGR of Garden Equipment Market in the US vis-?-vis Other Countries 2019?2025

Table 10 Battery Type by Energy Density

Table 11 Electric Lawn Mower Market in US by Product 2019?2025 (\$ million)

Table 12 Electric Lawn Mower Market in US by Sub-product 2019?2025 (\$ million)

Table 13 Electric Lawn Mower Market in the US by Product 2019?2025 (thousand units)

Table 14 Electric Lawn Mower Market in US by Sub-product 2019?2025 (thousand units)

Table 15 Electric Lawn Mower Market in US by End User 2019?2025 (\$ million)

Table 16 Electric Lawn Mower Market in US by End User 2019?2025 (thousand units)

Table 17 Electric Lawn Mower Market in US by Blade Type 2019?2025 (\$ million)

Table 18 Electric Lawn Mower Market in US by Blade Type 2019?2025 (thousand units)

Table 19 Electric Lawn Mower Market in US by Drive Type 2019?2025 (\$ million)

Table 20 Electric Lawn Mower Market in US by Drive Type 2019?2025 (thousand units)

Table 21 Electric Lawn Mower Market in US by Cord Type 2019?2025 (\$ million)

Table 22 Electric Lawn Mower Market in US by Cord Type 2019?2025 (thousand units)

Table 23 Use of Standards or Customs by Market Application and End-user Industry

Table 24 Position of Various Regions on Different Value Chain Segments 2020

Table 25 Electric Walk-behind Lawn Mower Market in US by Sub-product 2019?2025 (\$ million)

Table 26 Electric Walk-behind Lawn Mower Market in US by Sub-product 2019?2025 (thousand units)

Table 27 Electric Ride-on Lawn Mower Market in US by Sub-product 2019?2025 (\$ million)

Table 28 Electric Ride-on Lawn Mower Market in US by Sub-product 2019?2025 (thousand units)

- Table 29 Deere & Company: Major Product Offerings
- Table 30 Honda: Major Product Offerings
- Table 31 Husqvarna: Major Product Offerings
- Table 32 MTD Products: Major Product Offerings
- Table 33 Robert Bosch: Product Offerings
- Table 34 STIGA: Major Product Offerings
- Table 35 Techtronic Industries: Major Product Offerings
- Table 36 The Toro Company: Major Product Offerings
- Table 37 Electric Lawn Mower Market in the US by Product 2019?2025 (\$ million)
- Table 38 Electric Lawn Mower Market in the US by Sub-product 2019?2025 (\$ million)
- Table 39 Electric Lawn Mower Market in the US by Product 2019?2025 (thousand units)
- Table 40 Electric Lawn Mower Market in the US by Sub-Product 2019?2025 (thousand units)
- Table 41 Electric Lawn Mower Market in the US by End-User 2019?2025 (\$ million)
- Table 42 Electric Lawn Mower Market in the US by End-User 2019?2025 (thousand units)
- Table 43 Electric Lawn Mower Market in the US by Blade 2019?2025 (\$ million)
- Table 44 Electric Lawn Mower Market in the US by Blade 2019?2025 (thousand units)
- Table 45 Electric Lawn Mower Market in the US by Drive 2019?2025 (\$ million)
- Table 46 Electric Lawn Mower Market in the US by Drive 2019?2025 (thousand units)
- Table 47 Electric Lawn Mower Market in the US by Cord 2019?2025 (\$ million)

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