

Global Electric Lawn Mower Market Size study & Forecast, by Product (Walk-behind Electric Lawn Mowers, Front and Wide Area (sit and ride) Electric Lawn Mowers, Stand-on Electric Lawn Mowers Market), by End User (Residential, Professional Landscaping Services, Golf Courses, Government, Other) and Regional Analysis, 2023-2030

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Abstracts

Global Electric Lawn Mower Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a CAGR of more than 6.5% over the forecast period 2023-2030. Electric lawn mowers are efficient and eco-friendly machines used for cutting grass. They are powered by electricity instead of gasoline, reducing noise and eliminating harmful emissions. Electric mowers are easy to start, lightweight, and require less maintenance compared to their gas-powered counterparts. They typically operate with a cord or a rechargeable battery, providing convenience and freedom of movement. With their simplicity and environmental benefits, electric lawn mowers are a popular choice for maintaining a well-kept and green lawn. Moreover, growing electronics market and rising urban population are anticipated to be key market drivers. Furthermore, rising household spending and shift towards electric appliances fuel the market space during the forecast period 2023-2030.

According to the Press Information Bureau (PIB) in 2022, the value of the global electronics industry, which was estimated at around USD 2.9 trillion. This substantial valuation is comparable to the size of India's economy, emphasizing the vast potential and importance of the electronics sector. Within this industry, electric lawn mowers emerge as a significant player, reflecting the growing demand for eco-friendly and technologically advanced alternatives in the field of lawn care. According to the United

Nations Population Fund (UNFPA) in 2022, the global population is set to surpass 5 billion by 2030, with a significant concentration in urban regions. This rapid urbanization, primarily in Africa and Asia, triggers significant shifts in society, economy, and the environment. Consequently, this urban growth presents opportunities for various industries, including the electric lawn mowers market. As urban areas expand, there is going to be a greater demand for efficient and environment friendly lawn care solutions to maintain green spaces, promote aesthetics, and mitigate pollution in densely populated urban settings. However, high upfront cost and high use of electricity may hamper the growth of the market during the forecasted period of 2023-2030.

The key regions considered for the Global Electric Lawn Mower Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominates the electric lawn mowers market due to its strong environmental awareness, supportive government policies, technological advancements, well-developed distribution channels, large residential market, preference for convenience and technology, and a robust retail and consumer culture. These factors have propelled North America to the forefront of the electric lawn mowers industry, with a high demand for eco-friendly alternatives and a favorable environment for market growth. Europe's rapid growth in the electric lawn mowers market can be attributed to its strong emphasis on sustainability, strict regulations, increasing urbanization, advancements in battery technology, and the appeal of compact and efficient models. These factors have propelled Europe to become the fastest growing region in the electric lawn mowers market, driven by the demand for eco-friendly and technologically advanced lawn care solutions.

Major market player included in this report are:

John Deere Equipment Pvt Ltd

Honda Motor Company, Ltd.

Husqvarna Group

the Modern Tool & Die Co.

Robert Bosch GmbH

Stiga Sports AB.

Toro Motor Company

Cub Cadet Corporation

Ryobi Seisakusho Co., Ltd.

Craftsman Automation Limited

Recent Developments in the Market:

In January 2021, DEWALT introduced two new models, the 2x20V MAX Self-Propelled Mower (DCMWSP244U2) and Push Mower (DCMWP233U2), which boast a high-efficiency brushless direct drive motor. These mowers are powered by two Dewalt 20V MAX 10.0 Ah batteries, providing a robust cutting capacity with increased voltage.

In May 2022, Toro is revolutionizing the residential yard care sector by introducing a robotic mower that incorporates cutting-edge technology and unprecedented features. Leveraging their extensive experience of over a century in delivering innovative outdoor solutions, Toro's new battery-powered robotic mower exemplifies the latest advancements in smart and connected technology for homeowners and their yards.

Global Electric Lawn Mower Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Walk-behind Electric Lawn Mowers

Front and Wide Area (sit and ride) Electric Lawn Mowers

Stand-on Electric Lawn Mowers Market

By End User:

Residential

Professional Landscaping Services

Golf Courses

Government

Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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