

Global Gardening Equipment Market Size, Share & Trends Analysis Report by Product, Sales Channel, End Use, and Regional Forecasts 2022-2032

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Abstracts

The global gardening equipment market is valued at approximately USD 91.12 billion in 2023 and is projected to expand at a CAGR of 6.3% over the forecast period 2024-2032, reaching USD 157.91 billion by 2032. The demand for gardening tools has surged due to rising interest in home gardening, landscaping, and sustainable horticulture. Increasing urbanization and the growing popularity of DIY landscaping projects among homeowners are key drivers propelling market expansion. Additionally, the market is benefiting from advancements in battery-powered, ergonomic, and smart gardening equipment, catering to consumers' demand for convenience and efficiency.

Technological innovations have significantly enhanced gardening equipment functionality, efficiency, and sustainability. The industry is witnessing a shift toward smart gardening tools, including automated irrigation systems, AI-enabled robotic lawnmowers, and sensor-based monitoring devices. Moreover, the development of eco-friendly gardening tools, such as electric and solar-powered mowers, aligns with the growing trend of sustainable landscaping and environmentally conscious gardening practices. The rise of organic farming and homegrown food production has further increased demand for advanced garden tools and irrigation solutions.

Despite the strong growth potential, the gardening equipment industry faces supply chain challenges, raw material price volatility, and increasing lithium-ion battery costs. The Russia-Ukraine conflict has impacted global supply chains, leading to rising fuel and metal costs, affecting the affordability of gas-powered gardening tools. However, the industry is transitioning toward battery-operated and lightweight ergonomic tools, ensuring continued market growth. Moreover, e-commerce platforms and digital retail channels have expanded manufacturers' reach, facilitating seamless product

distribution and enhancing customer accessibility to gardening tools worldwide.

The increasing emphasis on DIY landscaping projects, smart irrigation systems, and eco-friendly garden tools is expected to create lucrative opportunities in the gardening equipment industry. Additionally, governments across various regions are promoting urban green spaces and community gardens, further boosting the market. The introduction of multi-functional, lightweight, and high-efficiency gardening tools is also playing a crucial role in shaping the future of the industry.

Regional Insights

North America is the largest market for gardening equipment, driven by the high number of residential gardens and increasing spending on lawn care and landscaping services. The U.S. gardening equipment market is witnessing high demand for battery-powered tools and AI-driven robotic lawnmowers due to rising consumer preference for automation and efficiency. Additionally, the region's well-established home improvement industry and high disposable income levels contribute to sustained market growth.

Europe is expected to register significant growth, driven by green urban infrastructure projects and rising eco-conscious consumer behavior. Germany, the UK, and France are key markets where smart gardening solutions and sustainable landscaping practices are gaining momentum. Government policies promoting sustainable agriculture and eco-friendly gardening are further accelerating market expansion in the region.

The Asia Pacific gardening equipment market is poised to grow at the fastest pace due to rapid urbanization, rising disposable incomes, and the popularity of urban gardening in metropolitan cities. China, India, and Japan are experiencing increased demand for compact gardening tools, vertical gardening systems, and hydroponic solutions. Additionally, the expansion of residential and commercial landscaping projects in emerging economies is driving sales of lawnmowers, handheld power tools, and automated irrigation systems.

Major Market Players Included in this Report:

Deere & Company

Husqvarna Group

Robert Bosch GmbH

American Honda Motor Co., Inc.

Falcon Garden Tools

Fiskars Group

Ariens Company

The Toro Company

Stanley Black & Decker, Inc.

Robomow Friendly House

MTD Products Inc.

Hitachi Ltd.

Makita Corporation

STIHL Holding AG & Co. KG

Textron Inc.

The Detailed Segments and Sub-Segments of the Market are Explained Below:

By Product:

Lawn Mowers

Handheld Power Tools

Trimmers & Edgers

Chainsaws

Leaf Blowers

Others

Hand Tools & Wheeled Implements

Long Handled Tools

Short Hand Tools

Cutting & Pruning Tools

Striking Tools

Wheeled Implements

Water Equipment

By Sales Channel:

Home Centers

Lawn & Garden Specialty Stores

National Retailers & Discount Stores

Hardware Stores

E-commerce

By End Use:

Residential

Commercial/Government

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Italy

Netherlands

Denmark

Finland

Spain

Russia

Asia Pacific:

China

India

Japan

Australia

South Korea

Singapore

Latin America:

Brazil

Mexico

Argentina

Middle East & Africa:

UAE

Saudi Arabia

South Africa

Years Considered for the Study are as follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market estimates & forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level insights.

Competitive landscape insights with information on major market players.

Strategic analysis and recommendations for market approach.

Demand-side and supply-side analysis of the market.

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