

Global Outdoor Power Equipment (OPE) Market Size study & Forecast, by Type (Lawn Mowers, Trimmers, Blower, Chainsaw, Pressure Washer, Tillers & Cultivators, Others), by Power Source (Gasoline Powered, Battery Powered, Electric Motor/Corded), by Sales Channel (E-commerce, Direct Purchase), by Application (Residential/DIY, Commercial) and Regional Analysis, 2023-2030

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Abstracts

Global Outdoor Power Equipment (OPE) Market is valued at approximately USD 31.80 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.3% during the forecast period 2023-2030. Outdoor Power Equipment (OPE) is a category of tools and machinery designed for use in outdoor spaces, typically for tasks related to lawn and garden maintenance, landscaping, and other outdoor activities. This equipment is powered by various sources, including gasoline engines, electric motors, or rechargeable batteries, depending on the specific type of tool. The Outdoor Power Equipment category encompasses a wide range of devices, including lawn mowers, chainsaws, leaf blowers, hedge trimmers, brush cutters, and various types of garden tools. These tools are essential for homeowners, landscaping professionals, and anyone involved in maintaining outdoor spaces. The Outdoor Power Equipment (OPE) Market is expanding because of factors such as the growing Do-It-Yourself (DIY) trend, increasing interest in landscaping and outdoor aesthetics and rising technological advancement.

The development of advanced and more efficient rechargeable battery technologies has led to the popularity of cordless OPE. This trend aligns with the growing preference for

quieter and environmentally friendly equipment. For instance, In June 2020, Lowe's Companies, Inc., a leading retailer of outdoor power equipment, unveiled the introduction of EGO, the leading brand in battery-powered outdoor power equipment. Lowe's has become the designated global home center to offer EGO's highly regarded assortment of top-rated battery-powered mowers, blowers, string trimmers, hedge trimmers, edgers, chainsaws, and snow blowers, renowned for their quality and innovation. In addition, the rise in homeownership and rising adoption of online retail channels are creating new opportunities for market growth. However, the high cost of Outdoor Power Equipment (OPE) and availability of other alternatives stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Outdoor Power Equipment (OPE) Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The expansion of both do-it-yourself (DIY) and commercial landscaping for lawns and parks is on the rise in the region. Additionally, the prevalence of technological tools is significantly shaping the way outdoor tasks are approached. Key outdoor equipment, including leaf blowers, chain saws, and lawnmowers, is extensively employed in daily operations across gardens, parks, corporate settings, and residential sectors. Asia Pacific is expected to grow at the fastest rate over the forecast period owing to rising automation and electronics, growing urbanization and construction industry in the region.

Major market player included in this report are:

Alfred Kärcher SE & Co. KG

Yamabiko Corporation

Husqvarna Group

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Techtronic Industries Company Limited

Maruyama U.S., Inc

Stanley Black & Decker Inc

MTD Products

Makita Group

Troy Blit LLC

Recent Developments in the Market:

In April 2023, Husqvarna unveiled the groundbreaking 525iDEPS MADSAW dielectric pole saw, setting a new standard for safety and adaptability among utility workers and arborists. This innovative tool prioritizes operator safety in proximity to live cables and elevates versatility to unprecedented levels. The design of the 525iDEPS aims to enhance safety protocols during operation near live cables, while simultaneously pushing the boundaries of versatility in its functionality.

In April 2022, Karcher expanded its autonomous product range with the introduction of the KIRA B 100 R, an advanced robotic floor scrubber. Powered by Brain Corporation's Brain OS, a globally recognized and commercially validated software for autonomous mobile robots in indoor public spaces, the KIRA B 100 R represents a significant addition to Karcher's lineup. Additionally, KIRA stands for Karcher's Intelligent Robotic Application, highlighting the intelligent and automated capabilities integrated into this robotic solution.

Global Outdoor Power Equipment (OPE) 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 – Type, Power Source, Sales channel, 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 Type:

Lawn Mowers

Trimmers

Blower

Chainsaw

Pressure Washer

Tillers & Cultivators

Others

By Power Source:

Gasoline Powered

Battery Powered

Electric Motor/Corded

By Sales Channel:

E-commerce

Direct Purchase

By Application:

Residential/DIY

Commercial

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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