

Global Robotic Lawn Mowers Market Size study & Forecast, by Battery Capacity (Up to 20V, 20V to 30V) by Sales Channel (Retail Stores/Offline, Online), by End-use (Residential, Commercial) and Regional Analysis, 2023-2030

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Abstracts

Global Robotic Lawn Mowers Market is valued approximately at USD 7.12 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 10.9% over the forecast period 2023-2030. Robotic lawn mowers are autonomous, self-propelled devices designed to mow lawns without human intervention. These innovative machines utilize advanced sensor technology, artificial intelligence and navigation systems to efficiently navigate and cut grass in a systematic and organized manner. Equipped with sensors such as proximity detectors and obstacle-avoidance technology, robotic lawn mowers can maneuver around obstacles, detect boundaries, and adjust their mowing patterns accordingly. The Robotic Lawn Mowers market is expanding because of factors such as rising urbanization, a rise in the consumer interest in gardening activities across the globe and rising penetration of smart homes.

According to a 2021 National Gardening Association research, the COVID-19 pandemic caused 42% of gardeners in the US to expand their gardening efforts. According to the same poll, 59% of gardeners want to maintain their current level of engagement after the pandemic, while 30% plan to expand their gardening efforts. The Axiom 2021 U.S. Gardening Insights survey, which also discovered that gardeners spent 42% more time in the garden in 2020 compared to previous years, supported the same findings. When compared to pre-pandemic levels, 77% of UK citizens reported in September 2020 that they had continued or expanded their gardening activity. Thus, rising consumer interest in gardening activities is driving the market growth. In addition, rising product innovation activities and rising adoption of sustainable practices are some factors driving the

market growth. However, the high cost of Robotic Lawn Mowers stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Robotic Lawn Mowers Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022 with largest market share owing to factors such as increasing emphasis on environmental sustainability in European countries, favorable government incentives, driven by stringent environmental regulations and a growing eco-conscious consumer base. North America is expected to grow significantly during the forecast period, owing to factors such as rising urbanization, rising smart home penetration, rising awareness and emphasis on environmental sustainability in the region.

Major market player included in this report are:

Husqvarna Group

Robert Bosch GmbH

Deere & Company

STIGA S.p.A.

HONDA MOTOR CO., LTD

Hitachi, Ltd.

LawnMaster

The Toro Co.

GLOBGRO AB

Andreas Stihl Ag & Co. Kg

Recent Developments in the Market:

In June 2022, Husqvarna initiates a soft launch for Ceora, its latest self-propelled lawnmower. This battery-powered mower is equipped with connectivity

features, seamlessly integrating with Husqvarna's Automower Connect app. Ceora employs triangulated communication signals to navigate, establishing a reliable connection with its reference station for precise and efficient lawn maintenance.

In September 2021, Segway-Ninebot made its foray into the autonomous lawn mower market with Navimow, a cutting-edge robotic gardening solution that surpasses conventional models by utilizing GPS for precise garden navigation. Noteworthy features of Navimow include low noise levels and user-friendly cleaning. The product is set to be available in multiple variants, catering to lawns of diverse sizes.

Global Robotic Lawn Mowers 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 – Battery Capacity, Sales Channel, End-use, 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 Battery Capacity:

Up to 20V

20V to 30V

By Sales Channel:

Retail Stores/Offline

Online

By End-use

Residential

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

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