

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

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1 Robotic Lawn Mowers Market, by region, 2020-2030 (USD Billion)
 - 1.2.2 Robotic Lawn Mowers Market, by Battery Capacity, 2020-2030 (USD Billion)
 - 1.2.3 Robotic Lawn Mowers Market, by Sales Channel, 2020-2030 (USD Billion)
 - 1.2.4 Robotic Lawn Mowers Market, by End-use, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

CHAPTER 2 GLOBAL ROBOTIC LAWN MOWERS MARKET DEFINITION AND SCOPE

- 2.1 Objective of the Study
- 2.2 Market Definition & Scope
 - 2.2.1 Industry Evolution
 - 2.2.2 Scope of the Study
- 2.3 Years Considered for the Study
- 2.4 Currency Conversion Rates

CHAPTER 3 GLOBAL ROBOTIC LAWN MOWERS MARKET DYNAMICS

- 3.1 Robotic Lawn Mowers Market Impact Analysis (2020-2030)
 - 3.1.1 Market Drivers
 - 3.1.1.1 Rising urbanization
 - 3.1.1.2 Rise in consumer interest in gardening activities across the globe
 - 3.1.1.3 Rising penetration of smart homes
 - 3.1.2 Market Challenges
 - 3.1.2.1 High Cost of Robotic Lawn Mowers
 - 3.1.2.2 Lack of Standardization
 - 3.1.3 Market Opportunities
 - 3.1.3.1 Rising product innovation activities
 - 3.1.3.2 Rising adoption of sustainable practices

CHAPTER 4 GLOBAL ROBOTIC LAWN MOWERS MARKET: INDUSTRY ANALYSIS

- 4.1 Porter's 5 Force Model
 - 4.1.1 Bargaining Power of Suppliers
 - 4.1.2 Bargaining Power of Buyers
 - 4.1.3 Threat of New Entrants
 - 4.1.4 Threat of Substitutes
 - 4.1.5 Competitive Rivalry
- 4.2 Porter's 5 Force Impact Analysis
- 4.3 PEST Analysis
 - 4.3.1 Political
 - 4.3.2 Economic
 - 4.3.3 Social
 - 4.3.4 Technological
 - 4.3.5 Environmental
 - 4.3.6 Legal
- 4.4 Top investment opportunity
- 4.5 Top winning strategies
- 4.6 COVID-19 Impact Analysis
- 4.7 Disruptive Trends
- 4.8 Industry Expert Perspective
- 4.9 Analyst Recommendation & Conclusion

CHAPTER 5 GLOBAL ROBOTIC LAWN MOWERS MARKET, BY BATTERY CAPACITY

- 5.1 Market Snapshot
- 5.2 Global Robotic Lawn Mowers Market by Battery Capacity, Performance - Potential Analysis
- 5.3 Global Robotic Lawn Mowers Market Estimates & Forecasts by Battery Capacity 2020-2030 (USD Billion)
- 5.4 Robotic Lawn Mowers Market, Sub Segment Analysis
 - 5.4.1 Up to 20V
 - 5.4.2 20V to 30V

CHAPTER 6 GLOBAL ROBOTIC LAWN MOWERS MARKET, BY SALES CHANNEL

- 6.1 Market Snapshot
- 6.2 Global Robotic Lawn Mowers Market by Sales Channel, Performance - Potential Analysis

6.3 Global Robotic Lawn Mowers Market Estimates & Forecasts by Sales Channel 2020-2030 (USD Billion)

6.4 Robotic Lawn Mowers Market, Sub Segment Analysis

6.4.1 Retail Stores/Offline

6.4.2 Online

CHAPTER 7 GLOBAL ROBOTIC LAWN MOWERS MARKET, BY END-USE

7.1 Market Snapshot

7.2 Global Robotic Lawn Mowers Market by End-use, Performance - Potential Analysis

7.3 Global Robotic Lawn Mowers Market Estimates & Forecasts by End-use 2020-2030 (USD Billion)

7.4 Robotic Lawn Mowers Market, Sub Segment Analysis

7.4.1 Residential

7.4.2 Commercial

CHAPTER 8 GLOBAL ROBOTIC LAWN MOWERS MARKET, REGIONAL ANALYSIS

8.1 Top Leading Countries

8.2 Top Emerging Countries

8.3 Robotic Lawn Mowers Market, Regional Market Snapshot

8.4 North America Robotic Lawn Mowers Market

8.4.1 U.S. Robotic Lawn Mowers Market

8.4.1.1 Battery Capacity breakdown estimates & forecasts, 2020-2030

8.4.1.2 Sales Channel breakdown estimates & forecasts, 2020-2030

8.4.1.3 End-use breakdown estimates & forecasts, 2020-2030

8.4.2 Canada Robotic Lawn Mowers Market

8.5 Europe Robotic Lawn Mowers Market Snapshot

8.5.1 U.K. Robotic Lawn Mowers Market

8.5.2 Germany Robotic Lawn Mowers Market

8.5.3 France Robotic Lawn Mowers Market

8.5.4 Spain Robotic Lawn Mowers Market

8.5.5 Italy Robotic Lawn Mowers Market

8.5.6 Rest of Europe Robotic Lawn Mowers Market

8.6 Asia-Pacific Robotic Lawn Mowers Market Snapshot

8.6.1 China Robotic Lawn Mowers Market

8.6.2 India Robotic Lawn Mowers Market

8.6.3 Japan Robotic Lawn Mowers Market

8.6.4 Australia Robotic Lawn Mowers Market

- 8.6.5 South Korea Robotic Lawn Mowers Market
- 8.6.6 Rest of Asia Pacific Robotic Lawn Mowers Market
- 8.7 Latin America Robotic Lawn Mowers Market Snapshot
 - 8.7.1 Brazil Robotic Lawn Mowers Market
 - 8.7.2 Mexico Robotic Lawn Mowers Market
- 8.8 Middle East & Africa Robotic Lawn Mowers Market
 - 8.8.1 Saudi Arabia Robotic Lawn Mowers Market
 - 8.8.2 South Africa Robotic Lawn Mowers Market
 - 8.8.3 Rest of Middle East & Africa Robotic Lawn Mowers Market

CHAPTER 9 COMPETITIVE INTELLIGENCE

- 9.1 Key Company SWOT Analysis
 - 9.1.1 Company
 - 9.1.2 Company
 - 9.1.3 Company
- 9.2 Top Market Strategies
- 9.3 Company Profiles
 - 9.3.1 Husqvarna Group
 - 9.3.1.1 Key Information
 - 9.3.1.2 Overview
 - 9.3.1.3 Financial (Subject to Data Availability)
 - 9.3.1.4 Product Summary
 - 9.3.1.5 Recent Developments
 - 9.3.2 Robert Bosch GmbH
 - 9.3.3 Deere & Company
 - 9.3.4 STIGA S.p.A.
 - 9.3.5 HONDA MOTOR CO., LTD
 - 9.3.6 Hitachi, Ltd.
 - 9.3.7 LawnMaster
 - 9.3.8 The Toro Co.
 - 9.3.9 GLOBGRO AB
 - 9.3.10 Andreas Stihl Ag & Co. Kg

CHAPTER 10 RESEARCH PROCESS

- 10.1 Research Process
 - 10.1.1 Data Mining
 - 10.1.2 Analysis

- 10.1.3 Market Estimation
- 10.1.4 Validation
- 10.1.5 Publishing
- 10.2 Research Attributes
- 10.3 Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1 Global Robotic Lawn Mowers Market, report scope

TABLE 2 Global Robotic Lawn Mowers Market estimates & forecasts by Region
2020-2030 (USD Billion)

TABLE 3 Global Robotic Lawn Mowers Market estimates & forecasts by Battery
Capacity 2020-2030 (USD Billion)

TABLE 4 Global Robotic Lawn Mowers Market estimates & forecasts by Sales Channel
2020-2030 (USD Billion)

TABLE 5 Global Robotic Lawn Mowers Market estimates & forecasts by End-use
2020-2030 (USD Billion)

TABLE 6 Global Robotic Lawn Mowers Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 7 Global Robotic Lawn Mowers Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 8 Global Robotic Lawn Mowers Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 9 Global Robotic Lawn Mowers Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 10 Global Robotic Lawn Mowers Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 11 Global Robotic Lawn Mowers Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 12 Global Robotic Lawn Mowers Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 13 Global Robotic Lawn Mowers Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 14 Global Robotic Lawn Mowers Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 15 Global Robotic Lawn Mowers Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 16 U.S. Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 17 U.S. Robotic Lawn Mowers Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 18 U.S. Robotic Lawn Mowers Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 19 Canada Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20 Canada Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21 Canada Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22 UK Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23 UK Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24 UK Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25 Germany Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26 Germany Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27 Germany Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28 France Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29 France Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30 France Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31 Italy Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32 Italy Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33 Italy Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34 Spain Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35 Spain Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36 Spain Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37 RoE Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38 RoE Robotic Lawn Mowers Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39 RoE Robotic Lawn Mowers Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 40 China Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41 China Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42 China Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43 India Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44 India Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45 India Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46 Japan Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47 Japan Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48 Japan Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49 South Korea Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50 South Korea Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51 South Korea Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52 Australia Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53 Australia Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54 Australia Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55 RoAPAC Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56 RoAPAC Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57 RoAPAC Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58 Brazil Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59 Brazil Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60 Brazil Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61 Mexico Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62 Mexico Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63 Mexico Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64 RoLA Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65 RoLA Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66 RoLA Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67 Saudi Arabia Robotic Lawn Mowers Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68 South Africa Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69 RoMEA Robotic Lawn Mowers Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70 List of secondary sources, used in the study of global Robotic Lawn Mowers Market

TABLE 71 List of primary sources, used in the study of global Robotic Lawn Mowers Market

TABLE 72 Years considered for the study

TABLE 73 Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

FIG 1 Global Robotic Lawn Mowers Market, research methodology
FIG 2 Global Robotic Lawn Mowers Market, Market estimation techniques
FIG 3 Global Market size estimates & forecast methods
FIG 4 Global Robotic Lawn Mowers Market, key trends 2022
FIG 5 Global Robotic Lawn Mowers Market, growth prospects 2023-2030
FIG 6 Global Robotic Lawn Mowers Market, porters 5 force model
FIG 7 Global Robotic Lawn Mowers Market, pest analysis
FIG 8 Global Robotic Lawn Mowers Market, value chain analysis
FIG 9 Global Robotic Lawn Mowers Market by segment, 2020 & 2030 (USD Billion)
FIG 10 Global Robotic Lawn Mowers Market by segment, 2020 & 2030 (USD Billion)
FIG 11 Global Robotic Lawn Mowers Market by segment, 2020 & 2030 (USD Billion)
FIG 12 Global Robotic Lawn Mowers Market by segment, 2020 & 2030 (USD Billion)
FIG 13 Global Robotic Lawn Mowers Market by segment, 2020 & 2030 (USD Billion)
FIG 14 Global Robotic Lawn Mowers Market, regional snapshot 2020 & 2030
FIG 15 North America Robotic Lawn Mowers Market 2020 & 2030 (USD Billion)
FIG 16 Europe Robotic Lawn Mowers Market 2020 & 2030 (USD Billion)
FIG 17 Asia pacific Robotic Lawn Mowers Market 2020 & 2030 (USD Billion)
FIG 18 Latin America Robotic Lawn Mowers Market 2020 & 2030 (USD Billion)
FIG 19 Middle East & Africa Robotic Lawn Mowers Market 2020 & 2030 (USD Billion)
List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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