

Global Home Outdoor Power Equipment Market Research Report 2026(Status and Outlook)

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Abstracts

Outdoor Power Equipment is the outdoor power products used in the Lawns, Gardens, grasses, hedges, etc. Outdoor Power Equipment includes many kinds of machineries and tools. Lawn Mower, Chainsaws and Trimmers & Blowers are important machineries.

The global Home Outdoor Power Equipment market size was estimated at USD 8705.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 2.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Home Outdoor Power Equipment market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Home Outdoor Power Equipment market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Home Outdoor Power Equipment market.

Global Home Outdoor Power Equipment Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Husqvarna

STIHL

John Deere

TORO

Stanley Black & Decker

MTD

Honda

Makita

Craftsman

EMAK

Blount

MAT

McLane

Market Segmentation (by Type)

Lawn Mower

Chainsaws

Trimmers

Blowers

Others

Market Segmentation (by Application)

Gasoline

Electric

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Home Outdoor Power Equipment Market

Overview of the regional outlook of the Home Outdoor Power Equipment Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Home Outdoor Power Equipment Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Home Outdoor Power Equipment, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as

challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Home Outdoor Power Equipment

1.2 Key Market Segments

1.2.1 Home Outdoor Power Equipment Segment by Type

1.2.2 Home Outdoor Power Equipment Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 HOME OUTDOOR POWER EQUIPMENT MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Home Outdoor Power Equipment Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Home Outdoor Power Equipment Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 HOME OUTDOOR POWER EQUIPMENT MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Home Outdoor Power Equipment Product Life Cycle

3.3 Global Home Outdoor Power Equipment Sales by Manufacturers (2020-2025)

3.4 Global Home Outdoor Power Equipment Revenue Market Share by Manufacturers (2020-2025)

3.5 Home Outdoor Power Equipment Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Home Outdoor Power Equipment Average Price by Manufacturers (2020-2025)

3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types

3.8 Home Outdoor Power Equipment Market Competitive Situation and Trends

3.8.1 Home Outdoor Power Equipment Market Concentration Rate

3.8.2 Global 5 and 10 Largest Home Outdoor Power Equipment Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 HOME OUTDOOR POWER EQUIPMENT INDUSTRY CHAIN ANALYSIS

4.1 Home Outdoor Power Equipment Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF HOME OUTDOOR POWER EQUIPMENT MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Home Outdoor Power Equipment Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy – April 2025

5.6.3 Global Trade Frictions and Their Impacts to Home Outdoor Power Equipment Market

5.7 ESG Ratings of Leading Companies

6 HOME OUTDOOR POWER EQUIPMENT MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Home Outdoor Power Equipment Sales Market Share by Type (2020-2025)

6.3 Global Home Outdoor Power Equipment Market Size by Type (2020-2025)

6.4 Global Home Outdoor Power Equipment Price by Type (2020-2025)

7 HOME OUTDOOR POWER EQUIPMENT MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Home Outdoor Power Equipment Market Sales by Application (2020-2025)

7.3 Global Home Outdoor Power Equipment Market Size (M USD) by Application (2020-2025)

7.4 Global Home Outdoor Power Equipment Sales Growth Rate by Application (2020-2025)

8 HOME OUTDOOR POWER EQUIPMENT MARKET SALES BY REGION

8.1 Global Home Outdoor Power Equipment Sales by Region

8.1.1 Global Home Outdoor Power Equipment Sales by Region

8.1.2 Global Home Outdoor Power Equipment Sales Market Share by Region

8.2 Global Home Outdoor Power Equipment Market Size by Region

8.2.1 Global Home Outdoor Power Equipment Market Size by Region

8.2.2 Global Home Outdoor Power Equipment Market Size by Region

8.3 North America

8.3.1 North America Home Outdoor Power Equipment Sales by Country

8.3.2 North America Home Outdoor Power Equipment Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Home Outdoor Power Equipment Sales by Country

8.4.2 Europe Home Outdoor Power Equipment Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Home Outdoor Power Equipment Sales by Region

8.5.2 Asia Pacific Home Outdoor Power Equipment Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Home Outdoor Power Equipment Sales by Country
 - 8.6.2 South America Home Outdoor Power Equipment Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview
 - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Home Outdoor Power Equipment Sales by Region
 - 8.7.2 Middle East and Africa Home Outdoor Power Equipment Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 HOME OUTDOOR POWER EQUIPMENT MARKET PRODUCTION BY REGION

- 9.1 Global Production of Home Outdoor Power Equipment by Region(2020-2025)
- 9.2 Global Home Outdoor Power Equipment Revenue Market Share by Region (2020-2025)
- 9.3 Global Home Outdoor Power Equipment Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Home Outdoor Power Equipment Production
 - 9.4.1 North America Home Outdoor Power Equipment Production Growth Rate (2020-2025)
 - 9.4.2 North America Home Outdoor Power Equipment Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Home Outdoor Power Equipment Production
 - 9.5.1 Europe Home Outdoor Power Equipment Production Growth Rate (2020-2025)
 - 9.5.2 Europe Home Outdoor Power Equipment Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Home Outdoor Power Equipment Production (2020-2025)
 - 9.6.1 Japan Home Outdoor Power Equipment Production Growth Rate (2020-2025)
 - 9.6.2 Japan Home Outdoor Power Equipment Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Home Outdoor Power Equipment Production (2020-2025)

9.7.1 China Home Outdoor Power Equipment Production Growth Rate (2020-2025)

9.7.2 China Home Outdoor Power Equipment Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Husqvarna

10.1.1 Husqvarna Basic Information

10.1.2 Husqvarna Home Outdoor Power Equipment Product Overview

10.1.3 Husqvarna Home Outdoor Power Equipment Product Market Performance

10.1.4 Husqvarna Business Overview

10.1.5 Husqvarna SWOT Analysis

10.1.6 Husqvarna Recent Developments

10.2 STIHL

10.2.1 STIHL Basic Information

10.2.2 STIHL Home Outdoor Power Equipment Product Overview

10.2.3 STIHL Home Outdoor Power Equipment Product Market Performance

10.2.4 STIHL Business Overview

10.2.5 STIHL SWOT Analysis

10.2.6 STIHL Recent Developments

10.3 John Deere

10.3.1 John Deere Basic Information

10.3.2 John Deere Home Outdoor Power Equipment Product Overview

10.3.3 John Deere Home Outdoor Power Equipment Product Market Performance

10.3.4 John Deere Business Overview

10.3.5 John Deere SWOT Analysis

10.3.6 John Deere Recent Developments

10.4 TORO

10.4.1 TORO Basic Information

10.4.2 TORO Home Outdoor Power Equipment Product Overview

10.4.3 TORO Home Outdoor Power Equipment Product Market Performance

10.4.4 TORO Business Overview

10.4.5 TORO Recent Developments

10.5 Stanley Black and Decker

10.5.1 Stanley Black and Decker Basic Information

10.5.2 Stanley Black and Decker Home Outdoor Power Equipment Product Overview

10.5.3 Stanley Black and Decker Home Outdoor Power Equipment Product Market Performance

10.5.4 Stanley Black and Decker Business Overview

10.5.5 Stanley Black and Decker Recent Developments

10.6 MTD

10.6.1 MTD Basic Information

10.6.2 MTD Home Outdoor Power Equipment Product Overview

10.6.3 MTD Home Outdoor Power Equipment Product Market Performance

10.6.4 MTD Business Overview

10.6.5 MTD Recent Developments

10.7 Honda

10.7.1 Honda Basic Information

10.7.2 Honda Home Outdoor Power Equipment Product Overview

10.7.3 Honda Home Outdoor Power Equipment Product Market Performance

10.7.4 Honda Business Overview

10.7.5 Honda Recent Developments

10.8 Makita

10.8.1 Makita Basic Information

10.8.2 Makita Home Outdoor Power Equipment Product Overview

10.8.3 Makita Home Outdoor Power Equipment Product Market Performance

10.8.4 Makita Business Overview

10.8.5 Makita Recent Developments

10.9 Craftsman

10.9.1 Craftsman Basic Information

10.9.2 Craftsman Home Outdoor Power Equipment Product Overview

10.9.3 Craftsman Home Outdoor Power Equipment Product Market Performance

10.9.4 Craftsman Business Overview

10.9.5 Craftsman Recent Developments

10.10 EMAK

10.10.1 EMAK Basic Information

10.10.2 EMAK Home Outdoor Power Equipment Product Overview

10.10.3 EMAK Home Outdoor Power Equipment Product Market Performance

10.10.4 EMAK Business Overview

10.10.5 EMAK Recent Developments

10.11 Blount

10.11.1 Blount Basic Information

10.11.2 Blount Home Outdoor Power Equipment Product Overview

10.11.3 Blount Home Outdoor Power Equipment Product Market Performance

10.11.4 Blount Business Overview

10.11.5 Blount Recent Developments

10.12 MAT

10.12.1 MAT Basic Information

- 10.12.2 MAT Home Outdoor Power Equipment Product Overview
- 10.12.3 MAT Home Outdoor Power Equipment Product Market Performance
- 10.12.4 MAT Business Overview
- 10.12.5 MAT Recent Developments
- 10.13 McLane
 - 10.13.1 McLane Basic Information
 - 10.13.2 McLane Home Outdoor Power Equipment Product Overview
 - 10.13.3 McLane Home Outdoor Power Equipment Product Market Performance
 - 10.13.4 McLane Business Overview
 - 10.13.5 McLane Recent Developments

11 HOME OUTDOOR POWER EQUIPMENT MARKET FORECAST BY REGION

- 11.1 Global Home Outdoor Power Equipment Market Size Forecast
- 11.2 Global Home Outdoor Power Equipment Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Home Outdoor Power Equipment Market Size Forecast by Country
 - 11.2.3 Asia Pacific Home Outdoor Power Equipment Market Size Forecast by Region
 - 11.2.4 South America Home Outdoor Power Equipment Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Home Outdoor Power Equipment by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Home Outdoor Power Equipment Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Home Outdoor Power Equipment by Type (2026-2035)
 - 12.1.2 Global Home Outdoor Power Equipment Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Home Outdoor Power Equipment by Type (2026-2035)
- 12.2 Global Home Outdoor Power Equipment Market Forecast by Application (2026-2035)
 - 12.2.1 Global Home Outdoor Power Equipment Sales (K Units) Forecast by Application
 - 12.2.2 Global Home Outdoor Power Equipment Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Home Outdoor Power Equipment Market Size by Type (M USD)

Table 4. Global Home Outdoor Power Equipment Market Size by Application

Table 5. Home Outdoor Power Equipment Market Size Comparison by Region (M USD)

Table 6. Global Home Outdoor Power Equipment Sales (K Units) by Manufacturers
(2020-2025)

Table 7. Global Home Outdoor Power Equipment Sales Market Share by Manufacturers
(2020-2025)

Table 8. Global Home Outdoor Power Equipment Revenue (M USD) by Manufacturers
(2020-2025)

Table 9. Global Home Outdoor Power Equipment Revenue Share by Manufacturers
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Home
Outdoor Power Equipment as of 2025)

Table 11. Global Market Home Outdoor Power Equipment Average Price (USD/Unit) of
Key Manufacturers (2020-2025)

Table 12. Manufacturers' Manufacturing Sites, Areas Served

Table 13. Manufacturers' Product Type

Table 14. Global Home Outdoor Power Equipment Manufacturers Market Concentration
Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Home Outdoor Power Equipment Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading
Countries

Table 26. Global Home Outdoor Power Equipment Sales by Type (K Units)

Table 27. Global Home Outdoor Power Equipment Market Size by Type (M USD)

Table 28. Global Home Outdoor Power Equipment Sales (K Units) by Type (2020-2025)

Table 29. Global Home Outdoor Power Equipment Sales Market Share by Type (2020-2025)

Table 30. Global Home Outdoor Power Equipment Market Size (M USD) by Type (2020-2025)

Table 31. Global Home Outdoor Power Equipment Market Share by Type (2020-2025)

Table 32. Global Home Outdoor Power Equipment Price (USD/Unit) by Type (2020-2025)

Table 33. Global Home Outdoor Power Equipment Sales (K Units) by Application

Table 34. Global Home Outdoor Power Equipment Market Size by Application

Table 35. Global Home Outdoor Power Equipment Sales by Application (2020-2025) & (K Units)

Table 36. Global Home Outdoor Power Equipment Sales Market Share by Application (2020-2025)

Table 37. Global Home Outdoor Power Equipment Market Size by Application (2020-2025) & (M USD)

Table 38. Global Home Outdoor Power Equipment Market Share by Application (2020-2025)

Table 39. Global Home Outdoor Power Equipment Sales Growth Rate by Application (2020-2025)

Table 40. Global Home Outdoor Power Equipment Sales by Region (2020-2025) & (K Units)

Table 41. Global Home Outdoor Power Equipment Sales Market Share by Region (2020-2025)

Table 42. Global Home Outdoor Power Equipment Market Size by Region (2020-2025) & (M USD)

Table 43. Global Home Outdoor Power Equipment Market Size by Region (2020-2025)

Table 44. North America Home Outdoor Power Equipment Sales by Country (2020-2025) & (K Units)

Table 45. North America Home Outdoor Power Equipment Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Home Outdoor Power Equipment Sales by Country (2020-2025) & (K Units)

Table 47. Europe Home Outdoor Power Equipment Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Home Outdoor Power Equipment Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Home Outdoor Power Equipment Market Size by Region (2020-2025) & (M USD)

Table 50. South America Home Outdoor Power Equipment Sales by Country
(2020-2025) & (K Units)

Table 51. South America Home Outdoor Power Equipment Market Size by Country
(2020-2025) & (M USD)

Table 52. Middle East and Africa Home Outdoor Power Equipment Sales by Region
(2020-2025) & (K Units)

Table 53. Middle East and Africa Home Outdoor Power Equipment Market Size by
Region (2020-2025) & (M USD)

Table 54. Global Home Outdoor Power Equipment Production (K Units) by
Region(2020-2025)

Table 55. Global Home Outdoor Power Equipment Revenue (US\$ Million) by Region
(2020-2025)

Table 56. Global Home Outdoor Power Equipment Revenue Market Share by Region
(2020-2025)

Table 57. Global Home Outdoor Power Equipment Production (K Units), Revenue (US\$
Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Home Outdoor Power Equipment Production (K Units),
Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Home Outdoor Power Equipment Production (K Units), Revenue
(US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Home Outdoor Power Equipment Production (K Units), Revenue (US\$
Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Home Outdoor Power Equipment Production (K Units), Revenue (US\$
Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Husqvarna Basic Information

Table 63. Husqvarna Home Outdoor Power Equipment Product Overview

Table 64. Husqvarna Home Outdoor Power Equipment Sales (K Units), Revenue (M
USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Husqvarna Business Overview

Table 66. Husqvarna SWOT Analysis

Table 67. Husqvarna Recent Developments

Table 68. STIHL Basic Information

Table 69. STIHL Home Outdoor Power Equipment Product Overview

Table 70. STIHL Home Outdoor Power Equipment Sales (K Units), Revenue (M USD),
Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. STIHL Business Overview

Table 72. STIHL SWOT Analysis

Table 73. STIHL Recent Developments

Table 74. John Deere Basic Information

Table 75. John Deere Home Outdoor Power Equipment Product Overview
Table 76. John Deere Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. John Deere Business Overview
Table 78. John Deere SWOT Analysis
Table 79. John Deere Recent Developments
Table 80. TORO Basic Information
Table 81. TORO Home Outdoor Power Equipment Product Overview
Table 82. TORO Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. TORO Business Overview
Table 84. TORO Recent Developments
Table 85. Stanley Black and Decker Basic Information
Table 86. Stanley Black and Decker Home Outdoor Power Equipment Product Overview
Table 87. Stanley Black and Decker Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Stanley Black and Decker Business Overview
Table 89. Stanley Black and Decker Recent Developments
Table 90. MTD Basic Information
Table 91. MTD Home Outdoor Power Equipment Product Overview
Table 92. MTD Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. MTD Business Overview
Table 94. MTD Recent Developments
Table 95. Honda Basic Information
Table 96. Honda Home Outdoor Power Equipment Product Overview
Table 97. Honda Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. Honda Business Overview
Table 99. Honda Recent Developments
Table 100. Makita Basic Information
Table 101. Makita Home Outdoor Power Equipment Product Overview
Table 102. Makita Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. Makita Business Overview
Table 104. Makita Recent Developments
Table 105. Craftsman Basic Information
Table 106. Craftsman Home Outdoor Power Equipment Product Overview

Table 107. Craftsman Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Craftsman Business Overview

Table 109. Craftsman Recent Developments

Table 110. EMAK Basic Information

Table 111. EMAK Home Outdoor Power Equipment Product Overview

Table 112. EMAK Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. EMAK Business Overview

Table 114. EMAK Recent Developments

Table 115. Blount Basic Information

Table 116. Blount Home Outdoor Power Equipment Product Overview

Table 117. Blount Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Blount Business Overview

Table 119. Blount Recent Developments

Table 120. MAT Basic Information

Table 121. MAT Home Outdoor Power Equipment Product Overview

Table 122. MAT Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. MAT Business Overview

Table 124. MAT Recent Developments

Table 125. McLane Basic Information

Table 126. McLane Home Outdoor Power Equipment Product Overview

Table 127. McLane Home Outdoor Power Equipment Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. McLane Business Overview

Table 129. McLane Recent Developments

Table 130. Global Home Outdoor Power Equipment Sales Forecast by Region (2026-2035) & (K Units)

Table 131. Global Home Outdoor Power Equipment Market Size Forecast by Region (2026-2035) & (M USD)

Table 132. North America Home Outdoor Power Equipment Sales Forecast by Country (2026-2035) & (K Units)

Table 133. North America Home Outdoor Power Equipment Market Size Forecast by Country (2026-2035) & (M USD)

Table 134. Europe Home Outdoor Power Equipment Sales Forecast by Country (2026-2035) & (K Units)

Table 135. Europe Home Outdoor Power Equipment Market Size Forecast by Country

(2026-2035) & (M USD)

Table 136. Asia Pacific Home Outdoor Power Equipment Sales Forecast by Region (2026-2035) & (K Units)

Table 137. Asia Pacific Home Outdoor Power Equipment Market Size Forecast by Region (2026-2035) & (M USD)

Table 138. South America Home Outdoor Power Equipment Sales Forecast by Country (2026-2035) & (K Units)

Table 139. South America Home Outdoor Power Equipment Market Size Forecast by Country (2026-2035) & (M USD)

Table 140. Middle East and Africa Home Outdoor Power Equipment Sales Forecast by Country (2026-2035) & (Units)

Table 141. Middle East and Africa Home Outdoor Power Equipment Market Size Forecast by Country (2026-2035) & (M USD)

Table 142. Global Home Outdoor Power Equipment Sales Forecast by Type (2026-2035) & (K Units)

Table 143. Global Home Outdoor Power Equipment Market Size Forecast by Type (2026-2035) & (M USD)

Table 144. Global Home Outdoor Power Equipment Price Forecast by Type (2026-2035) & (USD/Unit)

Table 145. Global Home Outdoor Power Equipment Sales (K Units) Forecast by Application (2026-2035)

Table 146. Global Home Outdoor Power Equipment Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Home Outdoor Power Equipment
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Home Outdoor Power Equipment Market Size (M USD), 2025-2035
- Figure 5. Global Home Outdoor Power Equipment Market Size (M USD) (2020-2035)
- Figure 6. Global Home Outdoor Power Equipment Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Home Outdoor Power Equipment Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Home Outdoor Power Equipment Product Life Cycle
- Figure 13. Home Outdoor Power Equipment Sales Share by Manufacturers in 2025
- Figure 14. Global Home Outdoor Power Equipment Revenue Share by Manufacturers in 2025
- Figure 15. Home Outdoor Power Equipment Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Home Outdoor Power Equipment Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Home Outdoor Power Equipment Revenue in 2025
- Figure 18. Industry Chain Map of Home Outdoor Power Equipment
- Figure 19. Global Home Outdoor Power Equipment Market PEST Analysis
- Figure 20. Global Home Outdoor Power Equipment Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Home Outdoor Power Equipment Market Share by Type
- Figure 27. Sales Market Share of Home Outdoor Power Equipment by Type (2020-2025)
- Figure 28. Sales Market Share of Home Outdoor Power Equipment by Type in 2025
- Figure 29. Market Share of Home Outdoor Power Equipment by Type (2020-2025)

- Figure 30. Market Share of Home Outdoor Power Equipment by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Home Outdoor Power Equipment Market Share by Application
- Figure 33. Global Home Outdoor Power Equipment Sales Market Share by Application (2020-2025)
- Figure 34. Global Home Outdoor Power Equipment Sales Market Share by Application in 2025
- Figure 35. Global Home Outdoor Power Equipment Market Share by Application (2020-2025)
- Figure 36. Global Home Outdoor Power Equipment Market Share by Application in 2025
- Figure 37. Global Home Outdoor Power Equipment Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Home Outdoor Power Equipment Sales Market Share by Region (2020-2025)
- Figure 39. Global Home Outdoor Power Equipment Market Size by Region (2020-2025)
- Figure 40. North America Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Home Outdoor Power Equipment Sales Market Share by Country in 2024
- Figure 43. North America Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Home Outdoor Power Equipment Market Size by Country in 2024
- Figure 45. U.S. Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Home Outdoor Power Equipment Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Home Outdoor Power Equipment Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Home Outdoor Power Equipment Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Home Outdoor Power Equipment Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Home Outdoor Power Equipment Sales and Growth Rate

(2020-2025) & (K Units)

Figure 52. Europe Home Outdoor Power Equipment Sales Market Share by Country in 2024

Figure 53. Europe Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Home Outdoor Power Equipment Market Size by Country in 2024

Figure 55. Germany Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Home Outdoor Power Equipment Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Home Outdoor Power Equipment Sales Market Share by Region in 2024

Figure 67. Asia Pacific Home Outdoor Power Equipment Market Size by Region in 2024

Figure 68. China Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Home Outdoor Power Equipment Sales and Growth Rate (K Units)

Figure 79. South America Home Outdoor Power Equipment Sales Market Share by Country in 2024

Figure 80. South America Home Outdoor Power Equipment Market Size and Growth Rate (M USD)

Figure 81. South America Home Outdoor Power Equipment Market Size by Country in 2024

Figure 82. Brazil Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Home Outdoor Power Equipment Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Home Outdoor Power Equipment Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Home Outdoor Power Equipment Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Home Outdoor Power Equipment Market Size by

Region in 2024

Figure 92. Saudi Arabia Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Home Outdoor Power Equipment Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Home Outdoor Power Equipment Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Home Outdoor Power Equipment Production Market Share by Region (2020-2025)

Figure 103. North America Home Outdoor Power Equipment Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Home Outdoor Power Equipment Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Home Outdoor Power Equipment Production (K Units) Growth Rate (2020-2025)

Figure 106. China Home Outdoor Power Equipment Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Home Outdoor Power Equipment Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Home Outdoor Power Equipment Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Home Outdoor Power Equipment Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Home Outdoor Power Equipment Market Share Forecast by Type (2026-2035)

Figure 111. Global Home Outdoor Power Equipment Sales Forecast by Application (2026-2035)

Figure 112. Global Home Outdoor Power Equipment Market Share Forecast by Application (2026-2035)

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