

Germany Lawn Mowers Market 2023

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Abstracts

Description

The Germany lawn mowers market is projected to reach USD 1.86 billion in 2029, growing at a CAGR of 6.4%. Factors driving growth include decreasing prices, increased spending, and demand for time-saving options. Positive trends include high torque and power, while the decline in immigrants may reduce demand. Artificial turf usage is also increasing, potentially hindering the market.

Market Segmentation

The market is segmented based on various factors, including product type, fuel type, distribution channel, end user, and region.

Segmentation by Product Type

Walk-behind Lawn Mowers %li%Self-propelled Mower, Push Mower, Hover Mower, Reel/Cylinder Mower

Ride-on Mower %li%Standard Ride-on Mower, Zero-turn Lawn Mower, Lawn Tractors, Garden Tractors

Robotic Lawn Mower

Segmentation by Fuel Type

Gas

Electric

Manual

Propane

Segmentation by Distribution Channel

Online

Offline

Segmentation by End User

Residential Users

Professional Landscaping Services

Golf Courses

Government & Others

In 2022, ride-on lawn mowers became the leading revenue generator in the Germany lawn mowers market. The residential user segment is crucial for driving revenue and is projected to maintain a growth rate of 6.1% throughout the forecast period.

Electric cordless and propane-powered mowers are expected to have the highest growth in unit shipments, with a CAGR of 71% and 6.4% respectively. The increasing popularity of self-propelled lawn mowers is also expected to contribute approximately USD 110 million in revenue during the forecast period.

The German robotic lawn mower industry is expected to reach 580 thousand units by 2029, driven by the growing trend of automation, reliance on technology for productivity enhancement, and advancements in AI and sensor technologies. These factors create significant growth prospects for the German lawn mowers market.

Competitive Landscape

Prominent vendors in the German lawn mower market include Alfred Karcher SE & Co. KG, AL-KO Gerate GmbH, Deere & Company, Einhell Germany AG, Emak S.p.A.,

Husqvarna AB, Mamibot Manufacturing USA Co. Ltd., Masport Limited, STIGA S.p.A., STIHL Incorporated, The Toro Company. These manufacturers are actively implementing strategies to meet consumer requirements through the production, assembly, and sale of new products. Furthermore, they are investing in marketing campaigns to attract and retain customers. To enhance competitiveness, these vendors are focusing on cost-cutting and operational efficiency initiatives. This includes optimizing direct material costs, right-sizing the supply chain, reducing indirect material and logistics costs, and improving revenue and operating spending performance. By implementing these measures, vendors aim to improve profitability and provide enhanced value to customers.

Why Buy This Report?

Get a detailed picture of the Germany Lawn Mowers Market

Identify segments/areas to invest in over the forecast period in the Germany Lawn Mowers Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format

Strategy consulting and research support for three months

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