

# Global Electric Lawn Mowers Market 2023

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## Abstracts

The global electric lawn mowers market valued at USD 5.1 billion in 2022 is expected to reach USD 8.3 billion by 2029, with a 7.2% CAGR from 2023 to 2029. Electric lawn mowers' simplicity and elimination of fuel-related issues drive their adoption. Developed economies undergoing home improvement projects are shifting towards battery-powered equipment, including lawn mowers. Robotic lawn mower vendors benefit from their increasing penetration in Europe and growing awareness in developing countries. Sustainable consumption and the desire for equipment with minimal emissions create growth opportunities for battery-powered lawn mowers. Electric mowers generate less environmental noise and governments encourage their adoption through measures like bans on gasoline mowers and rebates. Rising gasoline prices due to conflicts and environmental concerns drive consumers towards electric mowers. The inefficiency and air pollution caused by traditional gasoline engines further fuel the demand for electric mowers, especially in developing countries.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global electric lawn mowers market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

### Market Segmentation

The market is segmented based on various factors, including product, power source, blade type, drive type, start type, distribution channel, end user, and geography.

Product: ride-on mowers, robotic lawn mowers, walk-behind mowers

Power source: electric corded, battery-powered

Blade type: cylinder blades, deck/standard blades, mulching blades, lifting blades

Drive type: manual drive, all-wheel drive (AWD), front-wheel drive (FWD), rear-wheel

drive (RWD)

Start type: key start, push start, recoil start (pull/manual/rewind start)

Distribution channel: offline, online

End user: residential, professional landscaping services, golf courses and other sports arenas, government and others

Segmentation by Geography

North America – US, Canada

Europe – The UK, Germany, France, Italy, Spain, Sweden, Netherlands, Belgium, Poland, Switzerland, Finland, Austria

APAC - China, Japan, India, South Korea, Australia

Latin America – Brazil, Mexico, Argentina

Middle East & Africa – South Africa, Saudi Arabia, UAE

Walk-behind lawn mowers dominated the market in 2022, driven by their affordability and suitability for residential use. However, there is a shift towards battery-powered mowers as technology advances. These mowers offer hassle-free operation without the need for cables, thanks to modern lithium-ion batteries that are lighter and more durable than nickel-cadmium ones.

Residential segments, particularly in the US and European countries, are significant contributors to the revenue of electric lawn mowers. The large lawn areas in residential units, coupled with the advantages of electric mowers such as cable length and battery life, drive the demand from residential users.

The European market for electric lawn mowers is expected to see a revenue increase of \$1.7 billion by 2029. This growth is attributed to government initiatives promoting the adoption of lithium-ion battery-powered equipment. The European Union's "Green Deal" initiative, launched in 2019, focuses on addressing climate change and environmental degradation, providing opportunities for electric mower manufacturers to promote clean energy and technological advancements.

The market for electric lawn mowers is evolving to meet the needs of residential users. Battery-powered mowers are gaining popularity due to their convenience and improved performance, while government initiatives encourage the use of environmentally friendly equipment.

Competitive Landscape

To remain competitive, vendors are investing in enhancing battery performance,

extending run time, and introducing new features. Key companies profiled in this report include Alfred Karcher SE & Co. KG, AL-KO Gerate GmbH, AriensCo GmbH, AS-Motor GmbH, Briggs & Stratton Corporation, CHERVON (China) Trading Co., Ltd., Cobra Garden Machinery, Deere & Company, Einhell Germany AG, Emak S.p.A., FutureGen Robotics LLC, Generac Power Systems, Inc., Greenworks North America, LLC, Grey Technology Ltd., Hangzhou Favor Robot Technology Co., Ltd., Honda Motor Co., Ltd., Husqvarna AB, Koki Holdings Co., Ltd., LG Electronics Inc., LINEATIELLE s.r.l., Makita Corporation, Mamibot Manufacturing USA Co., Ltd., Masport Limited, Metalcraft of Mayville Inc, Ningbo NGP Industry Co., Ltd., Positec Tool Corporation, Robert Bosch GmbH, Robotics, Inc., Snow Joe, LLC, Stanley Black & Decker, Inc., STIGA S.p.A., STIHL Incorporated, SUMEC Hardware & Tools Co., Ltd., Techtronic Industries Company Limited, Textron Inc., The Toro Company, Volta Mowers Srl, WIPER S.R.L, YAMABIKO Corporation, Yangzhou Weibang Garden Machinery Co., Ltd., Zhejiang Tianchen Intelligence & Technology Co., Ltd., ZIPPER Maschinen GmbH, and Zucchetti Centro Sistemi S.p.a.

### Scope of the Report

To analyze and forecast the market size of the global electric lawn mowers market.

To classify and forecast the global electric lawn mowers market based on product, power source, blade type, drive type, distribution channel, end user, region.

To identify drivers and challenges for the global electric lawn mowers market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global electric lawn mowers market.

To identify and analyze the profile of leading players operating in the global electric lawn mowers market.

### Why Choose This Report

Gain a reliable outlook of the global electric lawn mowers market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

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

Strategy consulting and research support for three months.

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