

# Global Ride-On Mowers Market 2023

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## Abstracts

The global ride-on mower market was valued at USD 9.4 billion in 2022 and is projected to reach USD 13.3 billion by 2029, with a CAGR of 5.1% from 2023 to 2029. This growth is driven by rising demand among professional and semi-professional users. Vendors are innovating and developing new technologies, such as remote-controlled mowers and electronic speed control. However, demand is low among households due to small lawns and bulky designs. Zero-turn mowers are a recent trend in the residential market. High upfront costs and long replacement cycles hinder growth. The COVID-19 pandemic disrupted the market due to supply chain constraints. The value of green spaces is increasing, driving demand for ride-on mowers. Golf's popularity and the number of courses globally contribute to market growth.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global ride-on 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, fuel type, transmission type, drive type, start type, blade type, end-user, and geography.

#### Segmentation by Product

Standard Ride-On

Zero-Turn

Lawn Tractors

Garden Tractors

### Segmentation by Fuel Type

Gasoline-Powered  
Battery-Powered  
Propane-Powered

### Segmentation by Transmission Type

Hydrostatic  
Electric Motor  
Manual  
Others

### Segmentation by Drive Type

Two Wheel Drive  
Four-Wheel Drive

### Segmentation by Start Type

Push Start  
Key Start

### Segmentation by Blade Type

Standard Blades  
Mulching Blades  
Lifting Blades  
Cylinder Blades

### Segmentation by End-User

Professional Landscaping Services  
Golf Courses  
Residential  
Government  
Others

### Segmentation by Geography

North America – US, Canada  
Europe – 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

Standard ride-on mowers held a significant market share in 2022 due to affordability and versatile applications. This segment is projected to grow at a CAGR of 5.0%. However, the lawn tractor segment is expected to have the fastest growth rate in the forecast period.

Gasoline-powered models currently lead in unit shipments, but battery-powered mowers will experience the highest growth. The shift to battery-powered mowers is driven by reduced noise levels, lower maintenance, and advancements in lithium-ion battery technology.

Hydrostatic transmissions dominate the market, but electric motors will grow faster. Hydrostatic transmissions offer smooth operation, durability, and responsiveness, while electric motors provide advantages in maneuvering challenging terrains.

In 2022, the hydrostatic segment accounted for 67.1% of revenue, but the electric motor segment will grow at a CAGR of 5.3%.

North America leads the ride-on mower market, with fuel expenses accounting for 9% of production costs for landscape professionals. Propane-powered mowers with Electronic Fuel Injection are expected to reduce fuel costs and enhance product offerings in this region.

### Competitive Landscape

Prominent participants in the global ride-on mowers market include Husqvarna AB, STIGA S.p.A., Kubota Corporation, Stanley Black & Decker, Inc. (MTD Holdings Inc.), and The Toro Company. The market is highly competitive and experiencing rapid growth, attracting new entrants. Competition is expected to intensify, leading vendors to focus on value-added sales offerings to differentiate themselves and improve profit margins. Other key companies profiled in this report include AGCO Corporation, AL-KO Gerate GmbH, Altoz, Inc., Ariens Company, AriensCo GmbH, Bad Boy, Inc., Bobcat Company, Briggs & Stratton Corporation, CHERVON (China) Trading Co., Ltd. (EGO), Deere & Company, E P Barrus Ltd. (Lawnflite), Emak S.p.A., Greenworks North America, LLC, Honda Motor Co., Ltd., IHI Shibaura Machinery Corporation, RYOBI Limited, STIHL Incorporated, SUMEC Hardware & Tools Co., Ltd., Swisher Inc, The Grasshopper Company, Walker Manufacturing Company, Yangzhou Weibang Garden Machinery Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

### Recent Industry Developments

The Toro Company acquired Intimidator Group in January 2022, allowing them to enter the growing market of zero-turn lawn mowers provided by Spartan Mowers.

EGO launched the Power+ 52' Z6 Zero Turn Riding Mower in 2021, featuring an extended battery life and the capability to mow up to four acres on a single charge.

Stanley Black & Decker acquired Excel Industries in December 2021, expanding its presence in the turf equipment sector and gaining access to brands like BigDog and Hustler Turf Equipment.

### Scope of the Report

To analyze and forecast the market size of the global ride-on mowers market.

To classify and forecast the global ride-on mowers market based on product, fuel type, transmission type, blade type, drive type, end user, region.

To identify drivers and challenges for the global ride-on mowers market.

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

To identify and analyze the profile of leading players operating in the global ride-on mowers market.

### Why Choose This Report

Gain a reliable outlook of the global ride-on 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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