

Global Self Propelled Lawn Mowers Market 2023

<https://marketpublishers.com/r/G0C323592325EN.html>

Date: September 2023

Pages: 96

Price: US\$ 3,650.00 (Single User License)

ID: G0C323592325EN

Abstracts

The global self-propelled lawn mowers market is projected to reach USD 6.94 billion by 2029, growing at a CAGR of 4.7% from 2023 to 2029. This growth is driven by the increasing demand for cost-effective equipment capable of handling challenging areas. Self-propelled mowers, powered by transmission, are expected to witness high demand. In the North American market, the US accounted for a revenue share of 79.1% and is projected to grow at a CAGR of 3.9%. Vendors' investments in research and development have made self-propelled mowers more user-friendly, with features like automatic choke recovery systems and height adjustments. Concerns over pollution have led to tighter emission requirements and the exploration of alternative fuel sources. However, challenges such as water shortages and the preference for robotic mowers may hinder market growth. The growth of home ownership and home improvement projects worldwide is driving the demand for self-propelled mowers. The need to enhance the aesthetic appeal of lawns and gardens and the expanding outdoor landscaping market contribute to the demand. Cost-effectiveness is a key factor, as self-propelled mowers are more affordable compared to other types.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global self propelled 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 fuel type, drive type, blade type, start type, distribution channel, end-user, and geography.

Fuel type: gasoline powered, electric corded, battery powered, propane powered

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

Start type: key start, push start, recoil start
Blade type: standard blade, mulching blade, lifting blade, cylinder blade
Distribution channel: offline, online
End user: residential, professional landscaping service, golf course, government, others

Segmentation by Geography

North America – US, Canada

Europe – U.K., Germany, France, Spain, Italy, 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

The global market for self-propelled lawn mowers is expected to grow significantly. Gasoline-powered segment to increase by 38.5% compared to 2022. Battery-powered segment to have highest growth rates due to consumer awareness of sustainability. Battery-powered segment projected to grow by 50.1% from 2023 to 2029. Li-ion batteries offer social and financial benefits, increasing popularity. Recoil start dominates, but push-button start to have highest growth rate. Residential segment holds 55.2% revenue share and expected to lead market. North America has largest market share due to residential sector and golf courses. Europe to have fast growth rate driven by residential users. APAC region to see demand due to urbanization and maintenance needs.

Competitive Landscape

Prominent participants in the global self-propelled lawn mowers market include Ariens Company, Husqvarna, Deere & Company, and Stanley Black & Decker. These companies are prioritizing compliance with regulations, energy efficiency, and labeling requirements to strengthen their position in the market. Other key companies profiled in this report are Alfred Karcher SE & Co. KG, AL-KO Gerate GmbH, AriensCo GmbH, AS-Motor GmbH, Bad Boy, Inc., Briggs & Stratton Corporation, CHERVON (China) Trading Co., Ltd. (EGO), Deere & Company, Einhell Germany AG, Emak S.p.A., Generac Power Systems, Inc., Greenworks North America, LLC, Honda Motor Co., Ltd., Husqvarna AB, IHI Shibaura Machinery Corporation, Kubota Corporation, Makita Corporation, RYOBI Limited (Techtronic Industries Company Limited), Snow Joe, LLC, Stanley Black & Decker, Inc., STIGA S.p.A., STIHL Incorporated, SUMEC Hardware & Tools Co., Ltd., Swisher Inc, The Positec Tool Corporation, The Toro Company, Wright Manufacturing, Inc., among others.

Recent Industry Developments

In April 2022, Milwaukee introduced the M18 FUEL Dual Battery Cordless mower, a self-propelled mower. It features an instant start system, 3-in-1 grass management, five-wheel speed settings, and other advanced features.

In January 2021, DEWALT unveiled its 20V MAX Self-Propelled Mower. This mower is equipped with an efficient brushless direct drive motor that can run for up to 1 hour on a single charge. The launch of this self-propelled lawn mower expanded DEWALT's line of 20V MAX* systems, which already includes over 200 products.

Scope of the Report

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

To classify and forecast the global self propelled lawn mowers market based on fuel type, drive type, start type, blade type, distribution channel, end user, region.

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

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

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

Why Choose This Report

Gain a reliable outlook of the global self propelled 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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