

Global Electric Fairway Mower Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GA8C89816CF4EN.html>

Date: August 2026

Pages: 129

Price: US\$ 4,480.00 (Single User License)

ID: GA8C89816CF4EN

Abstracts

The global Electric Fairway Mower market size is expected to reach \$ 346 million by 2032, rising at a market growth of 10.1% CAGR during the forecast period (2026-2032).

In 2025, global Electric Fairway Mower production reached approximately 6,477 Units. The average price is approximately \$26,000. Electric Fairway Mower are professional turf-maintenance machines designed primarily for golf fairways and other closely related fine-turf areas with comparable requirements for cutting height, surface uniformity and mowing productivity.

Electric Fairway Mower represent more than a change from an internal-combustion engine to a battery. The segment is being reshaped simultaneously by new powertrain architectures, new cutting platforms and a different organization of daily mowing work. Three principal product routes are emerging. Established turf-equipment manufacturers are electrifying conventional triplex and five-gang machines through electric reel circuits, hybrid-electric propulsion and fully battery-powered operator-driven platforms. Specialist autonomy companies are developing large electric reel machines that can complete fairway routes without a continuously seated operator. A third group is deploying multiple compact robotic mowers to maintain fairways through frequent, distributed mowing. These approaches differ materially in cutting quality, machine count, capital cost, labor requirements, charging infrastructure and suitability for tournament-standard turf. Deere's E-Cut products, Toro's hybrid and GeoLink platforms and Jacobsen's SLF1 ELiTE illustrate the evolution of conventional professional machines, while FireFly and TurfTroniq represent purpose-built autonomous reel or modular platforms. Husqvarna, ECHO Robotics and Kress are advancing a distributed robotic model in which several smaller machines operate continuously across defined golf-course zones. Consequently, the market should not be analyzed solely according to whether a

machine contains a battery; the more commercially meaningful distinction is how extensively electric motors and autonomous controls replace hydraulic, mechanical and operator-dependent functions.

From a supply perspective, the market has developed a three-layer competitive structure. Large diversified turf-equipment groups retain the strongest positions in high-value machines because they control established golf-course dealer networks, parts supply, financing, cutting-unit expertise and field-service capacity. Specialist autonomous companies compete by redesigning the machine around electric actuation and driverless operation, rather than adapting an existing operator-driven chassis. General robotic-mower manufacturers form the third layer and are extending products originally developed for broad commercial turf into golf applications. The core formal list contains nine groups, which reflects the narrow product boundary rather than an intentional compression of the manufacturer universe. To qualify, a company must provide a current complete machine, demonstrate official fairway relevance, employ a substantive electric drive or electric cutting architecture and show evidence of commercial availability. Ninebot, URSROBOT and SATAbot remain in the extended pool because they are genuine equipment manufacturers with golf-course positioning, but available official materials do not yet demonstrate the same depth of fairway-specific cutting specifications or installed-base evidence. As the market develops, competition will increasingly be determined by cut consistency, uptime, autonomous safety, charging and fleet utilization, service responsiveness and integration with existing golf-course maintenance systems, rather than by the mower's purchase price alone.

Demand growth is being driven primarily by labor availability, rising operator costs and the need to extend mowing windows without increasing staffing. Lower noise, reduced local emissions and the removal or simplification of hydraulic circuits provide additional incentives, particularly for courses located near residential areas or operating early in the morning. The worldwide installed base exceeds 37,600 golf courses, with the United States accounting for more than two-fifths of global supply, while more than 500 golf projects are reported to be under development or planning across numerous countries. This creates a substantial replacement base even without assuming rapid growth in the overall number of courses. USGA materials indicate that autonomous reel machines can already operate at fairway cutting heights and may mow for approximately four to six hours per charge, although charging infrastructure, service readiness, obstacle management and performance under difficult turf or weather conditions remain important limitations. Policy is also becoming more supportive. California's zero-emission requirements for most newly manufactured small off-road engines beginning with the 2024 model year directly strengthen the business case for electric smaller

equipment and may indirectly accelerate professional-fleet electrification.

This report studies the global Electric Fairway Mower production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electric Fairway Mower and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Electric Fairway Mower that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electric Fairway Mower total production and demand, 2021-2032, (Units)

Global Electric Fairway Mower total production value, 2021-2032, (USD Million)

Global Electric Fairway Mower production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Electric Fairway Mower consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Electric Fairway Mower domestic production, consumption, key domestic manufacturers and share

Global Electric Fairway Mower production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Electric Fairway Mower production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Electric Fairway Mower production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Electric Fairway Mower market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Deere & Company, The Toro Company, Husqvarna AB, Textron Inc., YAMABIKO Corporation, FireFly Automatrix, Inc., Positec Group, TurfTronIQ B.V., FJDYNAMICS PTE. LTD., URSROBOT, Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electric Fairway Mower market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Electric Fairway Mower Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electric Fairway Mower Market, Segmentation by Type:

Battery-Electric

Series Hybrid-Electric

Others

Global Electric Fairway Mower Market, Segmentation by Operating Mode:

Operator-Driven

Fully Autonomous

Others

Global Electric Fairway Mower Market, Segmentation by Cutting System:

Cylinder Cutting

Rotary Cutting

Others

Global Electric Fairway Mower Market, Segmentation by Application:

Dedicated Fairway Mowing

Fairway and Fine-Turf Multi-Zone

Whole-Course Multi-Zone Maintenance

Others

Companies Profiled:

Deere & Company

The Toro Company

Husqvarna AB

Textron Inc.

YAMABIKO Corporation

FireFly Automatrix, Inc.

Positec Group

TurfTroniq B.V.

FJDYNAMICS PTE. LTD.

URSROBOT, Inc.

Ninebot Limited

Sata Zhineng Keji (Suzhou) Youxian Gongsi

Key Questions Answered:

1. How big is the global Electric Fairway Mower market?
2. What is the demand of the global Electric Fairway Mower market?
3. What is the year over year growth of the global Electric Fairway Mower market?
4. What is the production and production value of the global Electric Fairway Mower market?
5. Who are the key producers in the global Electric Fairway Mower market?
6. What are the growth factors driving the market demand?

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