

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Lawn Mower Market 2018, Forecast to 2023

<https://marketpublishers.com/r/G28B9C7EC12EN.html>

Date: July 2018

Pages: 130

Price: US\$ 4,880.00 (Single User License)

ID: G28B9C7EC12EN

Abstracts

A lawn mower is a machine utilizing one or more revolving blades to cut a grass surface to an even height. The height of the cut grass may be fixed by the design of the mower, but generally is adjustable by the operator, typically by a single master lever, or by a lever or nut and bolt on each of the machine's wheels. The blades may be powered by muscle, with wheels mechanically connected to the cutting blades so that when the mower is pushed forward, the blades spin, or the machine may have a battery-powered or plug-in electric motor.

Scope of the Report:

This report focuses on the Lawn Mower in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Germany was the largest market with a market share of 20.69% in 2012 and 21.37% in 2017 with an increase of 0.69%. France and Spain ranked the second and third markets with the market share of 20.13% and 15.72% in 2016.

With the accelerated process of the market, the human demand for the environment is much high, the demand for greening environment is also increased, the market demand for lawn mower will increase, too. Electric, solar, robots, intelligent lawn mower are the future direction of the development.

Because the engines weigh less and more powerful, so the products are becoming more powerful, faster, more versatile and more productive than units of yesterday. What is more, cooperative schemes are popular throughout the industry and may involve engine makes, manufacturers, and even distributors. Also, producers are planning to

expand their offering units that are less noisy and more environment-friendly. The technology here is mature in recent years. The main drivers of the market here are: the development of the economy and technology, increase garden area, "nesting" or spending more time in one's home contributes to a heightened interest in the outdoors as well and hence in gardening and related activities, However, as the environment friendly and health awareness is more and more increasing, the government is taking measures to restrict the limitation of pollution and the environment, so the manufactures have to keep on their innovation to meet those needs.

The Europe lawn mower market has been growing in recent years, especially the robot lawn mower; the manufacturers are facing the fierce competition in the market. Multinational companies occupy a big market share of the Europe market through their product patents and registration. However, in order to occupy a position in this highly competitive market, the factors above are not enough, also depending on R&D, innovations, products, services, and prices to achieve end-users.

The worldwide market for Lawn Mower is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Husqvarna

Global Garden Products

MTD Products

STIHL

Deere & Company

Toro

Honda

Briggs & Stratton

Emak

Craftsman

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Manual

Electric

Gasoline

Solar

Market Segment by Applications, can be divided into

Residential

Commercial

There are 15 Chapters to deeply display the global Lawn Mower market.

Chapter 1, to describe Lawn Mower Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Lawn Mower, with sales, revenue, and

price of Lawn Mower, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Lawn Mower, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Lawn Mower market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Lawn Mower sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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