

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Power Lawn and Garden Equipment Market 2018, Forecast to 2023**

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## **Abstracts**

Power Lawn and garden equipment means for gardens, green and later involved in conservation machinery and equipment, including lawn establishment and maintenance machinery, planting and maintenance of green machinery, planting and maintenance of urban trees and shrubs machinery, apparatus and equipment floriculture, garden engineering and professional sports venues.

### **SCOPE OF THE REPORT:**

This report focuses on the Power Lawn and Garden Equipment 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.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area; the future will still have more new investment enter the field.

Technology, product design, and pricing patterns influence purchases of lawn and garden equipment of residential and commercial customers. The situation is rather complex, as the companies attempt to cater to diverse segments. In the residential sector, many individuals are not garden enthusiasts and simply wish to complete their yard chores quickly and easily. The zero-turn radius lawn mowers were successful, but robotic units had very limited acceptance. Commercial users keep their equipment operating many hours each day and favor 'creature friendly' or ergonomic features that reduce strain. In both sectors, customers are starting to favor equipment that can perform multiple tasks, such as mowing and mulching. Also, producers are planning to expand their offering of cordless electric units that are less noisy and more environment-

friendly.

Regulations and environmental issues have an impact on both producers and users of lawn and garden equipment. Mowers, trimmers, and blowers, for example, utilize two-cycle engines that burn a combination of gas and oil and contribute to air pollution much more than four-cycle units. Federal and state regulators are trying to implement increasingly strict standards on emissions. Local government units seek to promote mulching and composting to reduce solid waste; they also seek to lower noise pollution from leaf blowers. Customers are becoming more astute and opt for features that save fuel and have other desirable features.

Turf and grounds equipment is purchased mostly by landscapers who use the units for grooming commercial, government, and large residential properties. This category has shown fast growth earlier this decade, but now a slowdown is in effect. In part, this is due to maturing technology and in part to a leveling off in the number of landscaping firms. The sub-categories in this product family include turf mowers, tractors, aerators, dethatchers, and turf trucks, all widely utilized by landscape contractors. Government and non-profit sector spending in this field is slowing, so producers hope for gains in sales from golf courses and commercial real estate landscapers.

Regional markets are influenced by demographic and socio-economic trends as well as geography/climate conditions. The South is expected to remain the largest market for power lawn and garden equipment, accounting for one-third of the national total. The fastest growth is expected to be in the West due to a partly untapped customer base. Growth in the Midwest is expected to remain average due to below average income gains. The Northeast is still experiencing population out-migration and thus is expected to show the lowest growth.

Lacking features of an oligopoly so far and having a relatively basic technology, the lawn and garden equipment industry still poses some formidable barriers to entry. Thus, capital requirements are quite high due to production features and the diverse nature of the product families. Seasonality of business, price rivalry, government rules and regulations, and limited distribution channels also pose some entry barriers. Yet another deterrent to market entry is the complexity of logistics. Distribution costs may rise further as some mass merchandisers openly require payment by the manufacturers for shelf space, especially for new products. Name identity and brand image require extensive advertising.

The worldwide market for Power Lawn and Garden Equipment 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

John Deere

TORO

MTD

Craftsman

Black & Decker(Stanley)

Briggs & Stratton

Blount

Ariens

Remington

MAT Engine Technologies

Brinly-Hardy

McLane

Sun Joe

American Lawn Mower

Husqvarna USA

STIHL USA

EMAK

Honda

Makita USA

ECHO USA

Hitachi

TTI

ZHONGJIAN

Zomax

Talon

Worx

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

Lawnmowers

Turf & Grounds Equipment

Trimmers & Edgers

Other Products

Market Segment by Applications, can be divided into

*Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Power Lawn and Garden Equi...*

Household Use

Commercial

Public Application

There are 15 Chapters to deeply display the global Power Lawn and Garden Equipment market.

Chapter 1, to describe Power Lawn and Garden Equipment Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Power Lawn and Garden Equipment, with sales, revenue, and price of Power Lawn and Garden Equipment, 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 Power Lawn and Garden Equipment, 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, Power Lawn and Garden Equipment market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

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

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