

Global Zero-Turn Mowers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Zero-Turn Mowers market size is expected to reach \$ 5089 million by 2032, rising at a market growth of 4.6% CAGR during the forecast period (2026-2032). Global sales of zero-turn lawnmowers are projected to reach approximately 1.3 million units by 2025, with an average price of around \$2,800 per unit.

A zero-turn radius lawnmower is a lawn mower that achieves zero turning radius through independent drive of the front and rear wheels. Its core advantage lies in its high maneuverability in confined spaces, allowing it to reach corners that traditional mowers cannot, significantly improving mowing efficiency. Different brands and models achieve zero turning radius in different ways, but the most common method is through hydraulic control of the speed of each drive wheel. Zero-turn radius lawnmowers are available in both commercial and residential models, varying in engine power, cutting disc size, fuel type (gasoline or diesel), and price. Compared to similarly sized traditional ride-on lawnmowers with steerable front wheels, zero-turn radius lawnmowers are generally faster and more expensive.

Upstream: Covering power systems (engines/lithium batteries), cutting components (roll cutters/rotary cutters), intelligent modules (RTK positioning, LiDAR), and structural materials (high-strength alloys). Midstream: OEMs integrate upstream resources to develop differentiated products (such as commercial wide-angle models and home-use silent models). Downstream: Reaching end users through offline distributors (garden tool chain stores, supermarkets) and online platforms; the commercial sector also includes B-end customers such as landscape maintenance companies.

Global zero-turn mowers key players include Husqvarna, John deere, Ariens, etc. The top 5 companies hold a share about 60%. North America is the largest market, with a share about 45%, followed by Europe and Asia Pacific with the share about 33% and

16%. In terms of product, gas is the largest segment, with a share over 82%. And in terms of application, the largest application is commercial, followed by residential.

Market drivers primarily include the following:

Upgrading Efficiency Needs

Urbanization in large commercial complexes and golf courses places higher demands on lawn maintenance efficiency. Zero-turn designs reduce manual turning time and increase mowing speed per unit area.

Policy and Environmental Guidance

Many countries have introduced emission standards for lawnmowers, driving the industry towards electrification. Subsidies for purchasing low-noise, zero-emission equipment in some regions accelerate the adoption of smart lawnmowers.

Technological Integration and Innovation

Improved RTK positioning accuracy to centimeter level and reduced LiDAR costs enable smart lawnmowers to move beyond wired connections and adapt to complex terrain. AI algorithms optimize path planning, further reducing the need for manual intervention.

This report studies the global Zero-Turn Mowers production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Zero-Turn Mowers 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 Zero-Turn Mowers that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Zero-Turn Mowers total production and demand, 2021-2032, (K Unit)

Global Zero-Turn Mowers total production value, 2021-2032, (USD Million)

Global Zero-Turn Mowers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Unit), (based on production site)

Global Zero-Turn Mowers consumption by region & country, CAGR, 2021-2032 & (K Unit)

U.S. VS China: Zero-Turn Mowers domestic production, consumption, key domestic manufacturers and share

Global Zero-Turn Mowers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Unit)

Global Zero-Turn Mowers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Unit)

Global Zero-Turn Mowers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Unit)

This report profiles key players in the global Zero-Turn Mowers 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 Husqvarna, John Deere, MTD Products Inc, Toro Company, Excel Industries, Ariens, GreenWorks, Doosan Bobcat, Jacobsen (Textron), Stiga Group, 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 Zero-Turn Mowers market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Unit) 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 Zero-Turn Mowers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Zero-Turn Mowers Market, Segmentation by Type:

Gas

Electric

Global Zero-Turn Mowers Market, Segmentation by Technology:

Mechanical Control Type

Hydraulic Steering Type

Global Zero-Turn Mowers Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Zero-Turn Mowers Market, Segmentation by Application:

Commercial

Residential

Companies Profiled:

Husqvarna

John Deere

MTD Products Inc

Toro Company

Excel Industries

Ariens

GreenWorks

Doosan Bobcat

Jacobsen (Textron)

Stiga Group

Gravely

Grasshopper

Craftsman

Techtronic Industries Co. Ltd

Scag Power Equipment (Mayville Inc)

Wright Manufacturing, Inc

Ego(Chervon)

Swisher

Mean Green

Safun Industrial

Segway-Ninebot

Key Questions Answered:

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

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