

Global Zero-Turn Riding Lawn Mower Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Zero-Turn Riding Lawn Mower market size was valued at US\$ 4453 million in 2025 and is forecast to a readjusted size of US\$ 6438 million by 2032 with a CAGR of 5.5% during review period.

In 2025, global Zero-Turn Riding Lawn Mower production reached approximately 541 k units?with an average global market price of around US\$ 8,000 per unit, and a gross profit margin of approximately 20%-40%. Zero-Turn Riding Lawn Mowers are ride-on grass-cutting machines equipped with independently controlled rear drive wheels and freely rotating front caster wheels, enabling an approximately zero-degree turning radius. The category includes residential and commercial models powered by gasoline engines, diesel engines, or rechargeable batteries, but excludes conventional lawn tractors, stand-on mowers, walk-behind mowers, and robotic equipment. These machines generally feature wide cutting decks, hydrostatic or electric drive systems, adjustable seats, multiple cutting-height settings, grass-discharge systems, and safety controls. They are designed for efficient mowing around trees, buildings, flower beds, pathways, and other landscape obstacles on medium-sized and large lawns. The industrial chain of Zero-Turn Riding Lawn Mowers covers upstream materials and components such as steel, aluminum, engineering plastics, gasoline and diesel engines, electric motors, lithium-ion batteries, hydrostatic transmissions, hydraulic pumps, cutting blades, deck assemblies, tires, seats, sensors, controllers, and charging systems. The midstream includes product design, frame fabrication, metal stamping, deck welding, surface treatment, engine or motor integration, transmission assembly, electrical installation, software configuration, durability testing, quality inspection, and complete-machine assembly. Downstream channels include machinery distributors, garden equipment dealers, home-improvement retailers, direct sales, e-commerce

platforms, rental companies, and public procurement. End users include households, landscaping contractors, municipalities, schools, parks, sports facilities, golf courses, and commercial properties.

The Zero-Turn Riding Lawn Mower market is supported by increasing investment in residential landscaping, commercial lawn services, municipal green spaces, sports facilities, schools, parks, and golf courses. Zero-turn machines improve mowing productivity through wide cutting decks, high travel speeds, precise maneuverability, and reduced secondary trimming around landscape obstacles. Gasoline models remain widely used because of their strong performance, long operating time, rapid refueling, and established maintenance networks. However, battery-powered models are expanding as battery capacity, motor efficiency, charging speed, and electronic control systems improve. Manufacturers are introducing suspension seats, reinforced decks, joystick or steering-wheel controls, connected diagnostics, intelligent power adjustment, and fleet-management functions. Market growth may be affected by high purchase prices, maintenance expenses, seasonal utilization, operator-training requirements, battery replacement costs, and limitations on steep or uneven terrain. Nevertheless, demand should remain strong because users increasingly prioritize labor productivity, cutting quality, operator comfort, lower emissions, and reduced total ownership costs.

This report is a detailed and comprehensive analysis for global Zero-Turn Riding Lawn Mower market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Zero-Turn Riding Lawn Mower market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Zero-Turn Riding Lawn Mower market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Zero-Turn Riding Lawn Mower market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average

selling prices (US\$/Unit), 2021-2032

Global Zero-Turn Riding Lawn Mower market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Zero-Turn Riding Lawn Mower

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Zero-Turn Riding Lawn Mower market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Stanley Black & Decker, Toro, Husqvarna, John Deere, AriensCo, GreenWorks, Doosan Bobcat, Ryobi, Grasshopper, STIGA Group, etc.

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

Market Segmentation

Zero-Turn Riding Lawn Mower market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Gas Zero-Turn Riding Lawn Mower

Electric Zero-Turn Riding Lawn Mower

Market segment by Steering Control

Lap Bars

Steering Wheel

Market segment by Cutting Width

48 Inches

50 Inches

54 Inches

60 Inches

Others

Market segment by Application

Household

Commercial

Major players covered

Stanley Black & Decker

Toro

Husqvarna

John Deere

AriensCo

GreenWorks

Doosan Bobcat

Ryobi

Grasshopper

STIGA Group

Scag Power Equipment

Wright Manufacturing

Swisher

Chervon

Mean Green

Altoz

Lastec

Dixie Chopper

Worldlawn Power Equipment

Kubota Corporation

Daedong Corporation

Jade Equipment

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Zero-Turn Riding Lawn Mower product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Zero-Turn Riding Lawn Mower, with price, sales quantity, revenue, and global market share of Zero-Turn Riding Lawn Mower from 2021 to 2026.

Chapter 3, the Zero-Turn Riding Lawn Mower competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Zero-Turn Riding Lawn Mower breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Zero-Turn Riding Lawn Mower market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Zero-Turn

Riding Lawn Mower.

Chapter 14 and 15, to describe Zero-Turn Riding Lawn Mower sales channel, distributors, customers, research findings and conclusion.

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