

Lawn and Garden Equipment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/LD082341E60CEN.html>

Date: November 2024

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: LD082341E60CEN

Abstracts

The Global Lawn And Garden Equipment Market reached a valuation of USD 38.9 billion in 2023 and is projected to grow at a CAGR of 6.4% from 2024 to 2032. The rising popularity of urban gardening and landscaping, particularly among city dwellers with limited outdoor spaces, is significantly driving demand for compact and efficient garden tools. As more people engage in gardening on balconies, rooftops, and small yards, there is a growing need for high-performance yet space-saving equipment. Additionally, the industry is shifting toward sustainable gardening practices, fueling the demand for eco-friendly tools and equipment.

Technological advancements are reshaping the lawn and garden equipment market. Innovations such as automated lawnmowers and irrigation systems enhance user convenience, operational efficiency, and water conservation. These automated devices have become more affordable, especially among residential users. This trend is contributing to the broader expansion of the market as consumers seek solutions that simplify lawn and garden maintenance while also supporting sustainable practices.

The market is segmented by product type into categories such as blowers, chain saws, cutters & shredders, tractors, lawnmowers, sprinklers & hoses, and others like pruners and diggers. Among these, lawn mowers led the market in 2023, generating a significant share of USD 11.6 billion. This segment is expected to continue its growth at a CAGR of 6.8% from 2024 to 2032. Lawnmowers are essential in both residential and commercial settings, driving ongoing demand for both push and riding models. Technological innovations, including battery-powered and autonomous mowers, contribute to segment growth, offering more efficient and environmentally friendly alternatives to traditional gas-powered models.

In terms of distribution channels, the market is divided into online and offline segments. Offline retail channels accounted for 64.5% share in 2023 and are anticipated to grow at a CAGR of 5.9% through 2032. Despite the surge in online shopping, brick-and-mortar stores such as department stores, specialized retailers, and garden centers continue to dominate. These physical outlets offer customers the advantage of hands-on product inspection and personalized service, which remain valuable despite the rise of digital commerce.

U.S. lawn and garden equipment market was valued at USD 8.1 billion in 2023 and is projected to grow at a CAGR of 6.6% during 2024-2032. The country's large number of homeowners with expansive lawns, along with a strong DIY culture, positions it as a key player in the global lawn and garden equipment market. As demand for advanced and eco-conscious products rises, the U.S. continues to lead in both traditional and innovative lawn care solutions.

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