

Europe Electric Cordless Lawn And Garden Tools Market Size, Share & Trends Analysis Report By Product (Lawn Mowers, Trimmers And Edgers, Chainsaws), By Battery Type, By End Use, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Europe Electric Cordless Lawn And Garden Tools Market Growth & Trends

The Europe electric cordless lawn and garden tools market size is anticipated to reach USD 8.5 billion by 2030, according to a new study by Grand View Research Inc. The market is expected to expand at a CAGR of 14.1% from 2022 to 2030. The rapid increase in lawn and garden redevelopment activities from the residential sector and commercial sector is increasing demand for trimmers and edgers and chainsaws for yard improvement which is a major factor expected to drive the market.

According to European Golf Association (EGA) report as of 2021 there are 8,914 golf courses in Europe and over 10 million golfers participate in the sports event. Golf course owners are focused on delivering better courses that call for tools such as trimmers, leaf blowers, and grass shears. Thus, increasing garden redevelopment activities from the residential sector and growing golf sports activities in the region are factors anticipated to augment market growth. Also, government and public places such as gardens, parks, and sports stadiums need constant maintenance to provide aesthetic appeal. Likewise, busy professionals and aging households opt for lawn and garden maintenance services. Thus, increasing demand for landscaping services from the government and residential sector are factors expected to spur the demand for cordless lawn and garden tools over the forecast period.

Moreover, consumers' approach towards engaging themselves in repairing, maintenance, and remodeling activities of the residential backyard is expected to increase demand for garden tools. Also, the availability of advanced products, the outbreak of the pandemic COVID-19 encouraged DIY activities among consumers, and introduction of new products from major players are factors expected to support market growth. For instance, Honda, a manufacturer of outdoor equipment announced the launch of the Honda Izy HRG 416 XB. The newly launched product is equipped with 4Ah of 6Ah Li-ion batteries making it lighter compared to other products.

The COVID-19 pandemic outbreak significantly impacted the growth of the target market in 2020, majorly due to the strict lockdown imposed by the government and the shutdown of manufacturing facilities. In 2021, the reopening of production facilities and increasing consumer spending on lawn activities showed promising growth in the market. However, in 2022 and 2023 the market is expected to witness noticeable growth due to player's approach toward enhancing the customer base.

Europe Electric Cordless Lawn And Garden Tools Market Report Highlights

The lawnmowers segment dominated the market with 36.31% share in 2021 and is expected to continue leading the market with increasing demand from the residential and commercial sectors for garden maintenance tools that have less noise and low maintenance

The Lithium-ion segment is expected to witness a CAGR of 19.6% from 2022 to 2030. This growth can be attributed to major players' inclination towards adopting Li-ion batteries in electric tools due to their benefits compared to other battery technology

In the U.K., the market is anticipated to witness a CAGR of 15.6% over the forecast period. This can be attributed to increasing consumers' inclination towards DIY home reconstruction activities. Also, increasing golf sports activities in the country are resulting in high adoption of lawnmowers from club owners is expected to support the target market growth

Post pandemic COVID-19, players are focused on enhancing the business and strengthening their position by increasing the customer base through the introduction of new products. For instance, in August 2021, Husqvarna Group, an outdoor power product manufacturer announced the launch of a new product

CEORA a robotic lawnmower. The launch of a new product is expected to help the company attract new customers and increase the revenue

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Methodology Segmentation & Scope
- 1.2. Information Procurement
 - 1.2.1. Purchased database
 - 1.2.2. GVR's internal database
 - 1.2.3. Secondary sources & third-party perspectives
 - 1.2.4. Primary research
- 1.3. Information Analysis
 - 1.3.1. Data analysis models
- 1.4. Market Formulation & Data Visualization
- 1.5. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Europe Electric Cordless Lawn & Garden Tools Market - Industry Snapshot, 2018 - 2030

CHAPTER 3. EUROPE ELECTRIC CORDLESS LAWN & GARDEN TOOLS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Size and Growth Prospects, 2018 - 2030
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint/Challenge Analysis
 - 3.3.3. Market Opportunity Analysis
- 3.4. Penetration & Growth Prospect Mapping (Key Opportunities Prioritized)
- 3.5. Business Environment Analysis Tools
 - 3.5.1. Industry Analysis - Porter's Five Forces Analysis
 - 3.5.2. PEST Analysis
 - 3.5.3. COVID-19 Impact Analysis

CHAPTER 4. EUROPE ELECTRIC CORDLESS LAWN & GARDEN TOOLS MARKET PRODUCT OUTLOOK

- 4.1. Europe Electric Cordless Lawn & Garden Tools Market Share by Product, 2021 &

2030 (USD Million)

4.2. Lawn Mowers

4.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

4.2.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

4.2.2.1. Turf Equipment & Mowers

4.2.2.1.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

4.2.2.1.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

4.2.2.2. Others (robotic lawn mowers, zero-turn mowers, walk-behind mowers, riding lawn mowers, and tractors mowers)

4.2.2.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

4.2.2.2.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

4.3. Trimmers & Edgers

4.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

4.3.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

4.4. Chainsaws

4.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

4.4.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

4.5. Others

4.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

4.5.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

CHAPTER 5. EUROPE ELECTRIC CORDLESS LAWN & GARDEN TOOLS MARKET BATTERY TYPE OUTLOOK

5.1. Europe Electric Cordless Lawn & Garden Tools Market Share by Battery Type, 2021 & 2030 (USD Million)

5.2. Lithium ion (Li-ion)

5.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

5.2.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

5.3. Others (lead-acid and Ni-Cd batteries)

5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

CHAPTER 6. EUROPE ELECTRIC CORDLESS LAWN & GARDEN TOOLS MARKET END-USE OUTLOOK

6.1. Europe Electric Cordless Lawn & Garden Tools Market Share by End-use, 2021 & 2030 (USD Million)

6.2. Residential

- 6.2.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.2.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)
- 6.3. Golf Courses
 - 6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)
- 6.4. Others
 - 6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.4.2. Market estimates and forecast by region, 2018 - 2030 (USD Million)

CHAPTER 7. EUROPE ELECTRIC CORDLESS LAWN & GARDEN TOOLS MARKET: REGIONAL OUTLOOK

- 7.1. Europe
 - 7.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.1.2. Market estimates and forecast by product, 2018 - 2030 (USD Million)
 - 7.1.3. Market estimates and forecast by battery type, 2018 - 2030 (USD Million)
 - 7.1.4. Market estimates and forecast by end-use, 2018 - 2030 (USD Million)
 - 7.1.5. U.K.
 - 7.1.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.1.5.2. Market estimates and forecast by product, 2018 - 2030 (USD Million)
 - 7.1.5.3. Market estimates and forecast by battery type, 2018 - 2030 (USD Million)
 - 7.1.5.4. Market estimates and forecast by end-use, 2018 - 2030 (USD Million)
 - 7.1.6. Germany
 - 7.1.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.1.6.2. Market estimates and forecast by product, 2018 - 2030 (USD Million)
 - 7.1.6.3. Market estimates and forecast by battery type, 2018 - 2030 (USD Million)
 - 7.1.6.4. Market estimates and forecast by end-use, 2018 - 2030 (USD Million)
 - 7.1.7. France
 - 7.1.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.1.7.2. Market estimates and forecast by product, 2018 - 2030 (USD Million)
 - 7.1.7.3. Market estimates and forecast by battery type, 2018 - 2030 (USD Million)
 - 7.1.7.4. Market estimates and forecast by end-use, 2018 - 2030 (USD Million)
 - 7.1.8. Rest of Europe
 - 7.1.8.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.1.8.2. Market estimates and forecast by product, 2018 - 2030 (USD Million)
 - 7.1.8.3. Market estimates and forecast by battery type, 2018 - 2030 (USD Million)
 - 7.1.8.4. Market estimates and forecast by end-use, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

- 8.1. The Toro Company
 - 8.1.1. Company overview
 - 8.1.2. Financial performance
 - 8.1.3. Product benchmarking
 - 8.1.4. Recent developments
- 8.2. Robert Bosch GmbH
 - 8.2.1. Company overview
 - 8.2.2. Financial performance
 - 8.2.3. Product benchmarking
 - 8.2.4. Recent developments
- 8.3. Deere & Company
 - 8.3.1. Company overview
 - 8.3.2. Financial performance
 - 8.3.3. Product benchmarking
 - 8.3.4. Recent developments
- 8.4. Honda Power Equipment
 - 8.4.1. Company overview
 - 8.4.2. Financial performance
 - 8.4.3. Product benchmarking
 - 8.4.4. Recent developments
- 8.5. Techtronic Industries Co. Ltd
 - 8.5.1. Company overview
 - 8.5.2. Financial performance
 - 8.5.3. Product benchmarking
 - 8.5.4. Recent developments
- 8.6. ANDREAS STIHL AG & Co. KG
 - 8.6.1. Company overview
 - 8.6.2. Financial performance
 - 8.6.3. Product benchmarking
 - 8.6.4. Recent developments
- 8.7. Makita Corporation
 - 8.7.1. Company overview
 - 8.7.2. Financial performance
 - 8.7.3. Product benchmarking
 - 8.7.4. Recent developments Daiichi J
- 8.8. Stanley Black & Decker, Inc
 - 8.8.1. Company overview
 - 8.8.2. Financial performance

- 8.8.3. Product benchmarking
- 8.8.4. Recent developments
- 8.9. Husqvarna Group
 - 8.9.1. Company overview
 - 8.9.2. Financial performance
 - 8.9.3. Product benchmarking
 - 8.9.4. Recent developments
- 8.10. AriensCo
 - 8.10.1. Company overview
 - 8.10.2. Financial performance
 - 8.10.3. Product benchmarking
 - 8.10.4. Recent developments

List Of Tables

LIST OF TABLES

Table 1 Europe electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 2 Europe electric cordless lawn & garden tools market, by region, 2018 - 2030 (USD Million)

Table 3 Europe electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 4 Europe electric cordless lawn & garden tools market, by battery type, 2018 - 2030 (USD Million)

Table 5 Europe electric cordless lawn & garden tools market, by end-use, 2018 - 2030 (USD Million)

Table 6 Lawn mowers market, 2018 - 2030 (USD Million)

Table 7 Lawn mowers market, by region, 2018 - 2030 (USD Million)

Table 8 Turf equipment & mowers market, 2018 - 2030 (USD Million)

Table 9 Turf equipment & mowers market, by region, 2018 - 2030 (USD Million)

Table 10 Others market, 2018 - 2030 (USD Million)

Table 11 Others market, by region, 2018 - 2030 (USD Million)

Table 12 Trimmers and edger market, 2018 - 2030 (USD Million)

Table 13 Trimmers and edger market, by region, 2018 - 2030 (USD Million)

Table 14 Chainsaws market, 2018 - 2030 (USD Million)

Table 15 Chainsaws market, by region, 2018 - 2030 (USD Million)

Table 16 Others market, 2018 - 2030 (USD Million)

Table 17 Others market, by region, 2018 - 2030 (USD Million)

Table 18 Li-ion market, 2018 - 2030 (USD Million)

Table 19 Li-ion market, by region, 2018 - 2030 (USD Million)

Table 20 Others market, 2018 - 2030 (USD Million)

Table 21 Others market, by region, 2018 - 2030 (USD Million)

Table 22 Residential market, 2018 - 2030 (USD Million)

Table 23 Residential market, by region, 2018 - 2030 (USD Million)

Table 24 Golf Courses market, 2018 - 2030 (USD Million)

Table 25 Golf Courses market, by region, 2018 - 2030 (USD Million)

Table 26 Others market, 2018 - 2030 (USD Million)

Table 27 Others market, by region, 2018 - 2030 (USD Million)

Table 28 Europe electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 29 Europe electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 30 Europe electric cordless lawn & garden tools market, by battery tools, 2018 - 2030 (USD Million)

Table 31 Europe electric cordless lawn & garden tools market, by application, 2018 - 2030 (USD Million)

Table 32 U.K. electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 33 U.K. electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 34 U.K. electric cordless lawn & garden tools market, by battery type, 2018 - 2030 (USD Million)

Table 35 U.K. electric cordless lawn & garden tools market, by end-use, 2018 - 2030 (USD Million)

Table 36 Germany electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 37 Germany electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 38 Germany electric cordless lawn & garden tools market, by battery type, 2018 - 2030 (USD Million)

Table 39 Germany electric cordless lawn & garden tools market, by end-use, 2018 - 2030 (USD Million)

Table 40 France electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 41 France electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 42 France electric cordless lawn & garden tools market, by battery type, 2018 - 2030 (USD Million)

Table 43 France electric cordless lawn & garden tools market, by end-use, 2018 - 2030 (USD Million)

Table 44 Rest of Europe electric cordless lawn & garden tools market, 2018 - 2030 (USD Million)

Table 45 Rest of Europe electric cordless lawn & garden tools market, by product, 2018 - 2030 (USD Million)

Table 46 Rest of Europe electric cordless lawn & garden tools market, by battery type, 2018 - 2030 (USD Million)

Table 47 Rest of Europe electric cordless lawn & garden tools market, by end-use, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

Fig. 1 Market Segmentation & Scope

Fig. 2 Information Procurement

Fig. 3 Primary Research Pattern

Fig. 4 Primary Research Process

Fig. 5 Market Formulation and Data Visualization

Fig. 6 Industry Snapshot

Fig. 7 Electric Cordless Lawn & Garden Tools Market Size and Growth Prospects, 2018 - 2030 (USD Million)

Fig. 8 Electric Cordless Lawn & Garden Tools Market Value Chain Analysis

Fig. 9 Electric Cordless Lawn & Garden Tools Market Penetration & Growth Prospect Mapping (Key Opportunity Prioritized)

Fig. 10 Industry Analysis - Porter's Five Forces

Fig. 11 PEST Analysis

Fig. 12 Electric Cordless Lawn & Garden Tools Market, by Product, Key Takeaways (USD Million)

Fig. 13 Product Movement Analysis & Market Share, 2021 & 2030

Fig. 14 Electric Cordless Lawn & Garden Tools Market, by Battery Type, Key Takeaways (USD Million)

Fig. 15 Battery type Movement Analysis & Market Share, 2021 & 2030

Fig. 16 Europe Electric Cordless Lawn & Garden Tools Market, by end-use, Key Takeaways (USD Million)

Fig. 17 End-use Movement Analysis & Market Share, 2021 & 2030

Fig. 18 Regional market size estimates & forecasts, 2018 - 2030 (USD Million)

Fig. 19 Europe Electric Cordless Lawn & Garden Tools Market Outlook and Market Share by Country, 2021 & 2030 (USD Million)

Fig. 20 Key Company Ranking Analysis, 2021

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