

Europe Robotic Lawn Mower Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The Europe robotic lawn mower market size reached US\$ 617 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,256 Million by 2027, exhibiting a growth rate (CAGR) of 12.5% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

A robotic lawn mower is an autonomous grass cutting machine that functions independently, without any human interventions. Generally, a robotic lawn mower is designed to include a mobile base, docking station, and sensory feedback control system. It uses multiple degrees of coordinated motion with the help of sensors, along with having the capability to self-dock. Owing to this, robotic lawn mowers are considered more efficient in comparison to the conventional lawn mowers. In addition to this, robotic lawn mowers have other benefits such as convenient handling, low maintenance, energy conservation, safe operations, high efficiency, and optimum outcomes. In Europe, robotic lawn mowers are utilized for several gardening and lawn-maintenance applications, across both residential and commercial sectors.

The increasing demand for robotic lawn mowers in Europe can be attributed to the rising adoption of artificial intelligence (AI) technology for performing day-to-day activities with higher efficiency. Furthermore, the escalating penetration of smartphones and wireless devices coupled with the rapid development of software applications for controlling robotic lawn mowers has propelled the market growth in Europe. In addition to this, rise in the living standards supported by the high disposable income levels of the European consumers have fueled the utilization of premium and advanced domestic

robots for several household chores. Furthermore, a large population in Europe owns independent residential spaces that generally include private lawns and gardens, thereby bolstering the demand for robotic lawn mowers. Apart from this, the surging demand for automation in the commercial sector, along with the rising awareness towards several advantages of robotic lawn mowers, such as noise-free operations, time management, and energy conservation, has further augmented the market growth in the region. Based on several technological innovations, various market players are launching robotic lawn mowers integrated with ledge sensors for offering advanced features, such as threshold climb, smart navigation, barrier recognition, improved laser vision, self-emptying, and lawn memory, among several others. Apart from this, the market is also catalyzed by other impactful factors, such as hectic consumer lifestyles, growing geriatric population, increasing labor costs, and rising adoption of smart home concepts resulting in the rising adoption of automated products. Additionally, sustainable developments in the European construction industry have led to the rise in the construction of smart housing projects that are expected to fuel the demand for landscaping services, thereby propelling the utilization of robotic lawn mowers in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Europe robotic lawn mower market report, along with forecasts at the regional and country level from 2022-2027. Our report has categorized the market based on lawn size, end-user, technology and distribution channel.

Breakup by Lawn Size:

- Small
- Medium
- Large

Breakup by End-User:

- Residential
- Commercial
- Others

Breakup by Technology:

- Smart Robotic Lawn Mower

Simple Robotic Lawn Mower

Breakup by Distribution Channel:

Specialty Stores

Online

Others

Breakup by Country:

Germany

France

United Kingdom

Italy

Spain

Others

Competitive Landscape:

The report has also examined the competitive landscape of the market and some of the key players include AL-KO Kober SE, Alfred Kärcher SE & Co. KG, E. ZICOM, Honda Power Equipment, Husqvarna Group, MTD Products Inc., Robert Bosch GmbH, STIGA, Yamabiko Europe, Zucchetti Centro Sistemi, etc.

Key Questions Answered in This Report:

How has the Europe robotic lawn mower market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Europe robotic lawn mower market?

What is the breakup of the Europe robotic lawn mower market based on the country?

What is the breakup of the Europe robotic lawn mower market based on the lawn size?

What is the breakup of the Europe robotic lawn mower market based on the end-user?

What is the breakup of the Europe robotic lawn mower market based on the technology?

What is the breakup of the Europe robotic lawn mower market based on the distribution channel?

What are the key driving factors and challenges in the Europe robotic lawn mower market?

What is the structure of the Europe robotic lawn mower market and who are the key players?

What is the degree of competition in the Europe robotic lawn mower market?

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