

Electric Lawn Mowers Market - Forecast from 2026 to 2031

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Abstracts

Electric Lawn Mowers Market, with a 5.09% CAGR, is expected to grow to USD 20.316 billion in 2031 from USD 15.080 billion in 2025.

The electric lawn mowers market is projected to experience steady growth, driven by a shift in consumer preference towards more sustainable and user-friendly lawn care solutions. These mowers, which utilize electricity as their power source via either a cord or rechargeable battery, are increasingly favored by homeowners. The choice between corded and battery-powered models is largely influenced by individual needs, with key purchase considerations including environmental impact, operational convenience, and noise reduction.

Primary Market Growth Drivers

A significant driver for market expansion is the lower total cost of ownership associated with electric mowers. Operating costs are reduced by the elimination of gasoline, and the simpler mechanical design—lacking components like spark plugs and carburetors—translates to lower long-term maintenance and repair expenses. This economic advantage makes electric mowers a financially attractive option over time, propelling their adoption.

Concurrent with cost factors, a rise in environmental consciousness among consumers is a major market force. Electric mowers produce zero direct emissions during operation, aligning with the growing demand for eco-friendly lawn care practices and contributing to a reduction in air pollution and carbon footprints. This trend is further supported by government initiatives in various regions, which may include subsidies, tax credits, or regulations limiting gas-powered equipment, thereby creating a favorable

policy environment for electric mower adoption.

Market Opportunities and Restraints

Technological advancement, particularly in battery technology, presents a substantial opportunity for market development. Innovations in lithium-ion batteries have led to improvements in runtime, power output, and charging speed for cordless models. These enhancements in performance and reliability are increasing consumer confidence and broadening the appeal of electric mowers.

However, the market faces notable restraints. Electric mowers often carry a higher initial purchase price compared to traditional gas mowers, with cordless models requiring additional investment in batteries and chargers. Furthermore, they can be perceived as less powerful and less capable of handling dense, overgrown grass or very large properties than their gas-powered counterparts. A practical limitation for corded models is the need for proximity to a power outlet, which can restrict usability in larger yards, while all electric models depend on accessible charging infrastructure.

Market Segmentation and Competitive Landscape

The residential sector is the primary end-user for electric lawn mowers. Their suitability for small to medium-sized yards, coupled with population growth and expanding residential infrastructure, sustains strong demand in this segment. Homeowners seek convenient and effective alternatives to traditional mowers, which electric models readily provide.

The market is served by a mix of established outdoor power equipment companies and specialized brands. Key players offer a diverse range of corded and cordless products, with competition centered on performance, battery life, durability, and user-centric features. The presence of these major companies, along with their extensive distribution networks, significantly influences market dynamics and product availability.

Geographical Outlook

North America represents a significant market, driven by high homeowner adoption in the United States and Canada. The environmental benefits, ease of use, and lower noise levels of electric mowers are key selling points in this region, which is also a hub for several leading manufacturers.

Europe has been a proactive adopter of electric lawn mowers, largely due to a strong regulatory and cultural emphasis on environmental sustainability. Strict emission regulations in countries like the United Kingdom, Germany, and France, combined with a growing culture of green gardening, continue to drive market penetration.

The Asia-Pacific region is emerging as an area of growing demand. Factors such as rapid urbanization, increasing environmental awareness, and government initiatives promoting eco-friendly products are contributing to an expected increase in market growth in countries including Japan, China, and South Korea.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Electric Lawn Mowers Market - Forecast from 2026 to 2031

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Electric Lawn Mower Market Segmentation:

By Product Type

Walk-Behind

Ride-On

Stand-On

By Blade Type

Cylinder Blades

Mulching Blades

Standard Blades

Lifting Blades

By Connectivity

Cord

Cordless

By Application

Residential

Commercial

Public Parks

Sports Fields

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Taiwan

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. ELECTRIC LAWN MOWER MARKET BY PRODUCT TYPE

- 5.1. Introduction
- 5.2. Walk-Behind
- 5.3. Ride-One
- 5.4. Stand-On

6. ELECTRIC LAWN MOWER MARKET BY BLADE TYPE

- 6.1. Introduction
- 6.2. Cylinder Blades
- 6.3. Mulching Blades
- 6.4. Standard Blades
- 6.5. Lifting Blades

7. ELECTRIC LAWN MOWER MARKET BY CONNECTIVITY

- 7.1. Introduction
- 7.2. Cord
- 7.3. Cordless

8. ELECTRIC LAWN MOWER MARKET BY APPLICATION

- 8.1. Introduction
- 8.2. Residential
- 8.3. Commercial
 - 8.3.1. Public Parks
 - 8.3.2. Sports Fields
 - 8.3.3. Others

9. ELECTRIC LAWN MOWER MARKET BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. By Product Type
 - 9.2.2. By Blade Type
 - 9.2.3. By Connectivity
 - 9.2.4. By Application
 - 9.2.5. By Country
 - 9.2.5.1. USA
 - 9.2.5.2. Canada
 - 9.2.5.3. Mexico
- 9.3. South America
 - 9.3.1. By Product Type
 - 9.3.2. By Blade Type
 - 9.3.3. By Connectivity
 - 9.3.4. By Application
 - 9.3.5. By Country
 - 9.3.5.1. Brazil
 - 9.3.5.2. Argentina
 - 9.3.5.3. Others
- 9.4. Europe
 - 9.4.1. By Product Type
 - 9.4.2. By Blade Type
 - 9.4.3. By Connectivity

9.4.4. By Application

9.4.5. By Country

9.4.5.1. Germany

9.4.5.2. France

9.4.5.3. United Kingdom

9.4.5.4. Spain

9.4.5.5. Others

9.5. Middle East and Africa

9.5.1. By Product Type

9.5.2. By Blade Type

9.5.3. By Connectivity

9.5.4. By Application

9.5.5. By Country

9.5.5.1. Saudi Arabia

9.5.5.2. UAE

9.5.5.3. Israel

9.5.5.4. Others

9.6. Asia Pacific

9.6.1. By Product Type

9.6.2. By Blade Type

9.6.3. By Connectivity

9.6.4. By Application

9.6.5. By Country

9.6.5.1. China

9.6.5.2. India

9.6.5.3. Japan

9.6.5.4. South Korea

9.6.5.5. Indonesia

9.6.5.6. Thailand

9.6.5.7. Taiwan

9.6.5.8. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

10.1. Major Players and Strategy Analysis

10.2. Market Share Analysis

10.3. Mergers, Acquisitions, Agreements, and Collaborations

10.4. Competitive Dashboard

11. COMPANY PROFILES

- 11.1. Deere & Company
- 11.2. Honda Motor Co., Ltd.
- 11.3. Husqvarna Group
- 11.4. Stanley Black & Decker, Inc.
- 11.5. Robert Bosch GmbH
- 11.6. STIGA SpA
- 11.7. The Toro Company
- 11.8. Ryobi Limited
- 11.9. Chervon Group
- 11.10. Emak S.p.A
- 11.11. Andreas Stihl AG & Co

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

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