

Agricultural Mowers Market Report: Trends, Forecast and Competitive Analysis to 2031

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Abstracts

2 – 3 business days after placing order

Agricultural Mowers Trends and Forecast

The future of the global agricultural mowers market looks promising with opportunities in the farm and garden landscape markets. The global agricultural mowers market is expected to grow with a CAGR of 5.4% from 2025 to 2031. The major drivers for this market are the increasing demand for efficiency and productivity and the growing adoption of organic farming and permaculture methods.

Lucintel forecasts that, within the type category, electric movers are expected to witness higher growth over the forecast period.

Within the application category, farmmowers will remain the larger segment.

In terms of regions, North America will remain the largest region over the forecast period.

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Emerging Trends in the Agricultural Mowers Market

Emerging trends in the agricultural mowers market are reshaping its future applications and dynamics:

Autonomous Mowers: GPS-aided autonomous mowers have become very popular because they allow operations to be carried out without human input, thus saving time and allowing more efficient work while reducing labor costs. This makes them suitable for large farms practicing precision farming compared to traditional models.

Electric and Hybrid Engines: The demand for electric or hybrid engines for agricultural mowers is increasing. Apart from being eco-friendly, as these engines reduce emissions, they also lower running expenses when compared to petrol- or diesel-powered engines. This encourages environmentally friendly practices. Electric lawn mowers are now more sought after due to their silent mode of operation and reduced maintenance costs.

Smart Technology Integration: There is a rising need for integrating information-sensing technologies into mower designs to improve their performance. Recent developments include smart technologies such as cutting pattern optimization and machine health monitoring using real-time data, which enhances efficiency while minimizing downtime.

Eco-Friendly Designs: Manufacturers are moving toward creating environmentally friendly products, such as lawnmower blades that do not harm the environment. They are also developing low-emission engines and using materials that can easily be recycled or renewable energy components, consistent with global sustainability goals.

Compact and Affordable Models: Emerging markets, in particular, are increasingly demanding compact, low-cost mowers. These models are designed to be cheaper and more accessible to smallholder farmers, offering simple functionality at a lower price.

These emerging trends are driving technological development, promoting sustainability, and addressing the diverse needs of agriculture. Automation, eco-friendly designs, and smart technology are the main influencers shaping the future of this industry.

Recent Developments in the Agricultural Mowers Market

Ongoing innovations and advancements in the agricultural mowers market have been highlighted:

Autonomous Mowers: Autonomous mowers have revolutionized the market with accurate operations and no human intervention required. Their movements are guided by GPS systems enabled by AI, which reduces labor costs and increases productivity.

Electric and Hybrid Engines: Electric and hybrid engines are being used in agricultural machines to reduce emissions and operational expenses. These engines help farmers achieve their goals of practicing environmentally friendly mowing while maintaining a healthy environment for all living things.

Advanced Sensor Technology: The new generation of mowers comes with advanced sensors that optimize cutting patterns and monitor machine performance indicators such as speed. This technology provides current information, improving efficacy over time and reducing maintenance requirements for these devices.

Eco-Friendly Innovations: Low-emission engine technologies and recyclable materials represent some of the eco-friendly innovations developed for this sector. These innovations focus on improving conservation practices across the globe, especially in relation to climate change mitigation.

Affordable Compact Models: The market is also witnessing a surge in low-priced smaller mowers for smallholder farmers. These models are simple but effective, offering low-cost solutions that improve accessibility and efficiency for various farming activities.

As a result, these changes have transformed the agricultural mowers market through the introduction of advanced technologies, sustainability, and ease of access.

Automation, engine technology, and eco-friendly designs are among the forces driving growth in this industry.

Strategic Growth Opportunities for Agricultural Mowers Market

Some key strategic opportunities in the agricultural mowers market include:

Autonomous Mower Technologies: The future potential of autonomous mower technologies is immense. They reduce labor requirements while enhancing process efficiency, making them attractive to large-scale farms and precision

agriculture practices.

Electric and Hybrid Mowers: The development of electrically powered or hybrid-powered mowing machines creates growth opportunities within the green sector. These products address environmental concerns and fuel consumption issues, thus saving on maintenance costs and making them desirable to customers with sustainability goals.

Smart Mower Integration: By incorporating machine-to-machine communication and integrating smart technologies into groundskeeping equipment, managers can increase productivity. Optimizing performance ensures effective production across all segments, thus leading to business growth and shaping customer preferences.

Compact and Affordable Models: There is increasing demand for compact, affordable lawnmowers, particularly in developing countries, such as those in Africa. These regions have emerging markets that require affordable equipment for small-scale farmers. Developing affordable solutions for smallholder farmers could create new market segments, thus increasing accessibility.

Eco-Friendly Designs: The development of environmentally friendly mowers is an investment in the future, with technologies like low-emission engines and recyclable materials gaining traction worldwide. These innovations appeal to environmentally conscious consumers and support regulatory compliance.

These growth opportunities show the areas that will be focal points for innovation and expansion in the agricultural mower industry. Autonomous technologies, electric engines, smart integration, affordability, and eco-friendly designs are key factors shaping the future of this sector.

Agricultural Mowers Market Driver and Challenges

The agricultural mowers industry is driven by various factors, including innovation, economics, and policies. Understanding these drivers is crucial to navigating the complexities of the sector.

The factors responsible for driving the agricultural mowers market include:

Technological Advancements: Developments in automation, smart technology, and engine designs are increasing adoption rates of agricultural mowers. Advanced features like AI, GPS, and electric engines improve performance and efficiency, making them well-suited for today's farming conditions.

Environmental Sustainability: The need for sustainability has driven the use of environmentally friendly mowers. Engines with low emission rates, hybrids, and all-electric models made from recycled materials help meet global environmental targets and appeal to green consumers.

Labor Cost Savings: The use of autonomous or automated mowers reflects efforts to reduce labor expenses. These tools make it easier to perform tasks while mitigating labor shortages, thereby improving overall efficiency.

Market Expansion: Agricultural mowers present great opportunities, especially in emerging economies. Affordable compact models are being developed to target smallholder farmers, increasing accessibility and market outreach.

Consumer Preferences: Demand for powerful and efficient lawnmowers drives product development in this sector. Consumers seek mowers equipped with advanced features like smart technology and good fuel economy.

Challenges in the agricultural mowers market include:

High Initial Costs: The purchasing cost can be a significant concern, especially for small-scale farmers. Expensive autonomous systems and electric motors may discourage investment.

Regulatory Compliance: Meeting emission standards and safety regulations set by governments can pose challenges, especially when crossing borders between countries with different regulations.

Competitive Market: Many competitors manufacture similar products, making the agricultural mowers market highly competitive. Companies must differentiate their offerings through continuous innovation and effective marketing strategies.

The drivers and challenges affecting the agricultural mowers market shape its growth

and development. Technological advancements, sustainability, labor cost reduction, and market expansion are key drivers, while high costs, regulatory compliance, and market competition present significant challenges.

List of Agricultural Mowers Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies agricultural mowers companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the agricultural mowers companies profiled in this report include-

John Deere

AGCO

CLAAS

Husqvarna

Stiga SPA

MTD Products

Craftsman

CNH Industrial

KUHN

SEPPI

Agricultural Mowers by Segment

The study includes a forecast for the global agricultural mowers market by type, application, and region.

Agricultural Mowers Market by Type [Analysis by Value from 2019 to 2031]:

Gasoline Mowers

Electric Mowers

Agricultural Mowers Market by Application [Analysis by Value from 2019 to 2031]:

Farm

Garden Landscape

Others

Agricultural Mowers Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Agricultural Mowers Market

Major players in the market are expanding their operations and forming strategic partnerships to strengthen their positions. The following highlights recent developments by major agricultural mower producers in key regions: the USA, China, India, Japan, and Germany:

United States: In the U.S., agricultural mowers are increasingly integrating advanced technologies such as GPS and automated controls. Innovations range from autonomous mowers to smart systems that optimize cutting patterns and fuel consumption. Furthermore, mower designs are being influenced by the

trend toward precision agriculture, which includes improved features at lower operating costs.

China: China is focusing on automating agricultural mowers to enhance efficiency. New developments involve electric or hybrid engines that reduce emissions, resulting in lower operational costs. Additionally, there is growing interest in incorporating AI for smarter operations management across various field situations.

Germany: Germany's market is focused on environmentally friendly agricultural mowers. Recently, electric/low-emission mowers have been developed to minimize the carbon footprint, supporting environmental conservation efforts. German manufacturers are also advancing precision technology by using sensor technology coupled with big data analytics, leading to better accuracy and efficiency in task execution.

India: India has seen an increase in the availability of affordable, smallholder-friendly agricultural mowers. These developments focus on designing cost-effective machines that can be used across various parts of India, enhancing accessibility and operational efficiency.

Japan: Japan is known for its use of robotics and automation in agricultural mowers. Autonomous mowing systems with smart sensors are among the recent innovations aimed at boosting accuracy and precision. These technologies address labor shortages and enhance productivity in Japanese agriculture.

Features of the Global Agricultural Mowers Market

Market Size Estimates: Agricultural mowers market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Agricultural mowers market size by type, application, and region in terms of value (\$B).

Regional Analysis: Agricultural mowers market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the agricultural mowers market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the agricultural mowers market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the agricultural mowers market by type (gasoline mowers and electric mowers), application (farm, garden landscape, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players

pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Agricultural Mowers Market, Agricultural Mowers Market Size, Agricultural Mowers Market Growth, Agricultural Mowers Market Analysis, Agricultural Mowers Market Report, Agricultural Mowers Market Share, Agricultural Mowers Market Trends, Agricultural Mowers Market Forecast, Agricultural Mowers Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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