

Outdoor Power Equipment (OPE) Market Forecasts to 2034 – Global Analysis By Equipment Type (Blowers, Chainsaws, Lawn Mowers and Other Equipment Types), By Functionalities (Connected/Smart and Conventional), Power Source (Fuel Powered, Electric Powered and Gas Powered), Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Outdoor Power Equipment (OPE) Market is accounted for \$38.8 billion in 2026 and is expected to reach \$74.0 billion by 2034 growing at a CAGR of 8.4% during the forecast period. Outdoor Power Equipment refers to machinery and tools designed for outdoor tasks like lawn care, landscaping and maintenance. These include lawnmowers, trimmers, blowers, chainsaws and tillers. These tools aid in gardening, yard work, and landscaping activities, enhancing efficiency and convenience for outdoor maintenance and gardening tasks on residential, commercial or industrial properties.

Market Dynamics:

Driver:

Rising urbanization and lawn care trends

The outdoor power equipment market is propelled by increasing urbanization trends and a surge in lawn care preferences. Urban dwellers' growing interest in maintaining outdoor spaces, such as gardens and lawns, drives demand for efficient tools like lawnmowers and trimmers. As more people move to urban areas with limited garden

sizes, compact and versatile equipment becomes essential, fostering innovation in smaller, efficient outdoor power tools to cater to urban lawn care needs, fueling market growth.

Restraint:

Seasonal demand and weather dependence

The industry faces fluctuations in demand based on seasonal changes and weather conditions. Demand peaks during specific seasons, like spring and summer, affecting sales and production planning. Additionally, adverse weather conditions, such as excessive rain or snow, can limit outdoor activities, impacting the need for outdoor power tools and machinery, leading to unpredictable sales patterns and inventory management challenges within the market.

Opportunity:

Development of electric and battery-powered equipment

The development of electric and battery-powered equipment presents a significant opportunity in the outdoor power equipment market. These innovations cater to the rising demand for eco-friendly, low-noise and emission-free alternatives. As environmental concerns grow and regulations become more stringent, the shift towards electric and battery-powered tools offers improved efficiency, reduced operational costs, and increased convenience. This transition aligns with the rising consumer preference for sustainable solutions, creating a favorable market landscape for these advanced equipment types.

Threat:

Rising labour costs and skilled workforce shortage

The increasing expense of labor-intensive tasks affects manufacturing and service costs, impacting product pricing and profitability. Additionally, a shortage of skilled workers hampers production, innovation and after-sales services, potentially delaying advancements and affecting overall market growth.

Covid-19 Impact:

The COVID-19 pandemic disrupted the market by causing supply chain disruptions and altering consumer behavior. Lockdown measures and economic uncertainties reduced consumer spending and demand for non-essential items, impacting sales of OPE products. Manufacturing and distribution faced challenges due to workforce limitations and logistical constraints. However, increased focus on home improvement activities during lockdowns partially offset declines, highlighting shifting trends in consumer preferences for outdoor maintenance.

The lawn mowers segment is expected to be the largest during the forecast period

The lawn mowers segment is anticipated to lead the market due to the ubiquitous need for lawn maintenance. Increased focus on landscaping, coupled with the rising trend of home gardening and commercial landscaping services, drives the demand for efficient and versatile lawn mowers. Innovations in technology, such as battery-powered and robotic mowers, cater to diverse consumer needs, enhancing convenience and fueling the segment's growth in the forecast period.

The connected/smart segment is expected to have the highest CAGR during the forecast period

The connected/smart segment in the market is projected to exhibit lucrative growth due to the integration of advanced technologies. Smart equipment incorporating IoT features, GPS tracking and remote monitoring capabilities offers enhanced functionalities, enabling users to optimize performance, track usage and remotely control operations. The growing preference for convenience, efficiency and real-time data analysis drives the rapid adoption of connected outdoor power equipment, propelling its expected high growth rate.

Region with largest share:

North America's dominance in the market is attributed to factors such as high disposable income and a strong culture of home and garden maintenance. Robust infrastructure, a penchant for innovative technologies and a large base of landscaping and gardening enthusiasts contribute to sustained demand. Furthermore, the presence of key market players and a well-established distribution network solidify North America's leading position in the outdoor power equipment (OPE) market.

Region with highest CAGR:

The Asia Pacific region is primed for substantial growth in the market due to expanding urbanization, rising disposable incomes and a surge in residential and commercial construction. Increased focus on landscaping and gardening activities, combined with government initiatives promoting green spaces, boosts the demand for outdoor power equipment. Moreover, advancements in technology and the burgeoning e-commerce sector further propel market growth, positioning Asia Pacific as a key growth center for outdoor power equipment.

Key players in the market

Some of the key players in Outdoor Power Equipment (OPE) market include Ariens Company, Briggs & Stratton Corporation, Deere & Company, ECHO Incorporated, Generac Power Systems, Greenworks Tools, Honda Motor Co., Ltd., Husqvarna Group, Kress, Kubota Corporation, Makita Corporation, MTD Products Inc., Poulan Pro, Ryobi Limited, Snapper Inc., Stanley Black & Decker, Stihl, Toro Company and Worx.

Key Developments:

In May 2023, Kress offers its 40V and 60V line of outdoor power supplies through distributors across the U.S. and Canada. The Kress 40V line of outdoor power tools is supported by Kress 20V Kross Pack lithium-ion batteries, which can be combined for higher power output and longer run times.

In April 2023, Husqvarna announced the launch of its all-new 525iDEPS MADSAW dielectric pole saw and it achieves a new level of safety and versatility for utilities and arborists. The 525iDEPS is designed to improve operator safety while operating near live cables and to achieve a new level of versatility.

In January 2023, Husqvarna Group announced that it is introducing a comprehensive two-year warranty program designed to provide advanced protection for equipment used by commercial turf and tree care professionals.

Equipment Types Covered:

Blowers

Chainsaws

Lawn Mowers

Snow Throwers

Tillers and Cultivators

Trimmers and Edgers

Other Equipment Types

Functionalities Covered:

Connected/Smart

Conventional

Power Sources Covered:

Fuel Powered

Electric Powered

Gas Powered

Distribution Channels Covered:

Home improvement stores

Mass Retailers

Online Retailers

Equipment Rental Centers

Other Distribution Channels

End Users Covered:

Residential

Commercial

Professional Landscapers

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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