

# **Gardening Equipment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product Type (Hand Tools, Lawnmowers, Trimmers & Edgers, Water Management Equipment, Others), By Distribution Channel (Direct Sales, Online), By End User (Residential, Commercial, Industrial), By Region and Competition**

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## **Abstracts**

Global Gardening Equipment Market has valued at USD 87.24 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.15% through 2028. Gardening equipment encompasses a wide range of tools utilized in garden maintenance. These tools include instruments specifically designed for gardens, as well as those utilized in agriculture and horticulture. Both home gardeners and business landscapers rely on lawnmowers, hand tools, power tools, trimmers, edgers, and other lawn and garden equipment. The industry's growth is driven by the increasing demand for technologically advanced and automated gardening equipment for both residential and commercial purposes. The rising usage of automated weed management systems in commercial settings such as public parks, golf courses, and sports fields, as well as the expanding need for automated water sprinklers, has significantly contributed to the demand for water management systems and gardening equipment. Moreover, current trends such as organic gardening, small-space gardening, and urban farming are expected to further fuel the expansion of the Gardening Equipment Market.

Key Market Drivers

Growing Popularity of Vertical Gardening

The trend of vertical gardening is gaining momentum globally, and this is expected to significantly increase the demand for gardening equipment. Vertical gardening, a method of growing plants up a wall or out of a wall, is seen as a novel solution to the lack of space in urban areas. This type of gardening not only maximizes the use of space but also creates an aesthetic appeal. As a result, gardening tools and equipment that cater specifically to the needs of vertical gardening are in high demand. These include specially designed planters, trellises, frames, stands, and watering systems. Moreover, vertical gardens require regular maintenance, which directly boosts the need for other gardening tools like pruners, garden shears, and hoes. The trend is further driven by the growing interest in organic food production in urban settings. As more people choose to grow their own fruits, vegetables, and herbs in vertical gardens, the demand for organic gardening products, such as organic pesticides and compost, is also increasing. Therefore, the growing popularity of vertical gardening is not only promoting green living but also providing a significant boost to the global gardening equipment market.

### Increasing Demand for Gardening Equipment in Commercial Gardening

The upswing in commercial gardening is contributing significantly to the global demand for gardening equipment. Commercial establishments, including hotels, resorts, and corporate offices, are increasingly investing in landscaping and gardening to enhance aesthetics and create a serene environment. Such establishments often require a variety of gardening equipment, ranging from basic tools like spades, trowels, and rakes, to more advanced equipment like lawnmowers, sprinklers, and hedge trimmers. Additionally, as urban green spaces and vertical gardens within commercial structures become more popular, the need for specialized gardening equipment grows exponentially. These trends are further bolstered by the rising awareness about the environmental and health benefits of gardening and green spaces, leading to their increased incorporation in architectural and urban planning. Furthermore, governments worldwide are encouraging green building practices, which often include provisions for gardens and landscaping. This not only drives the demand for gardening equipment but also promotes innovation and the development of more efficient, eco-friendly tools. In summary, the growing popularity of commercial gardening and the consequent rise in demand for gardening equipment paints a promising picture for the global gardening equipment market.

### Increasing Adoption of Technologically Advanced Gardening Equipments

The global demand for gardening equipment is anticipated to soar, largely driven by the increasing adoption of technologically advanced gardening tools. These advancements are transforming traditional gardening practices, making them less labor-intensive and more efficient. Innovations in gardening equipment, such as robotic lawnmowers, smart watering and irrigation systems, GPS-enabled agricultural machinery, and sensor-based devices, have piqued the interest of both professional landscapers and home-garden enthusiasts. These high-tech tools not only significantly reduce human effort and time but also enhance productivity and accuracy in maintaining gardens and lawns. Additionally, the adoption of garden equipment integrated with IoT technologies enables users to monitor and manage their gardens remotely, adding a layer of convenience. This trend is further underpinned by the increasing awareness about the aesthetic and health benefits of gardening, coupled with the rise of residential and commercial landscaping. Moreover, the surge in DIY gardening activities, fueled by the availability of easy-to-use, advanced gardening equipment, is also expected to bolster the market growth for these products globally. The unfolding urbanization and modernization of infrastructure, particularly in developing economies, are likely to open new avenues for the expansion of the gardening equipment market. Consequently, the future trajectory of the gardening equipment market appears promising, with technological advancements serving as a key growth catalyst.

### Increasing Adoption of DIY Landscape Projects

The surge in DIY landscape projects across the globe acts as a significant driver for the increasing demand for gardening equipment. As more and more individuals engage in home improvement and landscaping projects, the need for efficient, user-friendly gardening tools escalates. The growing trend of organic gardening and urban farming, underpinned by a rising consciousness towards health and environmental sustainability, has further accentuated this demand. Additionally, the onset of the COVID-19 pandemic has seen a notable rise in home-bound activities, with DIY gardening projects being a popular choice. This increased engagement with gardening activities adds to the already growing demand for quality gardening equipment. Furthermore, the advent of innovative technologies in gardening tools, such as smart watering and fertilizing systems, are attracting a younger, tech-savvy demographic to undertake gardening and landscaping tasks, thus further boosting the market for gardening equipment. As a consequence, manufacturers are continually introducing advanced tools that offer superior functionality and ease of use, aiming to capitalize on this expanding market. Therefore, the rising popularity of DIY landscape projects worldwide is undoubtedly propelling the demand for gardening equipment, thereby contributing to the growth of this global market.

## Key Market Challenges

### Heavy Maintenance Costs

One of the significant challenges facing the gardening equipment market is the high maintenance costs associated with power tools. While power tools provide convenience and efficiency in completing gardening tasks, they also require regular maintenance to ensure optimal performance and longevity. This can include tasks such as cleaning, lubrication, and periodic replacement of worn-out parts. The heavy maintenance costs can pose a barrier to market development, as some consumers may hesitate to invest in power tools that require ongoing maintenance and upkeep. Instead, they may opt to stick with traditional manual tools that have lower maintenance requirements. This preference for manual tools can hinder the adoption of power tools, impacting the growth potential of the gardening equipment market. Furthermore, maintenance costs can also impact the profitability of manufacturers and distributors in the industry. They may need to allocate significant resources to address repair and replacement needs, which can strain their financial resources. Additionally, the time and effort spent on maintenance activities can divert the focus of manufacturers and distributors from other areas such as production and innovation.

To address this challenge, manufacturers are proactively investing in research and development to create power tools with improved durability and reliability. By enhancing the quality of materials used and the design of the tools, they aim to reduce the frequency of repairs and the need for extensive maintenance. These efforts can help alleviate the financial burden on both consumers and manufacturers, making power tools a more attractive option in the gardening equipment market. Moreover, manufacturers are also offering extended warranty and repair services to provide customers with peace of mind and further reduce the financial implications of maintenance costs. These additional services not only enhance customer satisfaction but also instill confidence in the longevity and performance of the power tools they purchase.

### High Maintenance Cost and Replacement Needs

High maintenance cost and replacement needs are significant factors expected to decrease the demand for gardening equipment globally. Owing to the complexity of their design and operation, gardening tools such as lawn mowers, pruners, or trimmers often require frequent servicing and spare part replacements to maintain their efficiency. This

not only places a financial burden on the users but also necessitates a considerable time investment for maintenance activities. Moreover, the requirement for regular replacement of components like blades, filters, and belts can escalate the overall expenditure, making these tools less appealing to budget-conscious consumers. The cost factor becomes even more pronounced in developing and underdeveloped countries, where the per capita income is relatively low. In such regions, a high maintenance cost can deter potential buyers, leading to a slump in the market demand for gardening equipment. Furthermore, in the era of sustainability, the idea of disposable tools needing constant replacement contradicts the principles of environmental stewardship, potentially leading to resistance from eco-conscious consumers and affecting the overall market negatively. Therefore, manufacturers must strive to create durable, low-maintenance, and environment-friendly gardening tools to ensure the sustained growth of the gardening equipment market.

## Key Market Trends

### Growing Interest in Hydroponic Gardening

Hydroponic gardening techniques are gaining popularity in industrial farming due to their numerous advantages. When compared to conventional soil-grown crop cultivation, hydroponics has shown the potential to increase crop output by 3 to 10 times within the same amount of space. This efficiency is achieved by providing plants with optimal nutrient levels through a precisely regulated hydroponic system that controls pH and fertilizer levels. Moreover, hydroponic systems offer the benefit of water conservation. Any excess water not utilized by the plants is recycled within these enclosed systems, reducing water wastage. This sustainable approach to farming aligns with the growing need for environmentally friendly agricultural practices.

By cultivating plants indoors, farmers can further enhance their control over the growing conditions. They can manipulate temperature and illumination patterns to optimize plant growth and increase overall output. Additionally, hydroponic systems allow for innovative design possibilities, such as maximizing vertical real estate and boosting crop density. This vertical farming approach not only maximizes space utilization but also enables cultivation in locations with unfavorable soil conditions, expanding the possibilities for agriculture in urban areas. As a result of these benefits, the market for hydroponic gardening equipment is experiencing a significant boost, as more and more farmers embrace this technology for industrial-scale cultivation.

### Growing Popularity of Battery-Powered Ergonomic Design Tools

The growing popularity of battery-powered ergonomic design tools is set to significantly enhance the global demand for gardening equipment. These technologically advanced tools offer enhanced mobility without the restrictions of a power cord, making garden tasks such as pruning, mowing, or trimming easier and more efficient. The ergonomic design of these tools ensures user comfort, reducing the likelihood of fatigue and injury, which is particularly beneficial in tackling larger gardens or landscapes. This has led to a surge in their acceptance among professional landscapers and DIY gardeners alike. Furthermore, the increasing emphasis on environmental sustainability has driven manufacturers to develop battery-powered tools that are not only energy efficient but also emit fewer pollutants compared to their gasoline counterparts. This green initiative has made these tools particularly appealing to the eco-conscious consumer. Additionally, advancements in battery technology, such as lithium-ion batteries, have resulted in higher power density, longer shelf life, and faster charging times, significantly improving the overall user experience. Given these advantages, it is expected that the uptake of battery-powered ergonomic design tools will continue to grow, thereby driving the global gardening equipment market.

## Segmental Insights

### Product Type Insights

Based on the Product Type, in the ever-growing global gardening equipment market, lawnmowers have emerged as the dominant force. As living standards continue to rise and both residential and commercial properties place a greater emphasis on maintaining pristine, manicured lawns, the demand for lawnmowers has experienced a remarkable surge. This can be attributed to their unparalleled ease of use and efficiency in cutting grass to the desired length. Additionally, lawnmowers have become more environmentally friendly, with the introduction of electric-powered models that reduce emissions and noise pollution. Moreover, continuous technological advancements have led to the integration of smart capabilities and automation features in modern lawnmowers. These innovations allow users to remotely control and monitor their lawnmowers, optimizing their lawn care experience. The wide array of features available, combined with the convenience and effectiveness, solidify lawnmowers as the go-to choice for individuals and businesses seeking efficient and convenient lawn maintenance solutions in the competitive gardening equipment market.

### Distribution Channel Insights

Based on the Distribution Channel, the global gardening equipment market is predominantly dominated by direct sales. This trend can be attributed to the customer's preference for physical inspection of tools before purchasing and the immediate fulfilment of demand. However, the online segment is experiencing significant growth due to the surge in e-commerce platforms, convenience of home delivery, and the increasing digital literacy amongst consumers worldwide. With the rise of online marketplaces and the convenience they offer, consumers are now able to explore a wider range of gardening equipment options from the comfort of their own homes. Additionally, the increasing digital literacy among consumers has made online shopping more accessible and appealing. The ability to read detailed product descriptions, compare prices, and read reviews from other customers has empowered shoppers to make more informed decisions.

Furthermore, the online segment provides the advantage of home delivery, eliminating the need for customers to physically transport heavy gardening equipment. This convenience factor has become especially important for individuals who may not have easy access to physical retail stores or those who simply prefer the ease of doorstep delivery. As a result of these factors, the online segment of the gardening equipment market is witnessing substantial growth. While direct sales remain dominant, the online channel is steadily gaining traction and is expected to continue its upward trajectory in the coming years.

## Regional Insights

In the Gardening Equipment Market, North America asserts its dominance due to the region's favorable economic expansion and a steady rise in per capita income. The region's advanced living standards, coupled with the availability of affordable labor and a strong focus on technological innovation, contribute to its continued growth. Additionally, North America's well-established distribution networks and robust e-commerce infrastructure further fuel its success in the gardening equipment market. Meanwhile, the Asia-Pacific region is predicted to experience the most rapid growth in the coming years. This growth can be attributed to several factors, including the increasing living standards of the population, a rising trend towards urban gardening, and the presence of a robust construction sector. As more people in the region embrace gardening as a hobby or a means to enhance their living spaces, the demand for gardening equipment is expected to soar.

Looking towards the future, South America, the Middle East, and Africa also present promising development prospects in the gardening equipment market. As disposable

income continues to rise in these regions, more individuals are likely to invest in gardening and landscaping activities. Additionally, the strengthening of the construction sector in these regions, driven by infrastructure development and urbanization, further creates opportunities for the gardening equipment market. Overall, the gardening equipment market shows significant potential for growth globally, with different regions offering unique opportunities and challenges. By understanding the specific dynamics and consumer preferences in each region, businesses can tailor their strategies to capitalize on the growing demand for gardening equipment and tap into these emerging markets.

### Key Market Players

Briggs & Stratton, LLC

Deere & Company

Excel Industries, Inc.

Falcon Garden Tools Pvt. Ltd.

Fiskars Brands, Inc.

Honda Motor Co. Ltd.

Husqvarna Group

Kubota Corporation

MTD Products, Inc.

Robert Bosch GmbH

### Report Scope:

In this report, the Global Gardening Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Gardening Equipment Market, By Product Type:



Hand Tools

Lawnmowers

Trimmers & Edgers

Water Management Equipment

Others

Gardening Equipment Market, By Distribution Channel:

Direct Sales

Online

Gardening Equipment Market, By End User:

Residential

Commercial

Industrial

Gardening Equipment Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

## Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Gardening Equipment Market.

### Available Customizations:

Global Gardening Equipment market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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