

Grass Trimmer Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Cordless, Electric, Gas), By End User (Residential, Commercial), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global grass trimmer market is anticipated to expand from USD 1.12 million in 2025 to USD 1.59 million by 2031, reflecting a compound annual growth rate (CAGR) of 6.01%. Often referred to as a string trimmer, this handheld power tool is specifically designed to cut weeds and grass in tight areas and along borders that standard lawnmowers cannot reach. The market's growth is largely driven by a rising need for well-kept landscaping in both commercial and residential settings, coupled with expanding urban developments that require consistent upkeep of green spaces. Additionally, ongoing product improvements aimed at boosting operational efficiency, extending battery life, and optimizing ergonomic comfort are driving consumer interest and adoption.

In terms of industry performance, the Outdoor Power Equipment Institute projected that the wider outdoor power equipment sector would see growth exceeding 3% in 2025. This upward trend highlights a strong foundational demand for associated gardening equipment. However, a significant obstacle that might hinder future market growth is the fluctuating cost of raw materials, which directly raises production expenses and ultimately affects retail prices and broader market reach for consumers.

Market Driver

The Global grass trimmer market is heavily influenced by progress in battery technology and the rising popularity of cordless models. Ongoing enhancements in lithium-ion batteries have resulted in better power output, extended run times, and faster charging speeds, rendering cordless trimmers highly practical for everyday consumers and industry professionals alike. Leading manufacturers are directing significant capital toward this transition; for example, an August 2024 press release reported by VMA highlighted that STIHL Inc. committed over \$60 million to battery manufacturing efforts through 2025, encompassing multi-attachment tools and trimmers. This shift is reinforced by an escalating consumer preference for equipment that is quieter, free of emissions, and easier to use, thereby driving the growth of the cordless category.

A surge in gardening and landscaping activities worldwide acts as another core catalyst for the grass trimmer industry. Growing enthusiasm for home improvement and enhanced outdoor living spaces stimulates the need for reliable tools to maintain immaculate lawns and gardens. Demonstrating this strong interest, the Pennsylvania Association of Realtors noted in July 2025 that 71% of Americans intended to grow their own food at home that year. This increased involvement spans from DIY homeowners to commercial landscaping companies, which demand durable and high-performing machinery for extensive tasks. Together, these elements solidify the market's continuous growth, as evidenced by major industry participant Husqvarna Group, which recorded net sales of SEK 46.6 billion in the broader outdoor power equipment sector in 2025.

Market Challenge

Unpredictable raw material pricing poses a major barrier to the advancement of the global grass trimmer market. Inconsistent costs for crucial manufacturing inputs, including plastics for external housings, metals for blades and internal casings, and various parts required for batteries and electric motors, directly drive up production expenses. Consequently, these amplified manufacturing overheads force companies to increase the retail prices of their completed grass trimmer units to maintain profitability.

Data from the Institute for Supply Management indicates that raw material costs rose by an average of 5.4% in 2025 and are forecasted to climb another 4.4% in 2026. This persistent financial pressure leaves manufacturers with little choice but to shift the burden to buyers, as 86% of producers intend to pass along a portion of these increased expenses. Ultimately, these elevated consumer prices can lower product affordability and restrict market reach, especially impacting price-sensitive homeowners and commercial landscapers operating under strict financial constraints. Such dynamics

directly obstruct market growth by curbing consumer demand and delaying the uptake of modern, high-efficiency grass trimmer technologies.

Market Trends

The worldwide grass trimmer industry is experiencing a major evolution spurred by the rising integration of autonomous and robotic trimming technologies. These sophisticated solutions are changing the landscape maintenance sector by providing exceptional accuracy and productivity, especially within expansive commercial properties and smart city environments. Moving toward automated systems with minimal human involvement delivers dependable turf quality while offering significant financial savings. Leading companies are eagerly capitalizing on this movement, as highlighted in Husqvarna Group's July 2025 Interim Report for the first half of the year, which showcased a strong 15% expansion in their robotic mower division.

At the same time, the grass trimmer sector is placing a greater focus on green, sustainable manufacturing methods. This approach includes utilizing eco-conscious materials, cutting down on factory waste, and designing equipment that maintains a low carbon footprint over its entire lifespan. The push from consumers for environmentally friendly options, alongside stricter regulatory requirements, is driving producers to put ecological sustainability at the forefront of their operations. Reflecting this shift, a June 2025 report from SportsField Management regarding The Toro Company's sustainability initiatives noted their 2025 objective to have hybrid and battery-powered products account for a minimum of 20% of their adjusted net sales from motorized goods.

Key Market Players

Robert Bosch GmbH

Husqvarna AB

Makita Corporation

Stanley Black & Decker, Inc.

Techtronic Industries Company Limited

The Toro Company

ANDREAS STIHL AG & Co. KG

Hitachi, Ltd.

YAMABIKO Corporation

MTD Products Inc.

Report Scope

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

Grass Trimmer Market, By Product

Cordless

Electric

Gas

Grass Trimmer Market, By End User

Residential

Commercial

Grass Trimmer Market, By Distribution Channel

Offline

Online

Grass Trimmer 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

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Grass Trimmer Market.

Available Customizations:

Global Grass Trimmer Market report with the given market data, TechSci 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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