

North America Gardening Equipment Market 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 Country, By Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

The North America Gardening Equipment Market was valued at USD 32.40 billion in 2024 and is projected to reach USD 47.38 billion by 2030, growing at a CAGR of 6.54% during the forecast period. This market encompasses a diverse range of tools and machinery used for the maintenance of residential gardens, public landscapes, commercial properties, and horticultural spaces. It includes equipment such as lawn mowers, trimmers, pruning tools, blowers, garden tractors, and irrigation systems, which are utilized by homeowners and professional landscaping services alike.

Market growth is being driven by rising interest in home gardening as a wellness-oriented lifestyle activity, especially in urban areas. Increased awareness around sustainable living and organic food production has also encouraged the use of garden spaces for growing vegetables and maintaining eco-friendly lawns. The expansion of suburban housing and a rise in disposable income are further supporting the adoption of powered and automated gardening tools. As landscaping aesthetics gain prominence around homes and businesses, demand for efficient, user-friendly, and high-performance gardening equipment continues to grow across the region.

Key Market Drivers

Rising Residential Landscaping and Lawn Maintenance Activities

One of the primary drivers of the North America Gardening Equipment Market is the growing trend of residential landscaping and lawn care. As suburban developments increase and homeowners place greater emphasis on outdoor aesthetics, demand for lawn care tools and gardening equipment has surged. Products such as electric lawn mowers, hedge trimmers, and blowers are now considered essentials for yard maintenance.

The do-it-yourself landscaping movement is also encouraging consumers to invest in easy-to-use equipment that delivers professional results. Remote work trends and greater time spent at home have amplified interest in personal outdoor improvement projects. The cultural value placed on well-kept lawns and backyard gardens ensures steady year-round demand for gardening tools, particularly in areas with defined seasonal maintenance cycles. Equipment manufacturers are responding by offering ergonomically designed, eco-conscious, and technologically advanced products that suit modern residential needs.

Key Market Challenges

Seasonal Dependency and Irregular Weather Patterns

The gardening equipment market in North America is notably impacted by its reliance on seasonal weather patterns, which are becoming increasingly unpredictable due to climate change. Gardening and landscaping activities are typically concentrated during spring through early autumn, and irregularities in weather—such as prolonged winters, excessive rainfall, or drought—can disrupt this cycle, delaying consumer purchases and reducing equipment usage.

Unpredictable growing conditions also complicate inventory and sales forecasting for manufacturers and retailers. Water usage restrictions during droughts and extreme heat events further deter gardening activities, especially in climate-sensitive states like California and Arizona. This seasonality-related volatility creates challenges in maintaining steady growth, prompting industry players to explore solutions such as all-season tools and market expansion into climatically stable regions.

Key Market Trends

Shift Toward Battery-Powered and Cordless Gardening Equipment

A major trend in the North America Gardening Equipment Market is the shift from gas-powered to battery-operated and cordless tools. Increasing environmental awareness, combined with stricter emissions and noise regulations, is driving consumers and professionals to adopt electric alternatives. These tools are quieter, more sustainable, and easier to maintain, making them ideal for residential and urban use.

Technological advancements in lithium-ion battery performance have made cordless equipment more viable by improving power, run-time, and recharge efficiency. Manufacturers are expanding product lines compatible with interchangeable battery platforms and introducing fast-charging systems. As demand for cleaner and more convenient gardening solutions rises, battery-powered tools are rapidly becoming the preferred choice for both individual consumers and professional landscapers.

Key Market Players

Deere & Company

The Toro Company

Honda Motor Co., Ltd.

Briggs & Stratton Corporation

Stanley Black & Decker, Inc.

Robert Bosch GmbH

Kubota Corporation

Makita Corporation

Report Scope:

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

North America Gardening Equipment Market, By Product Type:

Hand Tools

Lawnmowers

Trimmers & Edgers

Water Management Equipment

Others

North America Gardening Equipment Market, By Distribution Channel:

Direct Sales

Online

North America Gardening Equipment Market, By End User:

Residential

Commercial

Industrial

North America Gardening Equipment Market, By Country:

United States

Canada

Mexico

Competitive Landscape

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

Available Customizations:

North America Gardening Equipment 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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