

# **Europe Lawn Mower Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Push Mower, Robotic Mower, and Ride-On Mower), Category (Electric and Non-Electric/Gas Powered), and End Use (Residential and Commercial)**

<https://marketpublishers.com/r/E9C919BCBB89EN.html>

Date: October 2025

Pages: 185

Price: US\$ 3,450.00 (Single User License)

ID: E9C919BCBB89EN

## **Abstracts**

The Europe lawn mower market is projected to grow significantly, reaching an estimated US\$ 11,403.62 million by 2031, up from US\$ 8,046.02 million in 2024. This growth represents a compound annual growth rate (CAGR) of 5.3% from 2025 to 2031, indicating a robust demand for lawn care equipment in the region.

### **Executive Summary and Market Analysis**

The increasing focus on farming and landscaping in Europe is driving the demand for lawn mowers. Regular lawn maintenance is essential for both aesthetic and functional purposes, as well-maintained gardens and lawns enhance the beauty of residential and commercial spaces. Lawn mowers play a crucial role in this maintenance, offering benefits such as reducing the need for excessive fertilizers, promoting healthier environments, and improving the overall appearance of outdoor areas.

As urbanization progresses, there is a growing concern about environmental degradation, prompting governments to advocate for the creation and maintenance of green spaces. This trend is further supported by the rising demand for lawn mowers in the commercial sector, particularly in outdoor dining establishments, hotels, entertainment venues, and office complexes. The expansion of housing and commercial construction is expected to further bolster the lawn mower market.

Recent innovations in lawn mower technology, particularly electric and automated models, are enhancing convenience and efficiency for both gardeners and landscaping professionals. A notable example is the launch of the Segway Navimow i Series in March 2024, priced competitively at EUR 999 (approximately US\$ 1,040.52). This model features advanced capabilities such as AI-powered mapping, a unique positioning system, and smart scheduling functions, catering to the growing demand for intelligent mowing solutions.

## Market Segmentation Analysis

The Europe lawn mower market can be segmented based on type, category, and end use.

1. **Type:** The market is divided into push mowers, robotic mowers, and ride-on mowers. In 2024, ride-on mowers are expected to hold the largest market share, favored for their efficiency in larger spaces.
2. **Category:** The market is further categorized into electric and non-electric (gas-powered) mowers. Non-electric mowers are anticipated to dominate the market in 2024, although the electric segment is gaining traction due to increasing environmental awareness.
3. **End Use:** The market is bifurcated into residential and commercial segments, with the commercial sector holding a larger share in 2024. The demand for lawn mowers in commercial landscaping services is particularly strong, driven by the growth of the landscaping industry across Europe.

## Market Outlook

Consumers are increasingly seeking products that simplify their lives, leading to a surge in demand for efficient, convenient, and automated lawn mowers. This shift in consumer preference has prompted manufacturers to invest heavily in innovative technologies, such as enhanced battery systems, intelligent features (like app integration), and improved ergonomics. The introduction of self-propelled and robotic lawn mowers has transformed the market landscape. Popular models like the Husqvarna Automower and Worx Landroid are in high demand due to their ability to autonomously maintain lawns without constant manual oversight. Additionally, cordless electric mowers from brands like Greenworks and EGO Power+ offer a quieter, low-maintenance, and

environmentally friendly alternative to traditional gas-powered models.

The increasing interest in professional landscaping services is also contributing to the growth of the lawn mower market. As the landscaping and garden maintenance industry flourishes, it presents numerous opportunities for lawn mower manufacturers and suppliers.

## **Country Insights**

The Europe lawn mower market includes key countries such as Germany, France, Italy, the UK, Spain, and the Rest of Europe. Notably, the Rest of Europe is expected to hold the largest market share in 2024, with countries like Russia, Sweden, Poland, Austria, Switzerland, Denmark, the Netherlands, Belgium, and Norway showing significant potential for growth.

As of 2023, urbanization in Russia is notable, with approximately 75.33% of the population living in urban areas, according to World Bank data. This trend is expected to drive demand for lawn mowers as urban residents invest in their outdoor spaces, fostering a growing interest in lawn maintenance. The urban gardening movement is gaining momentum across Europe, with homeowners increasingly focused on creating green spaces in limited areas.

## **Company Profiles**

Key players in the Europe lawn mower market include Deere & Co, Andreas Stihl AG & Co. KG, Honda Motor Co Ltd, Robert Bosch GmbH, Husqvarna AB, Kubota Corp, Stanley Black & Decker Inc, CHERVON (China) Trading Co., Ltd., The Toro Co, AriensCo, ECHO INCORPORATED, WORX, Briggs & Stratton, Bad Boy Mowers, and Fiskars Group. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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