

Lawn Mower Market Size and Forecast (2021-2031), Global and 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), End Use (Residential and Commercial), and Geography

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Abstracts

The lawn mower market size is projected to reach US\$ 39.40 billion by 2031 from US\$ 26.36 billion in 2024. The market is expected to register a CAGR of 6.1% during 2025-2031.

Lawn mower has gained significant attention in the global market due to its integration of smart technologies.

Several key players in the lawn mower industry are investing heavily in the development and production of commercial-grade mowers, spurred by increasing demand for high-performance, reliable, and sustainable machinery. Industry giants such as John Deere, Toro, Husqvarna, and Kubota are proactively positioning themselves to improve the sales of their commercial mower offerings. John Deere, for example, is well-known for its vast line of electric and gas-powered commercial mowers that are suitable for heavy-duty operations and equipped with the latest advancements, such as ergonomic control, heavy-duty construction, and advanced engine technology. Thus, the growing investments in commercial lawn mowing operations fuel the lawn mower market growth.

The global lawn mower market has experienced substantial growth over the past decade, driven by factors such as increased spending on lawn maintenance,

technological advancements, and a growing interest in residential gardening. The rising adoption of smart and automated lawn care equipment, particularly robotic lawn mowers, is projected to propel the market in the coming years. As consumers increasingly prioritize convenience and efficiency in home maintenance, the demand for robotic solutions that reduce manual labor has surged. These machines are equipped with features such as GPS tracking, remote control via smartphone apps, automated scheduling, and AI-enabled navigation, allowing users to maintain lawns effortlessly and with precision.

Based on category, the market is segmented into electric and non-electric/gas powered. The electric segment is projected to register a faster CAGR from 2025 to 2031. Sustainability trends are pushing consumers toward electric and battery-powered models, which are quieter, emit fewer emissions, and require less maintenance than traditional gas-powered mowers.

Administrators at business organizations, city council buildings, and other important properties seek mowers with improved efficiency, extended durability, and affordability to preserve more extensive outdoor grounds. As a result, they show readiness to invest high amounts in commercial lawn mowers. Commercial mowers are the preferred choice among landscape, sports turf maintenance, and public park maintenance companies, as they need specialized equipment to maintain large land areas. Compared to residential mowers, commercial mowers are designed to withstand the ill effects of their frequent use on large properties and faster performance requirements, along with facilitating more precise work with less downtime. These features render them indispensable to operations requiring around-the-clock performance, high productivity, and reduced operating costs. While cities and companies continue to look for ways to improve efficiency, they are also seeking fuel-efficient mowers aimed at conserving fuel and reducing emissions alongside providing a greener alternative to lawn maintenance. For example, battery and electric mowers have become more common in commercial applications due to the lower maintenance cost and emissions compared to gasoline-powered mowers. Stringent eco-regulations in most countries, particularly in urban areas, which focus on keeping noise and air pollution in check, further drive the demand for eco-friendly solutions.

A few players operating in the lawn mower market are 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. Players operating in the lawn mower market focus on providing

innovative and healthy products at affordable prices to fulfill customer demand.

The overall lawn mower market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers-along with external consultants such as valuation experts, research analysts, and key opinion leaders-specializing in the lawn mower market.

Reason to buy

Progressive industry trends in the global lawn mower market to help players develop effective long-term strategies

Business growth strategies adopted by developed and developing markets

Quantitative analysis of the global lawn mower market from 2021 to 2031

Estimation of the demand for lawn mower across various countries

Porter's Five Forces analysis to illustrate the efficacy of buyers and suppliers operating in the industry to predict the market growth

Recent developments to understand the competitive market scenario and the demand for lawn mower across the globe

Market trends and outlook coupled with factors driving and restraining the growth of the global lawn mower market.

Decision-making process by understanding strategies that underpin commercial interest concerning the global lawn mower market growth

The global lawn mower market size at various nodes of market

Detailed overview and segmentation of the global lawn mower market as well as its dynamics in the industry

The global lawn mower market size in different countries with promising growth opportunities

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