North America 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)

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Abstracts

The North America lawn mower market is projected to grow significantly, reaching an estimated US$ 14,111.67 million by 2031, up from US$ 9,328.31 million in 2024. This growth reflects a compound annual growth rate (CAGR) of 6.3% from 2025 to 2031, indicating a robust demand for lawn maintenance equipment in the region.

Executive Summary and Market Analysis

The United States dominates the North American lawn mower market, followed closely by Canada. The increasing importance of lawns and landscaping in residential and commercial settings is a key driver of market growth. Lawns enhance the aesthetic appeal of properties and contribute to outdoor living spaces, leading to a heightened demand for lawn care equipment. Walk-behind mowers are particularly popular for small to medium-sized lawns, while ride-on mowers are favored for larger properties.

A significant regulatory change is California's ban on gasoline-powered lawn equipment by 2025, aimed at reducing emissions from small engines, which are known to contribute to air pollution. This regulation is accelerating the transition to electric and battery-powered mowers across North America. Many states are also providing financial incentives, such as rebates, to promote the adoption of eco-friendly lawn care solutions. Municipal programs in cities like Dallas and Austin further support the use of electric mowers, enhancing their appeal to consumers.

Innovations in the lawn mower market are being driven by key players. For instance, Mammotion introduced a new range of upgraded models in February 2025, including the LUBA 2 AWD and YUKA series, which feature advanced technology such as UltraSense AI Vision for improved mapping and obstacle avoidance. These innovations cater to the growing demand for efficient and user-friendly lawn care solutions.

Market Segmentation Analysis

The North America lawn mower market can be segmented by 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 held the largest market share, reflecting their popularity for larger lawns.

2. Category: The market is further categorized into electric and non-electric (gas-powered) mowers. Non-electric mowers dominated the market in 2024, although the trend is shifting towards electric options due to environmental concerns.

3. End Use: The market is split between residential and commercial applications, with commercial mowers holding a larger share in 2024.

Market Outlook

Organizations and municipalities are increasingly seeking lawn mowers that offer improved efficiency, durability, and cost-effectiveness for maintaining extensive outdoor areas. This demand is particularly strong for commercial mowers, which are essential for landscape maintenance, sports turf management, and public park upkeep. Commercial mowers are designed for heavy use, providing faster and more precise mowing with minimal downtime, making them indispensable for operations that require high productivity and reduced operating costs.

As cities and companies strive to enhance efficiency, there is a growing interest in fuel-efficient mowers that conserve fuel and minimize emissions. Battery and electric mowers are becoming more prevalent in commercial settings due to their lower maintenance costs and reduced environmental impact compared to gasoline-powered alternatives. Stricter emissions regulations in urban areas are further driving the demand for eco-friendly lawn care solutions.

Key industry players are investing heavily in the development of commercial-grade mowers to meet the rising demand for high-performance and sustainable machinery. Major companies such as John Deere, Toro, Husqvarna, and Kubota are actively enhancing their commercial mower offerings. For example, John Deere is known for its extensive range of electric and gas-powered commercial mowers, equipped with advanced features for heavy-duty operations. Toro has introduced the Titan Zero Turn mower, designed to improve comfort and productivity for professional landscapers. Husqvarna is expanding its line of robotic mowers, which are increasingly favored for their ability to maintain commercial properties with minimal human intervention.

Country Insights

The North American lawn mower market includes the US, Canada, and Mexico, with the US holding the largest market share in 2024. Lawns in the US represent one of the largest irrigated crops, occupying more land than corn, wheat, and fruit orchards combined. According to a NASA study, approximately 63,000 square miles in the US are dedicated to grass, fulfilling various recreational, social, aesthetic, and protective roles.

The National Gardening Association reports that nearly half of US households engage in lawn care activities, investing over US$ 12 billion in maintenance activities such as weed and pest control and irrigation. The increasing focus on landscaping and outdoor beautification is driving investments in lawn care tools, including mowers, creating growth opportunities for market players.

Company Profiles

Key players in the North American 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 pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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