

# **Turf Care Equipment Market Size, Share, and Outlook, 2025 Report- By Type (Lawn Mowers, Saws, Trimmers & Edgers, Blowers, Tillers & Cultivators, Snow Throwers, Others), By Power Source (Fuel Powered, Electric Powered), By Connectivity (Wireless, Wired), By End-User (Commercial, Household), 2018-2032**

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## **Abstracts**

### **Turf Care Equipment Market Outlook**

The Turf Care Equipment Market size is expected to register a growth rate of 14.3% during the forecast period from \$22.64 Billion in 2025 to \$57.7 Billion in 2032. The Turf Care Equipment market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Turf Care Equipment segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Lawn Mowers, Saws, Trimmers & Edgers, Blowers, Tillers & Cultivators, Snow Throwers, Others), By Power Source (Fuel Powered, Electric Powered), By Connectivity (Wireless, Wired), By End-User (Commercial, Household). Over 70 tables and charts showcase findings from our latest survey report on Turf Care Equipment markets.

### **Turf Care Equipment Market Insights, 2025**

The turf care equipment market is witnessing steady growth, driven by increasing investments in sports fields, golf courses, and commercial landscaping. Advanced machinery such as robotic mowers, autonomous aerators, and GPS-guided sprayers is

gaining traction as turf managers seek precision and efficiency in maintenance operations. Golf course operators are integrating IoT-based monitoring systems to track soil moisture levels and optimize irrigation schedules, reducing water consumption while maintaining turf health. The rising popularity of synthetic turf in urban landscaping is also influencing market dynamics, prompting equipment manufacturers to develop specialized maintenance tools. Additionally, sustainability trends are pushing demand for electric and battery-powered turf care equipment, reducing reliance on gasoline-powered alternatives. As major sports events and recreational infrastructure projects continue to grow, turf care technology is evolving to support high-performance field conditions with minimal environmental impact.

### Five Trends that will define global Turf Care Equipment market in 2025 and Beyond

A closer look at the multi-million market for Turf Care Equipment identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Turf Care Equipment companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Turf Care Equipment vendors.

### What are the biggest opportunities for growth in the Turf Care Equipment industry?

The Turf Care Equipment sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Turf Care Equipment Market Segment Insights

The Turf Care Equipment industry presents strong offers across categories. The analytical report offers forecasts of Turf Care Equipment industry performance across segments and countries. Key segments in the industry include%li%By Type (Lawn Mowers, Saws, Trimmers & Edgers, Blowers, Tillers & Cultivators, Snow Throwers, Others), By Power Source (Fuel Powered, Electric Powered), By Connectivity (Wireless, Wired), By End-User (Commercial, Household). The largest types, applications, and

sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Turf Care Equipment market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Turf Care Equipment industry ecosystem. It assists decision-makers in evaluating global Turf Care Equipment market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Turf Care Equipment industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

### Asia Pacific Turf Care Equipment Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Turf Care Equipment Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Turf Care Equipment with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Turf Care Equipment market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Turf Care Equipment market Insights%li%Vendors are exploring new opportunities within the US Turf Care Equipment industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Turf Care Equipment companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Turf Care Equipment market.

Latin American Turf Care Equipment market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Turf Care Equipment Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Turf Care Equipment markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects

for companies. On the other hand, Middle Eastern Turf Care Equipment markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Turf Care Equipment companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Ariens Company, Briggs & Stratton Corp, Deere & Company, Honda Motor Co. Ltd, Husqvarna Group, MTD Products, Stanley Black & Decker, STIGA S.p.A., Stihl Group, Techtronic Industries, Toro, Yamabiko Corp.

## Turf Care Equipment Market Segmentation

### By Type

Lawn Mowers

Saws

Trimmers & Edgers

Blowers

Tillers & Cultivators

Snow Throwers

Others

### By Power Source

Fuel Powered

Electric Powered

By Connectivity

Wireless

Wired

By End-User

Commercial

Household

Leading Companies

Ariens Company

Briggs & Stratton Corp

Deere & Company

Honda Motor Co. Ltd

Husqvarna Group

MTD Products

Stanley Black & Decker

STIGA S.p.A.

Stihl Group

Techtronic Industries

Toro

Yamabiko Corp

## Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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**Saws**

**Trimmers & Edgers**

**Blowers**

**Tillers & Cultivators**

**Snow Throwers**

**Others**

**By Power Source**

**Fuel Powered**

**Electric Powered**

**By Connectivity**

**Wireless**

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**By End-User**

**Commercial**

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**Honda Motor Co. Ltd**  
**Husqvarna Group**  
**MTD Products**  
**Stanley Black & Decker**  
**STIGA S.p.A.**  
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