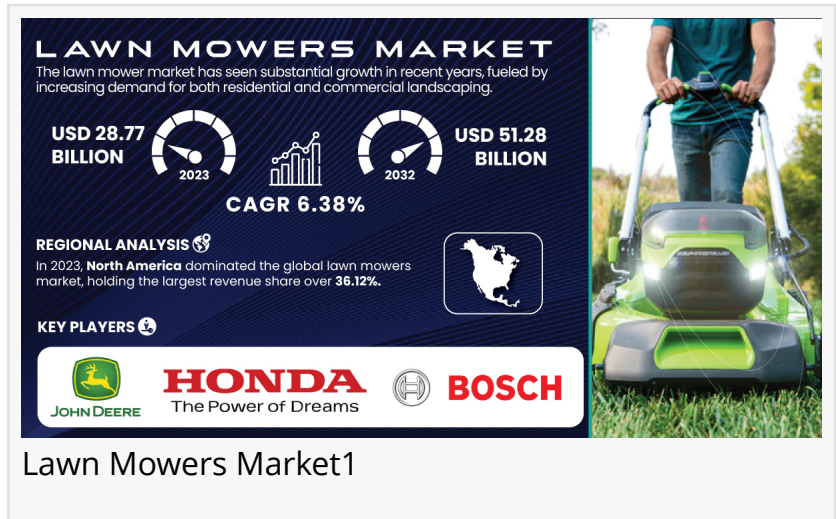


Lawn Mowers Market Size, Share, Growth, Trends Opportunities and Competitive Analysis 2032

The growing preference for well-maintained lawns and gardens, particularly in residential, commercial, and public spaces, is a significant driver

AUSTIN, TX, UNITED STATES, December 13, 2024 /EINPresswire.com/ -- The [Lawn Mowers Market](#) size was esteemed at USD 28.77 billion in 2023 and is expected to reach USD 51.28 billion by 2032, growing at a CAGR of 6.38% over the forecast period 2024-2032.



Driving Growth in the Lawn Mowers Market: Trends Shaping the Future of Landscaping and Garden Care

“

The Lawn Mowers Market is rapidly growing due to the rising demand for electric, user-friendly, and environmentally sustainable mowers, including robotic models, driven by preferences”

SNS Insider

The Lawn Mowers Market has been experiencing significant growth driven by several key trends. As landscaping and garden care become increasingly popular among homeowners, the demand for efficient and innovative lawn mowers is on the rise. Technological advancements in the industry, such as robotic and smart mowers, are playing a pivotal role in reshaping consumer preferences. These mowers offer convenience, precision, and energy efficiency, making them more attractive to tech-savvy users. Another trend is the growing preference for battery-powered lawn mowers, as they provide eco-friendly alternatives to traditional gasoline-powered

models. These mowers appeal to consumers seeking to reduce their carbon footprint, as well as those looking for lower maintenance options.

Technological advancements in electric and robotic lawn mowers, offering sustainability, convenience, and automation, are driving significant market growth

Technological advancements in lawn mowers, particularly the rise of electric and robotic models, are significantly driving market growth.

Electric lawn mowers, powered by rechargeable batteries, offer a more sustainable and eco-friendlier alternative to traditional gas-powered models, appealing to environmentally conscious consumers. These mowers provide quieter operation and lower maintenance requirements, enhancing convenience for homeowners. Meanwhile, robotic lawn mowers are gaining popularity due to their self-driving capabilities, which allow them to autonomously mow lawns without human intervention.

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Major Players of Lawn Mowers Market

Honda, Troy-Bilt, John Deere, Cub Cadet, Husqvarna, Craftsman, Snapper, Black & Decker, Yard Machines, Stiga, Home Depot, Lowe's, Walmart, Ace Hardware, Tractor Supply Co., Northern Tool + Equipment, Menards, Amazon, Sears.

Dominance of Electric Mowers and Residential Use in 2023

By Propulsion Type: In 2023, the electric segment dominated the market with over 58.08% of the market share. This dominance is attributed to the increasing popularity of electric mowers, which offer cost-effectiveness, low maintenance, and eco-friendly advantages over traditional gas-powered models. Consumers, both residential and commercial, are increasingly attracted to electric mowers for their quieter operation, ease of use, and reduced environmental impact.

By End-use: The residential segment led the market in 2023, holding over 62.08% of the market share. Homeowners prioritize maintaining their gardens and outdoor spaces, leading to increased investments in lawn mowers for personal use. A well-maintained lawn is seen as an important aspect of home aesthetics and value. While the commercial segment also holds significant value, it is driven by the demand for larger, more powerful mowers designed for landscaping projects and maintaining expansive properties.

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Key Market Segments

By Type

- Manual
- Electric
- Petrol

- Robotic
- Others

By Product Type

- Ride-on Mowers
- Push Mowers
- Robotic Mowers

By Propulsion Type

- ICE
- Electric

By End-use

- Residential
- Professional Landscaping Services
- Golf Courses
- Government
- Others

North America Leads Global Lawn Mowers Market in 2023, While Asia Pacific Poised for Rapid Growth

In 2023, North America dominated the global lawn mowers market, accounting for more than 36.12% of the revenue share. This dominance is driven by robust demand for lawn mowers, fueled by extensive residential and commercial landscaping. High living standards and disposable income in the region encourage the purchase of advanced mowing technologies.

The Asia Pacific region is expected to experience the fastest growth in the lawn care market during the forecast period. Countries like China and Australia are increasingly adopting advanced technologies, driven by a rising interest in gardening and landscaping. Additionally, growing disposable incomes and foreign investments in lawn care technologies are fueling market growth. The introduction of innovative robotic mowers, particularly in emerging economies, is expected to further accelerate market expansion, as consumers seek efficient and automated solutions for lawn maintenance, contributing to the overall growth of the industry in this region.

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Recent Developments

In March 2023: Robert Bosch GmbH launched the UniversalRotak 2x18V-37-550 cordless lawn mower, designed specifically for maintaining large lawns of up to 500 square meters. It features two 18V batteries for extended operation time, ensuring complete grass cutting.

In February 2023: Deere & Company introduced the Z370R Electric ZTrak Residential Zero-Turn Mower, aimed at homeowners with large yards. The mower can be charged via a standard 110-volt grounded outlet and an outdoor extension cord, eliminating the need to remove the batteries. The Z370R also eliminates the need for gasoline and oil changes, making maintenance easier, and can be charged using a regular outlet without requiring specialized equipment.

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