



Freedonia Focus Reports
US Collection

Lawn Mowers: United States

January 2021



CLICK TO ORDER
FULL REPORT **BROCHURE** CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	6
Impact of COVID-19 Pandemic	7
Environmental & Regulatory Factors	8
3. Segmentation & Forecasts	10
Products	10
Front-Engine Riding	11
Rear-Engine Riding	12
Walk Behind	13
Robotic	14
Markets	16
Residential	16
Commercial	17
Production & Foreign Trade	19
4. Industry Structure	20
Industry Characteristics	20
Market Share	21
MTD Products	22
Deere	22
Toro	23
5. About This Report	24
Scope	24
Sources	24
Industry Codes	25
Freedonia Methodology	25
Resources	27

List of Tables & Figures

Figure 1 Key Trends in the US Lawn Mower Market, 2019 – 2024	4
Figure 2 US Lawn Mower Demand Trends, 2009 – 2019	5
Table 1 Key Indicators for US Lawn Mower Demand, 2009 – 2024 (US\$ bil)	6
Figure 3 US Lawn Mower Demand by Product, 2009 – 2024 (US\$ bil)	10
Table 2 US Lawn Mower Demand by Product, 2009 – 2024 (US\$ mil)	10
Figure 4 US Lawn Mower Demand by Product, 2009 – 2024 (%)	15
Figure 5 US Lawn Mower Demand by Market, 2009 – 2024 (US\$ bil)	16
Table 3 US Lawn Mower Demand by Market, 2009 – 2024 (US\$ mil)	16
Figure 6 US Lawn Mower Demand by Market, 2009 – 2024 (%)	18
Table 4 US Lawn Mower Supply & Demand, 2009 – 2024 (US\$ mil)	19
Figure 7 US Lawn Mower Market Share by Company, 2019 (%)	21
Table 5 Selected Suppliers to the US Lawn Mower Market	22
Table 6 NAICS & SIC Codes Related to Lawn Mowers	25

About This Report

Scope

This report forecasts to 2024 US lawn mower demand and production in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- front-engine riding
- rear-engine riding
- walk behind
- robotic

Total demand is also segmented by market as follows:

- residential
- commercial

To illustrate historical trends, total demand is provided in annual series from 2009 to 2019; production and the various segments are reported at five-year intervals for 2009, 2014, and 2019.

This report examines the US market for lawn mowers and includes consumer-grade equipment only. Commercial turf mowers are excluded from the scope of this report, as are unpowered lawn mowers.

Remote-controlled equipment, although sometimes called robotic, is not included in the demand estimates in this report. Robots designed for use in agricultural settings are excluded from the scope of this report.

Since the vast majority of engines for power lawn and garden equipment are used in original equipment manufacturer (OEM) capacities, engines are excluded from the scope of this report, except insofar as they contribute to the value of the equipment that they power.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Lawn Mowers: United States (FF90039) is based on [Lawn Mowers](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers

About This Report

- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | NAICS & SIC Codes Related to Lawn Mowers

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
333111	Farm Machinery & Equipment Mfg	3523	Farm Machinery & Equipment
333112	Lawn & Garden Tractor & Home Lawn & Garden Equipment Mfg	3524	Lawn & Garden Equipment
333991	Power-Driven Hand Tool Mfg	3546	Power-Driven Hand Tools

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global

About This Report

data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

The Freedonia Group

Lawn Mowers

Freedonia Industry Studies

Global Batteries

Global Pools & Spas

Global Power Lawn & Garden Equipment

Global Power Tools

Hand Tools

Hardscaping Products

Home & Garden Pesticides

Landscaping Products

Lawn & Garden Consumables

Lawn & Garden Consumables: Consumer Insights

Lawn & Garden Consumer Insights: The Home Gardener

Lawn & Garden Watering Products

Lawn & Garden Robots

Live Goods: Plants, Trees, & Shrubbery

Outdoor Furniture & Grills

Outdoor Kitchens

Outdoor Living Products 2020

Power Lawn & Garden Equipment

Power Tools

Sheds & Other Residential Outdoor Storage

Freedonia Focus Reports

Batteries: United States

Commercial Building Construction: United States

Construction: United States

COVID-19 Market Impact Analysis

Demographics: United States

Hand Tools: United States

Housing: United States

Manufacturing: United States

Metal Services: United States

Power Lawn & Garden Equipment: United States

Freedonia Custom Research

Packaged Facts

Home Food Gardening: U.S. Market Trends & Opportunities

Home Gardening Consumer Insights

Trade Publications

Diesel Progress

Green Industry Pros

Landscape Business

Lawn & Landscape

HBSDealer

Outdoor Power Equipment Business

Turf

Agencies & Associations

American National Standards Institute

American Society of Landscape Architects

California Air Resources Board

National Gardening Association

National Golf Course Owners Association

National Golf Foundation

United States Census Bureau

United States Consumer Product Safety Commission

United States Department of Commerce

United States Environmental Protection Agency

United States International Trade Commission