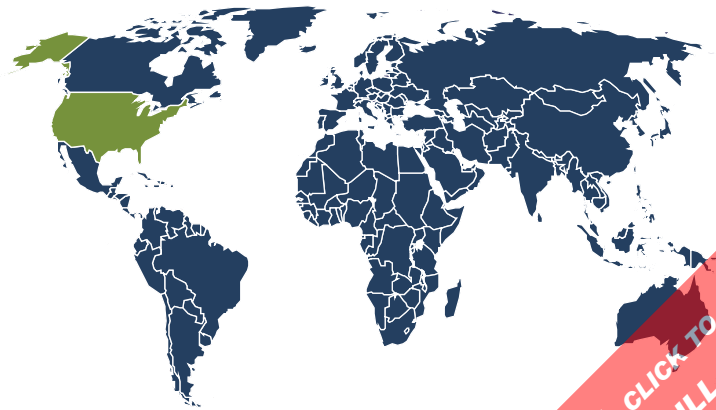


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Lawnmowers: United States

February 2017



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ABOUT THIS REPORT

Scope & Method

This report forecasts US lawnmower demand and shipments in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- residential front-engine riding
- residential rear-engine riding
- residential walk behind
- commercial riding
- commercial walk behind
- other mowing equipment such as trimmer mowers used on golf courses and tow-behind mowers used by highway and off-road maintenance crews.

Non-powered lawnmowers, used products, and parts and attachments are excluded from the scope of this report. For the purposes of this report, lawnmowers are segmented into residential (front- and rear-engine riding, and walk behind) and commercial – or turf and grounds mowers (riding, walk behind, and other mowing equipment) – types. However, these products do not necessarily align with the intended market, as commercial users can employ residential lawnmowers and commercial lawnmowers can be purchased by residential consumers, depending on the size of the lawn area.

Total shipments are also segmented by product type as follows:

- residential
- commercial.

To illustrate historical trends, total demand, total shipments, and net exports are provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report 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.

ABOUT THIS REPORT

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

Sources

Lawnmowers: United States (FF90039) is based on [Power Lawn & Garden Equipment Market in the US](#), 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international 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 9 | Industry Codes Related to Lawnmowers

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
333111	Farm Machinery and Equipment Mfg	3523	Farm Machinery and Equipment
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Mfg	3524	Lawn and Garden Tractors and Home Lawn and Garden Equipment

Source: The Freedonia Group

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Resources

The Freedonia Group

Freedonia Industry Studies

Power Lawn & Garden Equipment, February 2017

Agricultural Pesticide Market, January 2017

Global Diesel Engine Market, January 2017

Hand Tools, July 2016

Lawn & Garden Consumables, June 2016

Power Tools, June 2016

Home & Garden Pesticides, February 2016

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