

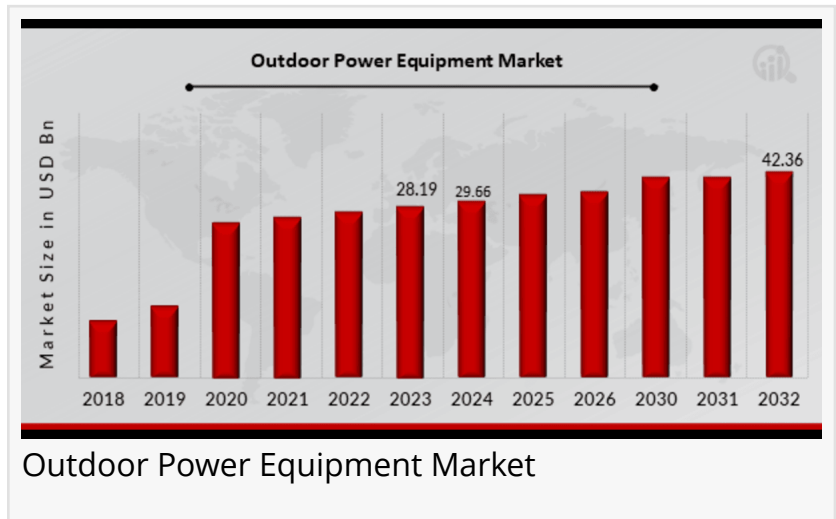
# Outdoor Power Equipment Market - Steady Growth at 4.56% CAGR through 2032

*The Outdoor Power Equipment Market is driven by demand for lawn care, gardening tools and equipment for landscaping and maintenance.*

NEW YORK, NY, UNITED STATES, January 27, 2025 /EINPresswire.com/ -- According to a comprehensive research report by Market Research Future (MRFR), The [Outdoor Power Equipment Market](#) Information by Product, Power Source, Application and Region -

Forecast till 2032, The Global Outdoor

Power Equipment Market is estimated to reach a valuation of USD 42.36 Billion at a CAGR of 4.56% during the forecast period from 2024 to 2032.



## Market Overview



Growing demand for eco-friendly solutions is driving innovation in the outdoor power equipment market."

MRFR

The outdoor power equipment market is experiencing a transformation, driven by innovations in technology, rising disposable incomes, and a shift towards sustainable and energy-efficient products. These tools range from lawn mowers and hedge trimmers to chainsaws, snow blowers, and leaf blowers. Both professional landscapers and DIY homeowners rely on these products, leading to significant

growth in the market. As consumer preferences evolve, manufacturers are investing heavily in advanced features such as wireless connectivity, battery-powered equipment, and eco-friendly options. The global market is poised for growth, with an increasing focus on electric and rechargeable devices to reduce environmental impact.

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## Key Players

Husqvarna (Sweden)

Deere & Company (US.)

Honda Motor Co., Ltd. (Japan)

Blount International, Inc. (US.)

The Toro Company (US.)

STIHL Holding AG & Co. KG (Germany)

Stanley Black & Decker Inc. (US.)

Makita Corporation (Japan)

MTD Products (US.)

Emak S.p.A. (Italy)

Techtronic Industries (Hong Kong)

Market Dynamics

Drivers of Growth

**Technological Advancements:** One of the key drivers of the outdoor power equipment market is the constant innovation in product design and performance. Technologies such as lithium-ion batteries, smart sensors, and robotics are revolutionizing outdoor power tools. Battery-operated products, in particular, are gaining popularity due to their environmental benefits, reduced noise levels, and lower maintenance requirements. For example, electric mowers and hedge trimmers provide the same performance as their gasoline counterparts, but with fewer emissions and lower operational costs.

**Rising Demand for Lawn Care and Landscaping:** The increasing emphasis on landscaping and lawn care, driven by homeowners and commercial properties, has fueled the demand for outdoor power equipment. People are increasingly spending money on maintaining their outdoor spaces, creating a market for products that help improve the aesthetics of gardens, lawns, and outdoor spaces.

**Growing Adoption of Smart Equipment:** The integration of smart technology into outdoor power tools is creating new market opportunities. IoT-enabled devices and equipment with GPS tracking, automated functions, and remote control capabilities are attracting tech-savvy

consumers. Such products offer convenience and improve operational efficiency, which boosts the demand for advanced outdoor power equipment.

**Sustainability Trends:** With growing environmental awareness, consumers are gravitating towards eco-friendly and sustainable products. Battery-powered and electric outdoor power equipment has been a significant part of this shift, as these products produce lower emissions and contribute to reducing the carbon footprint. Governments across various regions are also encouraging the adoption of cleaner technologies through subsidies and incentives.

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## Restraints to Growth

**High Initial Cost of Electric and Battery-Powered Equipment:** Despite their long-term savings and environmental benefits, battery-operated and electric outdoor power equipment often carries a high initial cost compared to traditional gasoline-powered tools. This higher upfront investment can be a barrier to entry for price-sensitive consumers, especially in emerging economies where disposable income may be limited.

**Limited Battery Life and Charging Time:** While battery-powered equipment is gaining popularity, one of the major challenges is limited battery life and the time required to recharge them. For commercial landscapers and large-scale maintenance projects, equipment with limited operational time before requiring a recharge can be inconvenient and inefficient. Furthermore, the high demand for powerful batteries and the availability of charging infrastructure can also pose challenges.

**Maintenance and Durability of Battery-Powered Equipment:** Although battery-powered equipment is more convenient in some respects, it may not always meet the durability and power output requirements for professional use. The shorter lifespan of batteries and the wear and tear of electronic components may not appeal to users who need heavy-duty outdoor power tools that can withstand tough conditions.

Outdoor Power Equipment Market Segmentation:

Outdoor Power Equipment Product Outlook

Cordless Tools

Rope Power Tools

Outdoor Power Equipment Power Source Outlook

Electric

Battery

Others

Outdoor Power Equipment Application Outlook

Household

Commercial

Outdoor Power Equipment Regional Outlook

North America

US

Canada

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Australia

Rest of Asia-Pacific

Rest of the World

Middle East

Africa

Latin America

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Regional Analysis

North America is a leading market for outdoor power equipment, primarily driven by the United States and Canada. The region has witnessed a shift towards electric and battery-powered products, with consumers becoming increasingly aware of environmental sustainability. The demand for landscaping and lawn care tools is particularly high due to the prevalence of suburban homes with large yards. Additionally, the growth of residential and commercial real estate construction further contributes to the market. The region also benefits from robust distribution channels and a wide range of manufacturers offering diverse products.

Europe is another prominent market for outdoor power equipment. Countries like Germany, France, the UK, and Italy are seeing an increase in demand for lawn care products and garden tools, driven by a rising interest in outdoor living and sustainable gardening practices. European consumers are particularly inclined towards eco-friendly products, with a strong preference for battery-powered and electric devices. Additionally, the European Union's stringent environmental regulations are encouraging the use of cleaner outdoor power equipment.

The Asia-Pacific region is expected to experience rapid growth in the outdoor power equipment market due to urbanization, rising disposable incomes, and the growing interest in home and garden improvement. Countries such as China, India, Japan, and Australia are witnessing increased demand for outdoor power tools, particularly in urban areas with smaller living spaces. The preference for electric and battery-powered equipment is also increasing in this region as consumers become more environmentally conscious.

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