

Rising Gardening Culture & Electric Innovations Power Outdoor Equipment Market Growth Worldwide

Global Outdoor Power Equipment Industry Set for Robust Growth Driven by Battery-Powered Tools & Smart Gardening Trends ☐☐

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According to a new report published by Allied Market Research, the [outdoor power equipment market](#) size was valued at \$24.4 billion in 2021 and is projected to reach \$41.1 billion by 2031, registering a CAGR of 5.4% from 2022 to 2031.



Outdoor power equipment refers to machinery that uses compact engines or small motors to perform various outdoor tasks such as lawn maintenance, gardening, snow removal, and landscaping. Common examples include lawn mowers, chainsaws, blowers, edgers, trimmers, and tillers.

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Outdoor Power Equipment Market to hit \$41.1B by 2031, driven by eco-friendly battery tools, robotics, and smart gardening trends. ☐”
Allied Market Research

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By Region:

North America led the market in 2021, followed by Europe and Asia-Pacific.

North America is expected to exhibit a CAGR of 4.7% during 2022–2031.

In Asia-Pacific, Japan and South Korea are emerging as promising markets, with South Korea

projected to grow at an impressive CAGR of 7.1%.

□□ Key Growth Drivers: Sustainability & Smart Technology

The global market is witnessing a strong shift toward battery-powered outdoor power equipment due to growing environmental awareness and government initiatives promoting cleaner technologies.

Rising gardening interest: A growing number of homeowners are adopting gardening and lawn care as hobbies, boosting the sales of outdoor tools.

Sustainability trend: As global focus shifts toward reducing carbon emissions, the use of eco-friendly, battery-operated tools is increasing rapidly.

Urban landscaping boom: Expanding residential and commercial landscaping projects are further propelling demand for modern outdoor equipment.

Traditional [gas-powered machines](#) are now being replaced by electric and robotic alternatives that offer quieter operation, low maintenance, and reduced pollution — meeting both consumer and environmental needs.

□ Transition Toward Battery and Robotic Equipment

Battery-powered outdoor power equipment offers several operational advantages, including lower fuel and maintenance costs, ease of operation, and enhanced portability.

With advancements in lithium-ion battery technology, manufacturers are now introducing more powerful and durable electric models that can compete with fuel-powered machines in performance.

Additionally, robotic lawnmowers are gaining significant traction due to their convenience, automation capabilities, and reduced energy consumption. These products are particularly appealing to tech-savvy consumers and professional landscapers seeking efficiency.

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□ Market Segmentation Insights

The outdoor power equipment market forecast is categorized based on type, power source, functionality, application, and region:

By Type:

Lawn Mowers (Largest segment in 2021)

Saws

Trimmers & Edgers

Blowers

Snow Throwers

Tillers & Cultivators

Others

By Power Source:

Fuel Powered (Dominant in 2021)

Electric Powered

By Functionality:

Conventional Equipment (Held ~63.8% share in 2021)

Connected/Smart Equipment

By Application:

Residential Segment (Leading contributor in 2021)

Commercial Segment

□ Regional Outlook

North America:

A mature and technologically advanced market, driven by residential lawn care culture, DIY gardening, and landscaping businesses.

Europe:

Strong emphasis on sustainability and environmental regulations is fueling the adoption of eco-

friendly electric tools.

Asia-Pacific:

Rising urbanization, growing disposable incomes, and increased focus on beautifying residential and commercial spaces are accelerating market growth.

□ Key Market Players

Prominent companies in the [outdoor power equipment industry](#) include: McLane, American Lawn Mower, Husqvarna, MTD, Oregon, Snow Joe, Briggs & Stratton, TTI, Craftsman, Worx, Bosch, Honda, Cub Cadet, Troy Blit LLC, Champion Power Equipment, Kipor Power, and Toro Company.

These players are focusing on:

Expanding production capacities

Strategic partnerships and acquisitions

Introducing smart, battery-powered, and robotic equipment

Investing in R&D for solar-assisted outdoor tools

Such initiatives are aimed at enhancing efficiency, reducing emissions, and offering greater convenience to end users.

□ COVID-19 Impact and Recovery

The COVID-19 pandemic caused a temporary slowdown in manufacturing and supply chains, resulting in reduced demand for outdoor power equipment. Lockdowns halted construction, landscaping, and maintenance activities, leading to market contraction.

However, post-pandemic recovery has been strong. With renewed focus on home improvement and outdoor aesthetics, both residential and commercial sectors have shown a surge in demand.

Countries such as the U.S., China, and Germany witnessed significant growth in outdoor maintenance activities post-2021, reviving the overall value chain of the industry.

□ Future Outlook: Green, Smart, and Connected

The future of the outdoor power equipment market lies in sustainable innovation and

automation. The combination of robotics, IoT connectivity, and cleaner energy sources will reshape the market landscape.

Consumers are expected to favor tools that are:

Battery-efficient and emission-free

Smart-connected for remote monitoring

Cost-effective and easy to operate

Government support for environmental protection and renewable energy adoption will continue to drive market expansion over the next decade.

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□ Conclusion

The global outdoor power equipment market is entering a new era of sustainable transformation. Backed by advancements in battery technology, robotics, and smart connectivity, the industry is poised for significant growth.

With eco-conscious consumers embracing green energy solutions for everyday tasks, manufacturers that prioritize innovation and environmental responsibility will lead the next wave of progress in the outdoor power equipment industry.

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