Strategic Assessment of Worldwide Robotic Lawn Mower - Forecast Till 2021

Description: Worldwide Robotic Lawn Mower market research report covers the present scenario and the growth prospects of the Worldwide Robotic Lawn Mower Market for the period 2013-2021. The report provides in-depth analysis of market size and growth of Worldwide Robotic Lawn Mower market. This market research report includes a detailed market segmentation of the Worldwide Robotic Lawn Mower Market by technology (Power Garden Equipment, Electric Lawn Mower, Gas-powered lawn mower, Battery-powered/cordless lawn mower). This market research report also gives a detailed view of the market across the geographic regions, namely, APAC, Europe, North America, and ROW. The report also provide market share and profiles the key vendors operating in the Worldwide Robotic Lawn Mower Market and also provides the detailed competitive landscape of key players.

Robotic Lawn Mower - Market Dynamics:

A robotic lawn mower is a service robot. Service robots are intelligent machines that perform a variety of complex and simple tasks that might be time-consuming or repetitive. Service robots are broadly classified into two categories: professional service robots and personal/domestic service robots. Market research analysts expect the Worldwide Robotic Lawn Mower Market to reach approx. US$1,987 million by 2021.

The Worldwide Robotic Lawn Mower Market has been segmented on the basis of technology and geographical region. The Global Power Lawn Mower market is expected to grow at a CAGR of around 4% between 2016 and 2021. Europe accounted for the largest market share of more than 60% of the market in 2015; it is expected to grow at a high CAGR of around 16% between 2016 and 2021. However, APAC market is expected to account for a share of around 5% of the market in 2021.

Robotic Lawn Mower - Drivers and Trends:

This market research report provides market overview of the factors driving and restraining the growth of the market. The report also outlines the key trends emerging in the market that will contribute to the growth of Worldwide Robotic Lawn Mower Market during the forecast period. The factors driving the growth of the market include backyard beautification. The backyard beautification is a rapidly growing concept and is very popular in North America and many European countries. Europe is the world's largest market for robotic lawn mowers and the second largest for overall garden equipment. Moreover, the global landscaping services industry is growing rapidly. The popularity of landscaping services is increasing worldwide because of the need to provide an aesthetic appeal to commercial and residential lawns and gardens for official activities as well as recreational purposes, and this has resulted in the landscaping of outdoor yards and spaces gaining considerable momentum globally.

Some of the major challenges confronting the Robotic Lawn Mower Market include high cost of a robotic lawn mower. The high cost of a robotic lawn mower affects its demand worldwide. This is because the purchase of robotic lawn mowers is purely dependent on the disposable income of end-users. Moreover, increasing adoption of artificial grass is acting as a challenge to the growth of the market. Artificial grass is gaining popularity in recent years. Artificial grass does not require mowing, fertilizing, and watering like the natural grass. Thus, artificial grass becomes a great money saver for the consumers having lawns. The report also provides the Porter's five forces analysis along with a description of each of the forces and its impact on the market.

Robotic Lawn Mower - Competitive Landscape:

This market research report profiles the major companies in the Worldwide Robotic Lawn Mower Market and also provides the competitive landscape of key players. Within the report covers the entire market outlook regarding the value chain operating within the market. The major players in the market include Husqvarna, Friendly Robotic/Robomow, Zucchetti Centro Sistemi, Global Garden Products, Robert Bosch. Other prominent vendors in the market include AL-KO, Belrobotics, Deere & Co., E. ZICOM, Honda, Hangzhou Favor Robot Technology, MTD Products, Positec Tool, STIHL.

The Key Objectives of the Study Are As Follows:
- To provide a detailed analysis of where robotic lawn mower is being used today
- To provide a break-down of the various segments which using robotic lawn mower and also their contribution to the overall market
- To list the key regions and their respective countries that have employed this product
- To provide the competitive landscape of the key players operating in this market and how the market will evolve over the forecast period
- To provide strategic insights into what is happening in the market and what could as well as should happen in the market during the forecast period
- To provide key insights into the various factors that are aiding as well as adversely affecting the market and how this scenario will change during the forecast period

The Scope of the Study Is As Follows:

- The study will provide the unit shipments that have been sold in 2015 as well as the revenue generated by the sales of these units in the same year
- The study will also provide the historical data points for the above mentioned points
- The study will provide the regional segmentation for the units sold and revenue generated by the following regions
  - APAC
  - Americas
  - EMEA
- The study will further provide a break-up for the top 3 countries within each of these regions for the units sold as well as the revenue generated by the sale of these devices
- The forecast data for the units expected to be sold and the revenue to be generated will also be provided
- The study will not look at revenue generated from the servicing of the devices used for robotic lawn mower
- The study will not look at resale devices or refurbished devices
- Timeline of the report is as follow
  - Historical Period : 2013-2014 (Actual figures)
  - Base Year : 2015 (Actual figures)
  - Forecast Period: 2016-2020 (Forecasted figures)

Why Should You Buy This Study?

The study will tell the reader how the market has been performing over the last few years and how it is expected to perform over the next five years. Detailed analysis of the performance of the market is provided thereby providing the reader with key insights into what is taking place and how the market is being affected, both positively and adversely. Individuals who are interested in knowing which are the key companies involved in the market as well as which are some of the key products which these companies sell should purchase this report. Organizations interested in entering or expanding their presence in the said market will understand which are the key application areas that are seeing high growth and the reasons for the same.

In short, the study will provide a holistic view of how products are coded and marked, which are the companies that do this, what are the factors that contribute to this market and also what are some of the trends that have started to surface and are expected to be a strong driving force in the market over the next five years.

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