Global Robotic Lawn Mower Market - Strategic Assessment and Forecast 2017-2022

Description:
Robotic Lawn Mower - Report Insights

Robotic Lawn Mowers are autonomous robots used to mow lawns, yards, gardens, parks, golf courses and other commercial properties. 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.

The report "Global Robotic Lawn Mower Market - Strategic Assessment and Forecast 2017-2022" provides the in-depth analysis of the worldwide robotic lawn mower market. The report considers the present scenario of the robotic lawn mower market and provides the market size, growth, trends, drivers challenges, key geographies and profiles the major and emerging vendors in the market.

Scope of The Report

The market research report provides the details of the market size of Robotic Lawn Mower in
- Revenue
- Volume

This market research report includes a detailed market segmentation of the market by:

By Technology Segmentation
- Power Garden Equipment
- Power Lawn Mower
- Electric Lawn Mower
- Gas powered lawn mower
- Robotic Lawn Mower

By Distribution Channel
- Retail (Specialty Store, Supermarket and Hypermarket)
- Online

By Geographic Segmentation
- APAC
- Europe
- North America
- ROW

By Country
- Canada
- China
- Germany
- Sweden
- US

The report also provides market share and profiles the key vendors operating in the Global Robotic Lawn Mower market and also provides the detailed competitive landscape of key players.

Robotic Lawn Mower Market - Market Size and Dynamics

The Analyst expects the global robotic lawn mower market to grow at a CAGR more than 19% in terms of
volume and at a CAGR of 17% in terms of revenue.

As robotic lawn mowers appropriately appeal to a more niche target audience (of intense gardening customers who are meticulous caretakers), the market has witnessed growth to pre-recessionary levels. In developed regions, the growth in the construction industry will contribute to the demand for robotic lawn mowers.

The rise in construction of new residential properties will propel the demand for landscaping services, which, in turn, would boost the replacement of old lawn mowers, thereby boosting demand for robotic lawn mowers as they are being among the latest trends in the market. The demand for robotic lawn mowers will be fuelled by commercial segment where aesthetic appeal is an important area of consideration.

The entry of traditional garden equipment manufacturers in the market has increased sales of robotic lawn mowers through retail stores such as specialty stores and supermarkets worldwide. Although the trend of selling these devices online is increasing, a significant share of robotic lawn mower distribution takes place through specialty stores.

Growth in the unit consumption will increase; however; revenue growth will be hindered by declining prices of robotic mowers during the forecast period. Robotic lawn mowers are increasingly marking their presence among end-users worldwide. The penetration of these automated equipment is increasing rapidly in the overall power lawn mower market across the world.

Robotic Lawn Mower Market - Trends, Drivers, and Restraints

The latest trend witnessing in the robotic lawn mowers market is increased adoption of smart robotic technologies among end-users across the world. Increased influence of Internet over end-users' purchasing behaviour also has a major impact on robotic lawn mower sales. 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.

As it is difficult to take time out for lawn maintenance, end-users largely depend on robotic lawn mowers in assisting in home care. Robotic lawn mowers fit the purpose, and their sophisticated autonomy of these devices help end-users reduce the time consumed to perform the weekly mowing chores. Hence decreased time for household activities and growing aging population is one of the major factors driving the growth of robotic lawn mower. Other factors include Increased promotional and marketing activities, Growth in professional landscaping services industry.

Some of the major challenges confronting the Worldwide Robotic Lawn Mower Market include the 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 Market - Geographic Segmentation

The report includes the market analysis of robotic lawn mower market in different regions such as North America, APAC, Europe and Rest of the World (RoW). The report outlines the major market share holder and the market size analysis of all the regions and provides the market size and forecast of key countries.

In 2016, Europe was the largest segment of the global robotic lawn mower market. It will continue to dominate the global robotic lawn mower market, and is likely to account for market shares of 54% and 56% in terms of revenue and volume, respectively, in 2022 owing to the rising popularity of robotic lawn mowers and a decline in per unit price of these devices.

The robotic lawn mower market will witness high demand in US region owing to facts that these mowers are eco-friendly and required minimum human intervention. The growing housing market in Canada is likely to boost the demand for robotic lawn mowers.

While Australia, New Zealand, China, South Korea, and Japan account for major usage of robotic lawn
mowers, countries such as India, Vietnam, Thailand, and Indonesia are expected to witness increased demand due to improving quality of life in these countries during the forecast period. APAC could be looked upon as the largest potential market for robotic lawn mowers during the forecast period. However, lower gardening interest in this region owing to the lack of the tradition of lawn and garden care among consumers could restrain market growth.

Robotic Lawn Mower Market - Market Share and Key Vendors

As robotic lawn mowers present a lucrative market revenue growth potential, many vendors are expected to enter the market during the forecast period, which will make the market highly consolidated. This market research report profiles the major companies in the 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:

- Friendly Robotic/Robomow
- Global Garden Products
- Husqvarna
- Robert Bosch
- Zucchetti Centro Sistemi

Other prominent vendors in the market include AL-KO, Belrobotics, Deere & Co., E. ZICOM, Hangzhou Favor Robot Technology, Hitachi, Honda, Kobi, LG, Linea Tielle, Mamibot, Milagrow HumanTech, MTD Products, Positec Tool, STIHL

Why Should you buy the report?

The report gives reasonable answers for the following questions which leads you to know the in-depth market analysis such as:

- How has the market been performing and what are some of the current changes which are expected to change the landscape in the coming years?
- What are the various factors that can affect the market and in what way over the next few years?
- What are the emerging trends and challenges for the market over the next five years?
- What is the market size and market forecast for each product segment?
- Which regions are going to have the largest market share and what are the factors propelling the market growth in that region?
- Which are the key countries and the market size and market forecast in the key countries?
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