DataPoint

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North America Lawn Mowers

Power Systems Research
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Lawn mowers are produced in many versions and power sources and are designed to cut grass in home lawns and public areas such as parks and golf courses.

3,364,000

2023 Production Forecast

3.4 million units is the estimate by Power Systems Research of the number of lawn mowers to be produced in North America in 2023. This includes 249,000 electric units.

Lawn mowers are produced in many versions and power sources and are designed to cut grass in home lawns and public areas such as parks and golf courses. **Robotic Mowers** autonomously mow a designated area. **Walk Behind Reel Mowers** use blades set on a revolving cylinder or reel to cut grass. These mowers are powered either manually or by engine power; when the reel mower is moved forward the reel moves, cutting the grass.

Walk Behind Rotary Mowers come with high rear wheels and are very well suited for yards with lots of obstacles such as flower beds, trees and ponds. **Rear Wheel Drive Self-propelled Mowers** are good for rough, hilly terrain. Engines use either an overhead cam design, which provides cooler, more efficient and cleaner operation with longer valve life and fuel efficiency, or the side valve engine, which is the more traditional design that provides reliable power.

Battery-powered mowers come in many designs, including self-propelled units; they are light weight and compact.

Electric mowers are quick-starting and feature quiet operation. They are considered more environmentally friendly than gasoline machines. Corded units also are available.

Commercial Walk-Behind Mowers are heavy-duty motor-driven machines designed for large commercial operations; the operator walks behind the mower and guides it by handle controls.

Riding Reel Mowers have blades that spin vertically and use a scissoring action to cut the blades of grass. A reel mower will have between three and seven blades, depending on the model type.

Riding Rotary Turf Mowers have blades that spin horizontally and use a sucking and tearing action to cut the blades of grass. Product information for this report

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comes from industry interviews and from two proprietary databases maintained by Power Systems Research: **EnginLink™** , which provides information on engines, and **OE Link™**, a database of equipment manufacturers.

Market Share: With 66% of total units produced, MTD leads in the production of lawn mowers in North America. In second position is Honda Power Products with 15%. Third is Toro Mexico with 10.5%.

Export: Mexico exports up to 85% of its production worldwide. The United States exports up to 30% of its production worldwide.

Electric Power. The transition from gasoline powered units to electric power is continuing. In 2022, production of Battery/ Corded Electric units increased 49%, but production of battery-powered units is expected to drop nearly 15% in 2023 because several models have been dropped. Total electric production is expected to increase 2% in 2023.

	2021	2022	2023
Battery:	138,145	218,713	187,011
Corded:	25,731	25731	27,226
Total Electric:	16,3876	244,444	248,867

	2021-2022:	2021-2022:
Battery:	58% increase	14.5% decrease
Corded:	no change	6% increase

Trends: In 2022, production of lawn mowers in North America decreased 4%. Production is expected to increase 8% in 2023 over 2022. The 2020 decline was mainly due to COVID-19 issues that carried into 2023 production year. Spring is predominately the kickoff season for mower sales and dictates the demand. There is always a demand for new products that enhance overall mowing productivity with increased mowing speeds along with the demand for fuel efficient and eco-friendly models. Production is expected to increase up to 5% by 2025.

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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.

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