

Changing dynamics in LawnTech

What's powering the future of lawn care equipment?

While lawn care is work for some people, it's also an enjoyable pastime, hobby and source of pride for many homeowners or renters. Let's take a look at how outdoor lawn equipment evolving with consumers demands.

powered by  intelligence

What's powering today's lawn equipment?

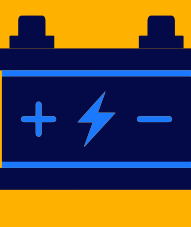
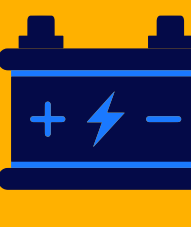
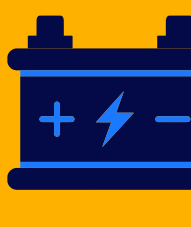
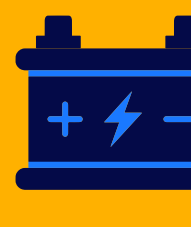
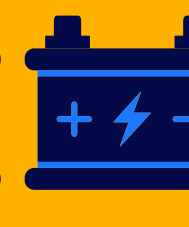
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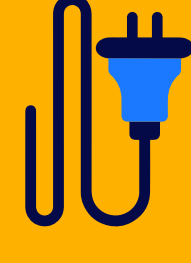
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 Gas-power
 Battery-power
 Electric-power

How do future lawn equipment owners plan to power up?

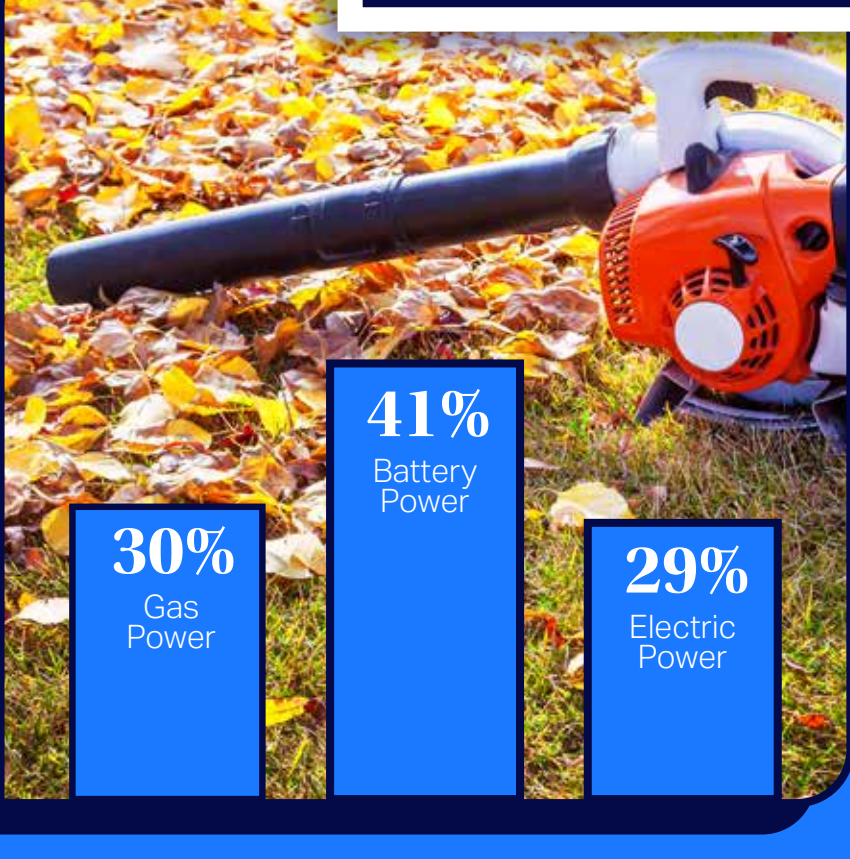
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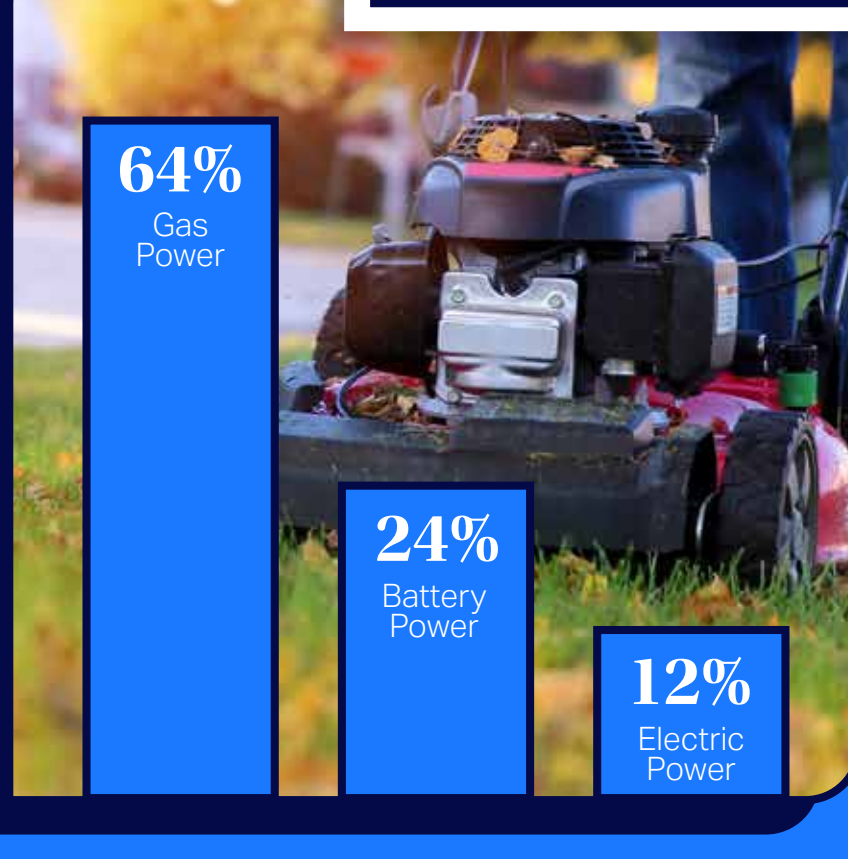
21%  

 Gas-power
 Battery-power
 Electric-power

A deep dive on Leaf Blower and Trimmer Owners



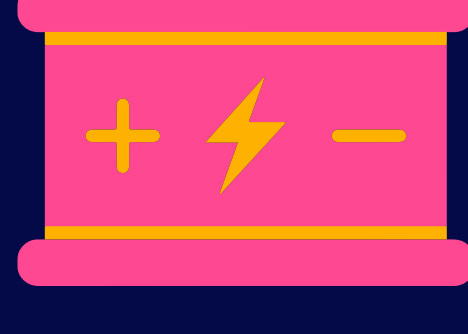
A deep dive on Push Mower Owners



The rise of the battery-powered Lawn Mower

19 pts

The rise in future battery-powered lawn mower owners



24 pts

Future buyers that seek a gas-powered lawn mower



50%

Gas-powered mower owners that cited price as the most important purchase factor.

Electric mower owners cite power source over price as the most important purchase factor.



Consider these factors for both retailers and manufacturers:

- ★ Focus on product capabilities such as better battery technology and more robust battery capacity.
- ★ Innovate against those hard attributes in outdoor power equipment.
- ★ Sustainability will still remain an important marketing tool.

Get the full analysis in our latest article:

Driving Change in the Outdoor Lawn Equipment Market

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