

# DataPoint

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## United States Snowblowers



This product information 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.

# 293,500

## 2025 Production Forecast

293,500 units is the estimate by Power Systems Research of the number of Snowblowers expected to be produced in the United States in 2025.

A Snow Blower or Snow Thrower is a machine for removing snow from an area such as a driveway, sidewalk, roadway, railroad track, ice rink, or runway. It can use either electric power (line power or battery), or a gasoline or diesel engine to throw snow to another location or into a truck to be hauled away.

Snow blowers range from very small units, capable of removing only a few inches (a few more cm) of light snow in an 18 to 20 in (457 to 508 mm) path, to the very large units, mounted on heavy-duty winter service vehicles and capable of moving 20-foot (6.10 m) wide swaths of heavy snow up to 6 feet (1.83 m) deep.

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**Export:** Collectively, up to 30% worldwide.

**Market Share:** With 35% of total units produced, Ariens Company leads in the production of Snowblowers in U.S. only. In second position, with combined plant totals Stanley/MTD with 20%; third is Briggs & Stratton with 16%.

**Trends.** In 2024, production of snowblowers in NA decreased nearly 17%. Production is expected to remain flat with a nominal decrease of 1% in 2025. The reduction is attributed to brands being discontinued along with the termination of unpopular models.

Prior year declines are attributed to less snowfall in key areas of North America and COVID-19 related temporary plant shutdowns. Production is based upon snowfall predictions and many models sell out if demand is higher than anticipated.

Expect production to gain up to 5% over the next few years as branding issues settle. End users still like innovative and new products that feature increased efficiency. Two-stage units are extremely popular and are available in four basic grades: Economy, Residential/Homeowner, Heavy Duty/Landowner, or Professional.

Consumers are always interested in more efficient units for snow removal and eco-friendly models currently in the market. **PSR**

**Electric (Battery & Corded):**

2023: 7838 (6587 battery) (1251 corded)  
2024: 11098 (10011 battery) (1087 corded)  
2025: 10867 (10376 battery) (491 corded)

**Battery/Corded combined:**

2023-2024: 41.5% increase  
2024-2025: 2% decrease

**Battery only: (Briggs & Toro)\***

2023-2024: 52% increase  
2024-2025: 3.6% increase

**Corded only: (Toro)\*\***

2022-2023: 13% decrease  
2023-2024: 55% decrease

\*Battery increase due to new models in production

\*\*Corded decrease model not popular



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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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