

North America Zero Turn Mowers



841,500

2025 Production Forecast

841,500 units is the estimate by Power Systems Research of the number of Zero Turn Mowers expected to be produced in the United States in 2025.

Zero Turn Mowers are riding lawn mowers that have a turning radius that is effectively zero inches. Models are made for either residential or commercial applications.

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.

Exports: Up to 30% worldwide.

Market Share: With 45% of total units produced, MTD Products leads in production of Zero Turn Mowers in North America. In second position is Bad Boy Mowers with 9%, and third is Stanley Black & Decker (Excel) with 8% (69081). Note: Ariens has 8% with 68,134 units.

Trends. Production of zero turn mowers in North America decreased nearly 10.5% in 2024 from 2023. It is expected that production will remain flat with a nominal ¼% increase in 2025, compared to 2024. The decline is

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mostly attributed to brands being eliminated along with less popular selling models.

Prior year increases are credited to the demand for new products that enhance overall mowing productivity with increased mowing speeds. Generally, zero turn mowers cover a lot of ground quickly, making zero turn mowers a favorite among landscapers and homeowners. They are particularly popular with today's consumers. In fact, zero turn mowers are designed to cut grass nearly twice as fast as other mower styles along with consistent and precision cutting. New models are always being introduced that attract buyers. Production should gain an additional 10% by 2030.

Battery Electric Units

2023: 29,948

2024: 29,573

2025: 24,062

2023-2024: 1.3% decrease

2024-2025: 18.6% decrease

Companies offering battery powered zero turn mowers:

- Ariens
- Briggs
- Deere
- Doosan
- Exmark
- Mean Geen Mowers (100% battery powered)
- MTD
- Rhino
- Scag
- Stanley
- Toro
- WorldLawn
- **PSR**

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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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