

DataPoint

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North America Snowblowers Production



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.

274,253

2026 Production Forecast

274,253 units is the estimate by Power Systems Research of the number of Snowblowers expected to be produced in North America during 2026.

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 the very small, 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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Market Share. With 35.50% of total units produced, Ariens Company leads in the production of Snowblowers in NA (US only). In second position is Stanley/MTD with 21%; third Toro with 15%.

Exports: Collectively, up to 30% worldwide.

Trends. In 2025, production of snowblowers in North America decreased nearly 7%. Production is expected to remain flat with a nominal increase of 65 units in 2026. The 2025 decline is attributed to brands being discontinued along with the termination of unpopular models. The decrease also was driven by weak sales in previous seasons due to milder winters, high inventory and shift towards electric models.

Production of snowblowers typically starts in spring and summer, months before the first snowfall, making manufactures reliant on forecasting and inventory speculation. Many models sell out if demand is higher than anticipated.

Expect production to gain up to 5% over the next few years as branding issue settle and brand preference buying selecting other brands in the marketplace. End users still like new innovative products that are more efficient

than prior year models. 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.

Battery & Corded Combined

2024: 11223
2025: 11868 (5.7% increase)
2026: 13372 (12.7% increase)

Battery only: (Stanley/MTD & Toro)

Note: Stanley/MTD has one model

2024: 10136
2025: 10789 (6.4% increase)
2026: 12225 (13.3% increase)

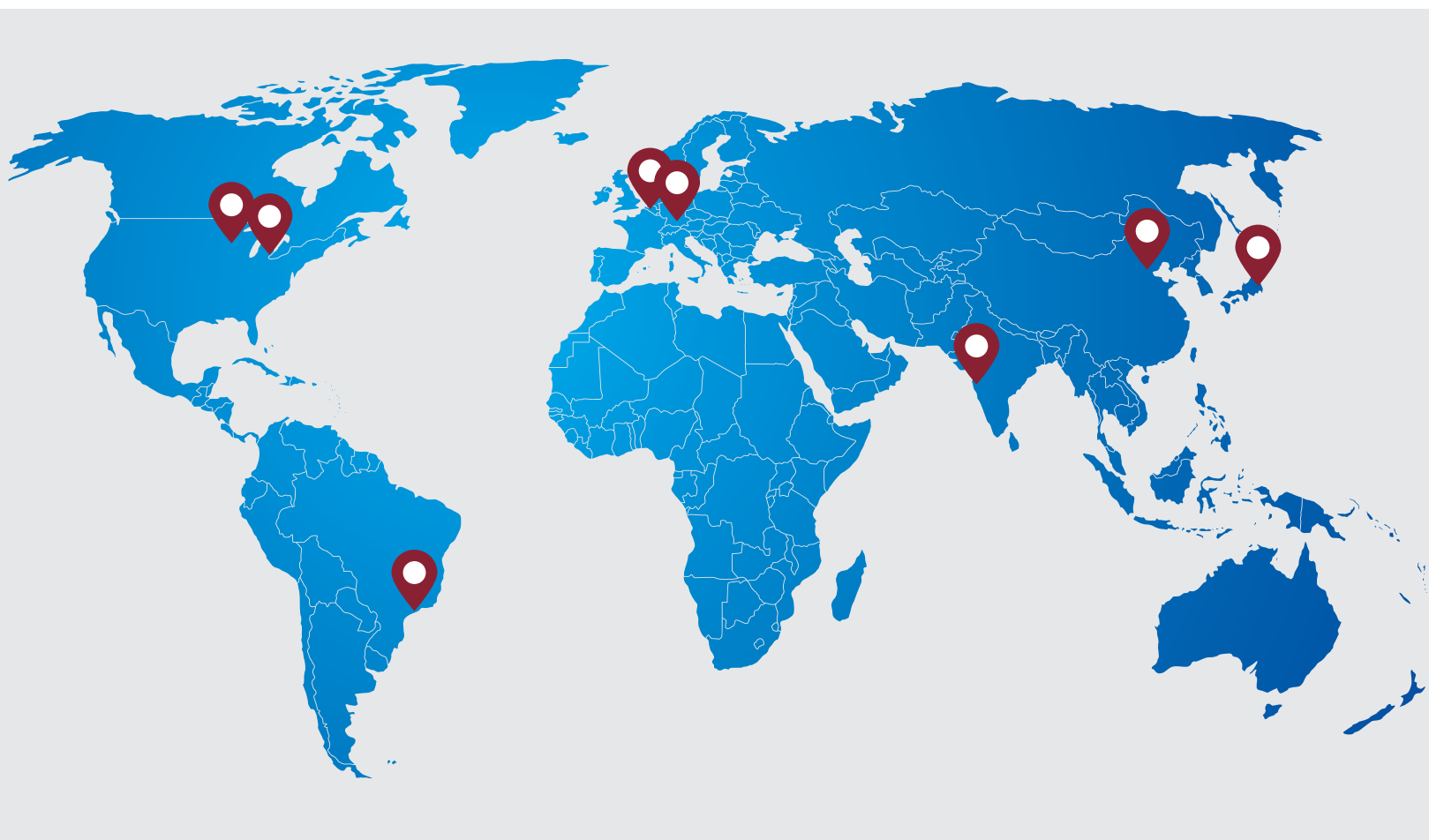
Corded only: (Toro)

2024: 1087
2025: 1070 (1.5% decrease)
2026: 1147 (7.2% increase)

**Battery increases due to new models in production*

Corded decrease model not popular. **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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