

Robot mowers on the rise as market expected to double in next five years

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[A recent Aviva report](#) reveals an uptick in new technology usage across British homes, with the market expected to more than double over the next five years, as household robotic device capabilities improve. Last year alone, for instance, Britons spent more than £300 million on robot lawn mowers.

Increasingly popular with UK gardeners, robotic lawn mowers offer a hands-free alternative to traditional manually operated petrol and electric mowers. The current market features a wide range of brands and models specifically designed to handle gardens of all shapes and sizes. Operating with the highest levels of efficiency and precision, more advanced mowers now present unique solutions to everyday challenges using smart features like GPS tracking and obstacle navigation.

According to George Ren, CEO of Segway Navimow BU: “Offering unparalleled convenience and productivity, robotics continues to reshape the way we live, especially as more budget-friendly options enter the market, driving widespread household adoption.

“Not only can robotic mowers fulfil the everyday needs of households, regardless of size and maintenance requirements, but their capabilities are increasingly extending to commercial use for estate managers, local councils and more, all the while saving time and achieving outstanding results.

In the first three quarters of 2024, Segway Navimow’s global revenue increased by 380% compared to last year, reflecting the trend in the wider robotics market.

“Our growth reflects our dedication to innovation and commitment to meeting the evolving needs of our customers worldwide. As such, the foundations we laid in 2024 have positioned us for sustained momentum and continued year-on-year sales success.

“There has been a clear uptick in robotic lawnmower usage driven by advancing technology in GPS integration, smart home connectivity, and battery life, which we can only expect to continue as households increasingly seek everyday convenience. With time, and as autonomous mowers’ capabilities improve, their potential for commercial application presents a gap in the market for further innovation in slope and terrain navigation,” concluded Ren.