

South Sudan outdoor power brand





Overview

What are the top 3 outdoor power equipment brands?

The top three Outdoor Power Equipment brands are Ryobi, Craftsman, and Ego. For more brand share insights, including share trend over time, access our public OPE dashboard now.

How is the outdoor power equipment market changing?

The Outdoor Power Equipment market continues to evolve at a rapid pace, reshaping how consumers shop, which brands they trust, and what drives their purchase decisions.

Which stores dominate outdoor power equipment sales in Q2 2025?

In Q2 2025, brick-and-mortar stores continued to dominate OPE sales, though online purchases have carved out nearly a third of the market: Online Can't Be Ignored: In-store remains the dominant channel for Outdoor Power Equipment sales, capturing 69% of purchases. However, the 31% of sales happening online signals a major behavioral shift.

Is Ryobi the best outdoor power equipment brand?

Notably, Ryobi did see a 3 ppt growth from Q1 to Q2. Ryobi leads the market, despite being exclusive to Home Depot: Ryobi continues to hold the top spot as Outdoor Power Equipment brand winner, capturing 21% of unit share and 13% of dollar share — all through a single retail partner, Home Depot.



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The outdoor power supply is not just a "large power bank", it is more suitable to be called "portable energy storage". At present, the outdoor power supply of 1000Wh is not enough to ...



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