



# Axiom Market Insights 2024 Gardening Outlook Survey

MARKET INSIGHT • MARKET INNOVATION • CHANNEL STRATEGY • MARKET COMMUNICATIONS

# The Axiom Advantage

Our goal with this research is to learn more about how much money and time home gardeners spent on their gardens in 2023, and how they view the 2024 gardening season. Based on our findings, we think the future is bright for 2024.



**Mike Reiber**  
CEO & Founder

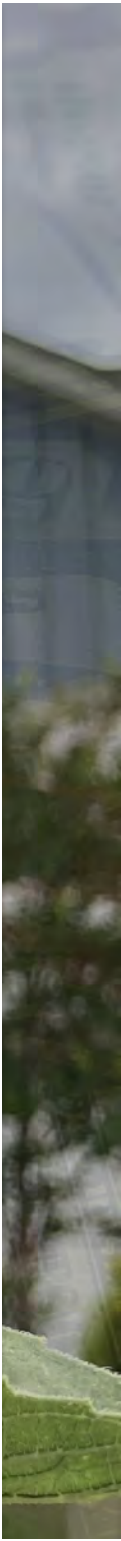


# Executive Summary

## **Despite economic concerns, respondents spent more money on gardening in 2023 and plan to spend more money in 2024.**

- 48.5% of respondents reported spending more money in 2023 compared to 2022.
- 53.5% of Gen Y respondents and 52.7% of Gen Z respondents reported spending more money in 2023 compared to 2022.
- Future spending for 2024 up 19.5% (those forecasting spending more) over 2022 and more than 60% more than 2020.
- 45.8% of respondents plan to spend more money in 2024 than they did in 2023.
- 55.8% of Gen Y respondents and 43.4% of Gen Z respondents plan to spend more money in 2024 than they did in 2023.
- Home improvement (25.6%) and eating out (20.8%) were cited as the top 2 spending areas among respondents who spent less money on gardening 2023.

## **Despite returning to work, respondents spent more time gardening in 2023 and plan to spend more time gardening in 2024.**

- 45.3% of respondents reported spending 50-100% more time in their gardens in 2023 compared to 2022.
  - 59% of Gen Z and 54% of Gen Y respondents reported spending 50-100% more time in their gardens in 2023 compared to 2022.
  - 14.5% more spending time gardening than in 2022.
  - 50.5% of respondents expect to spend more time gardening in 2024 compared to 2023.
  - 56.4% of Gen Y and 54.3% of Gen Z respondents expect to spend more time gardening in 2024 compared to 2023.
  - Working more (30.2%) and bad weather (20.6%) were cited as the top 2 reasons among respondents who spent less time in their gardens in 2023.
- 

## **Respondents plan to plant more and expand their gardens in 2024.**

- 64.7% of respondents plan to plant more and expand their gardens in 2024.
- 76.2% of Gen Y and 71.2% of Gen Z respondents plan to plant more and expand their gardens in 2024.

## **Independent garden centers important sources of new and unique plants and information.**

- 59.9% of respondents reported the same number of visits to independent garden centers, and 19.5% reported more visits to independent garden centers in 2023.
- The top 2 reasons for visiting local garden centers were more plant choices (27.1%) and new plant varieties (19.7%). Among Gen Z respondents these percentages increase to 25.7% and 22.5%, respectively.
- 28.3% of respondents name local garden centers are the number 1 place for learning about new plants and gardening supplies. Websites and social media are number 2 and 3 sources at 27.7% and 22.2%.

## **Top 3 gardening projects for 2024 include curb appeal gardens, creating vegetable gardens and growing new kinds of vegetables and fruits.**

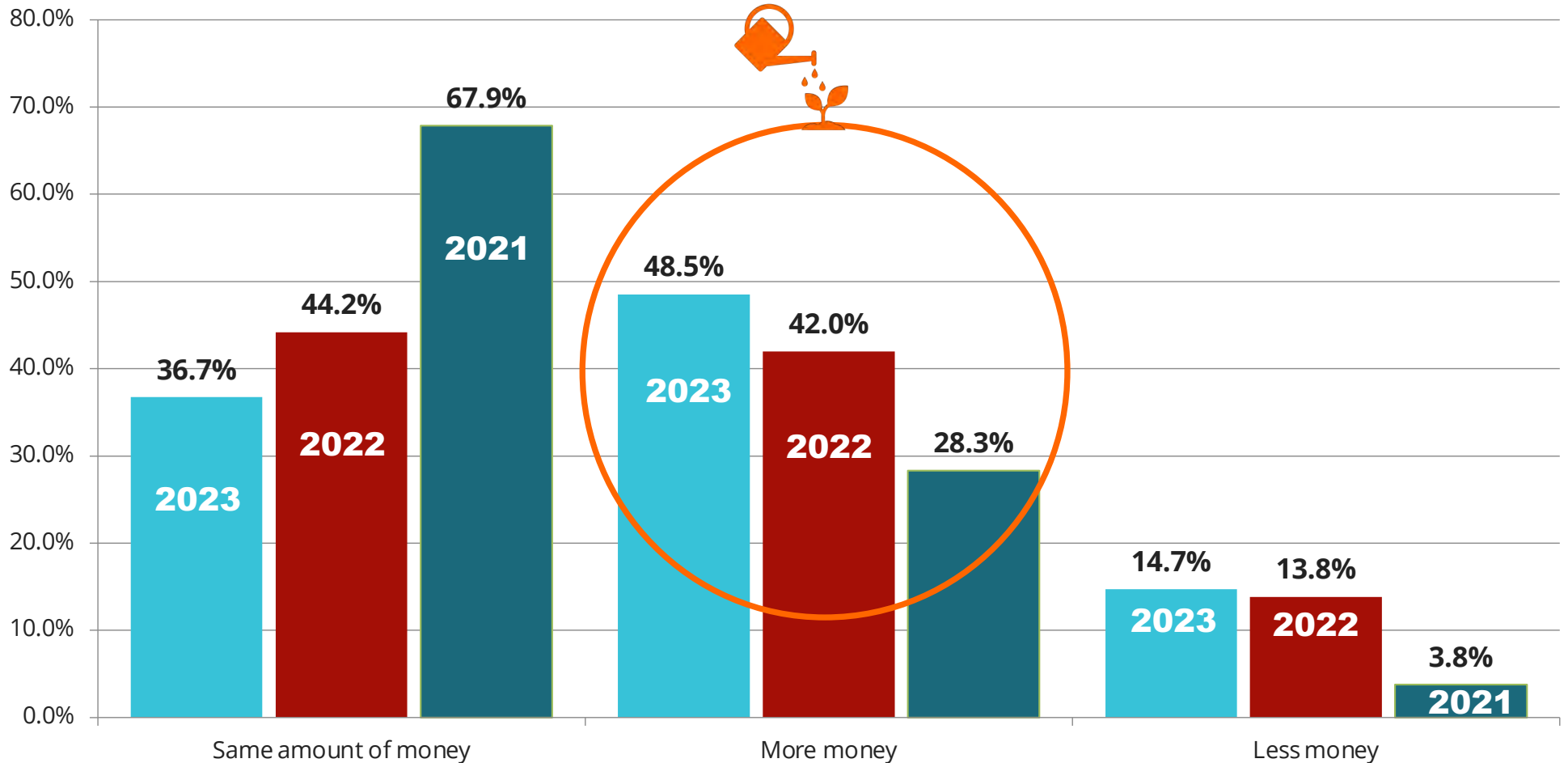
- 57.6% of respondents reported their #1 2024 project is creating front of the house plantings that increase the curb appeal. For Gen X respondents, this percentage increases to 61.4%.
- 44.1% reported creating vegetable gardens as their #2 project.
- 36.9% reported growing new kinds of vegetables and fruits as their #3 2024 project. For Gen Y respondents, this percentage increases to 45%.

# **Executive Summary**



# Continuing Trend Spending More Money

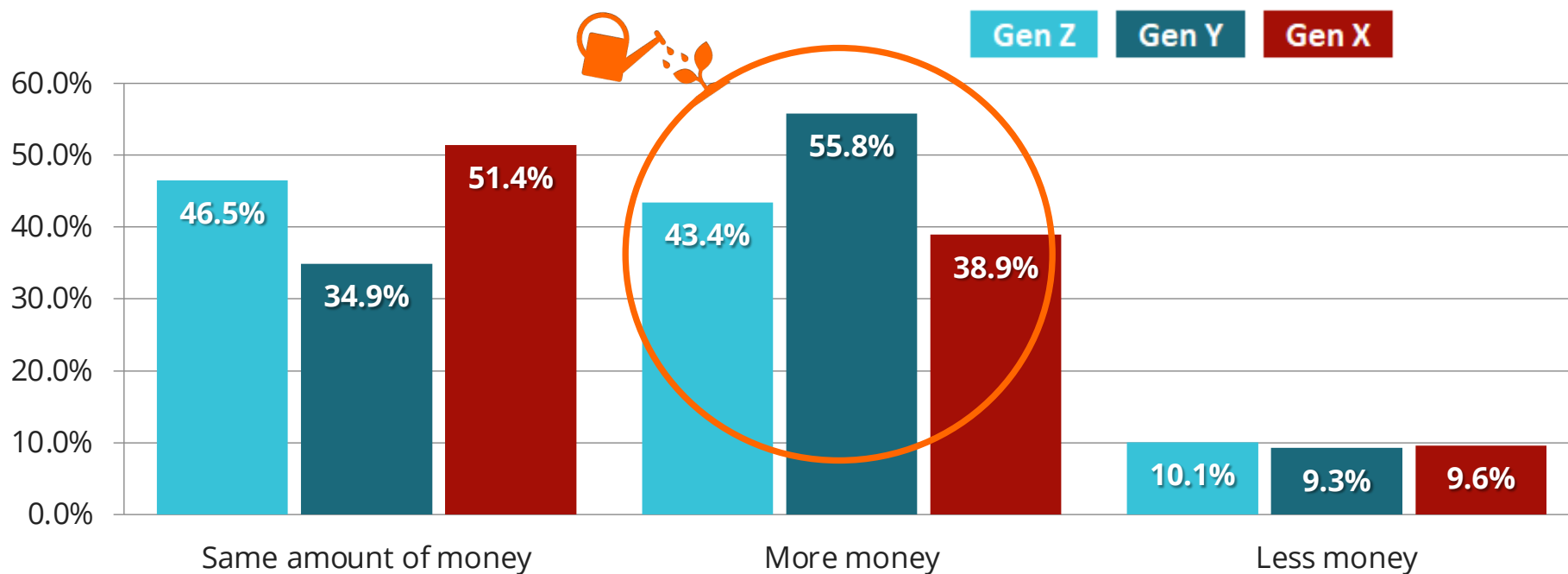
How much money did you spend on gardening this year, compared to last year?



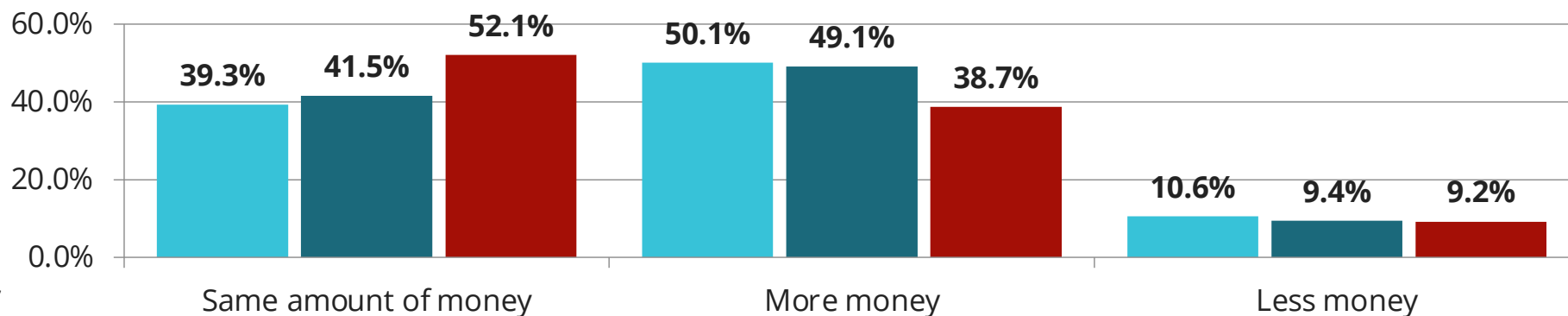
# Continuing Trend

## Spending More Money

Are you likely to spend more or less on gardening in 2024 compared to 2023?

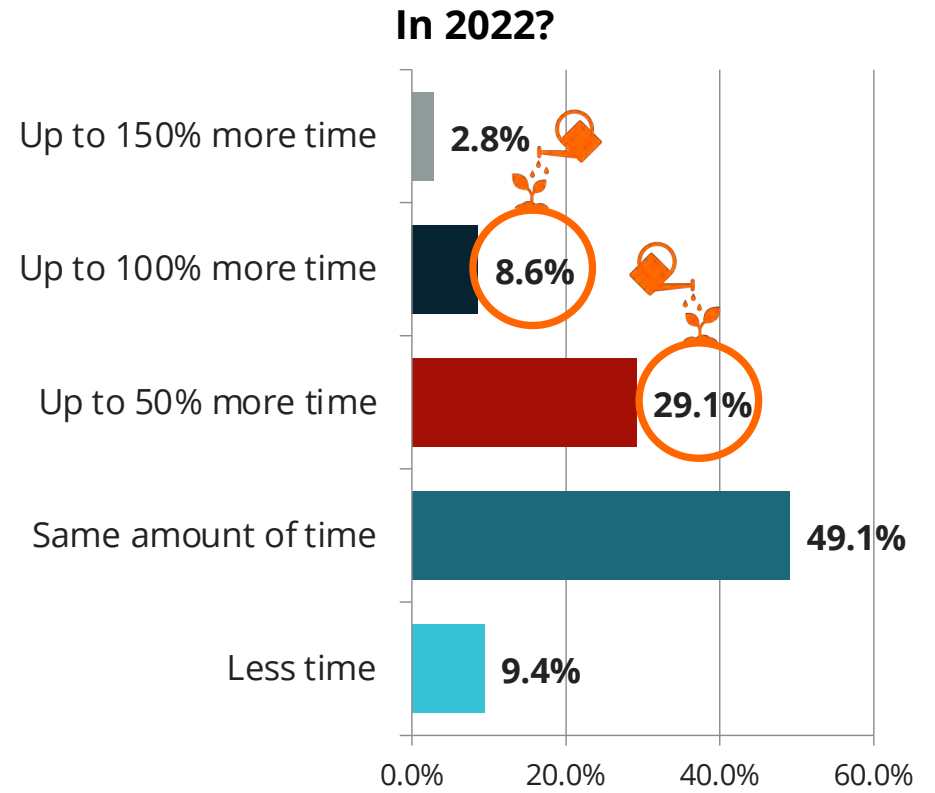
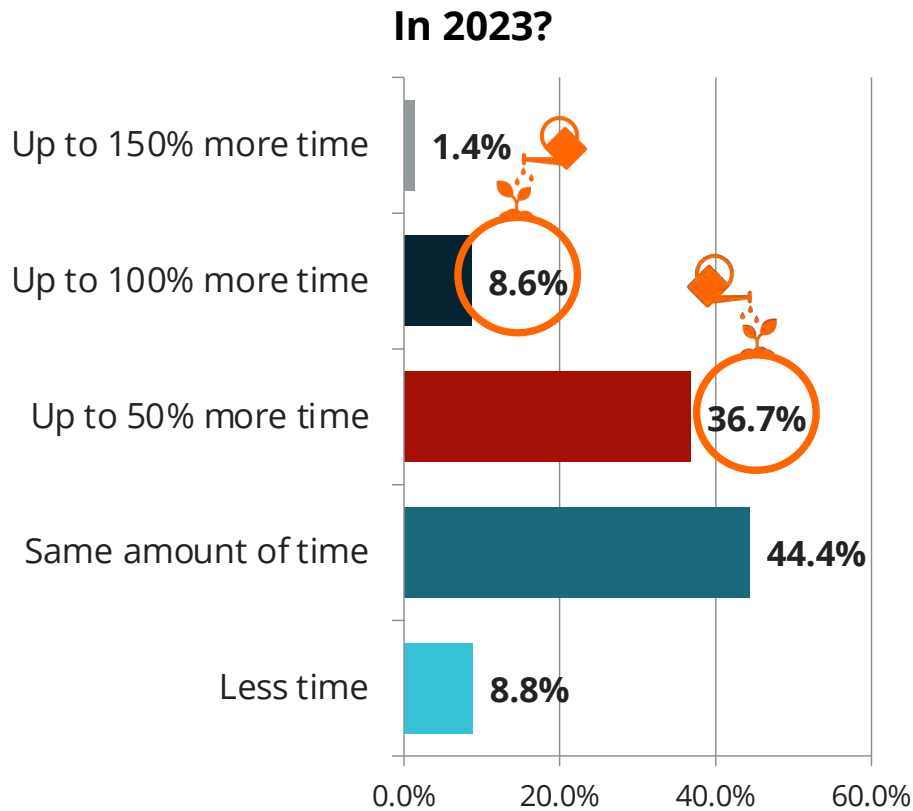


2023 compared to 2022?



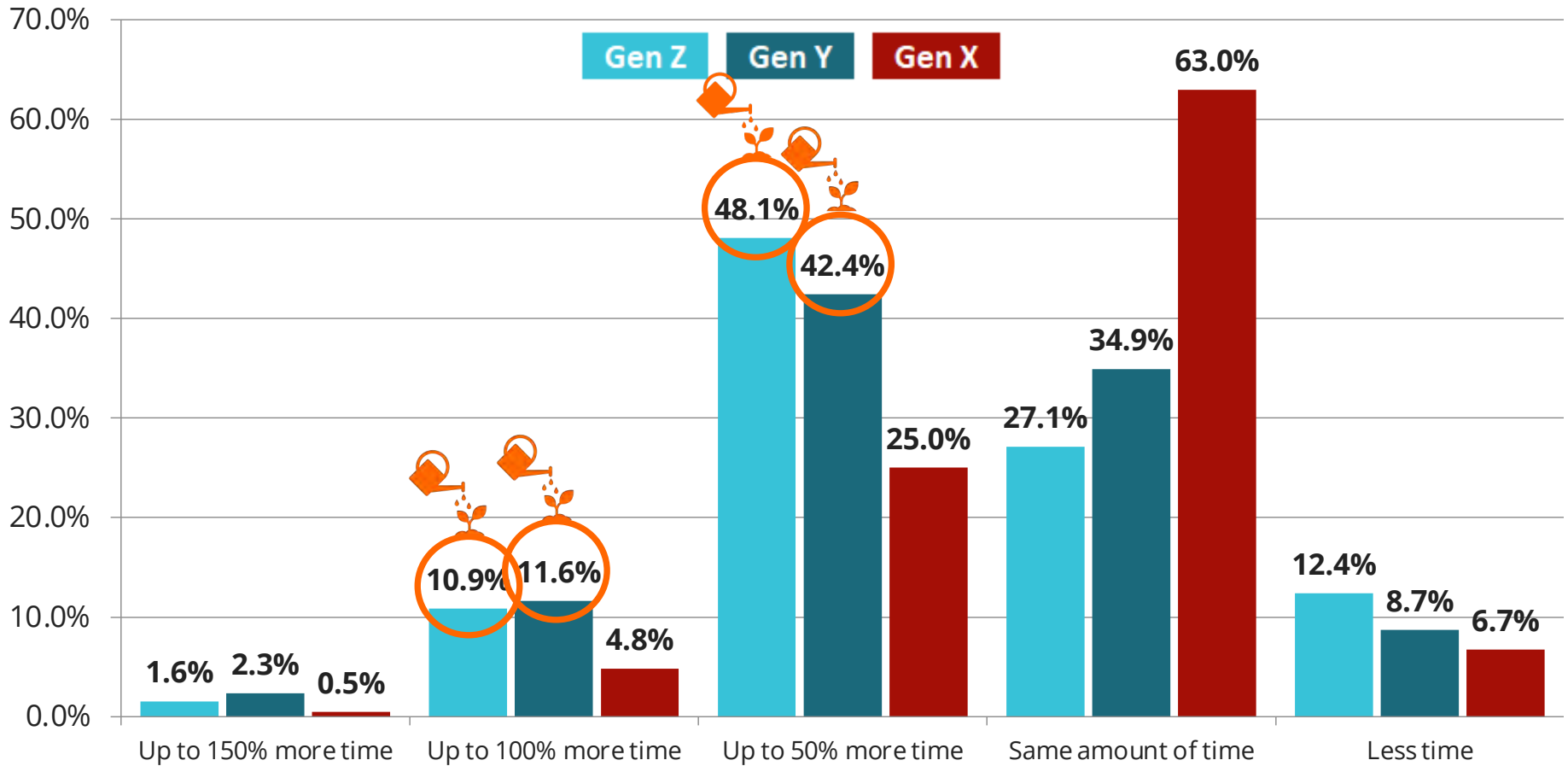
# Continuing Trend Spending More Time

How much time did you spend gardening in 2023 compared to 2022?



# Gen Z and Gen Y Spending More Time Than Gen X

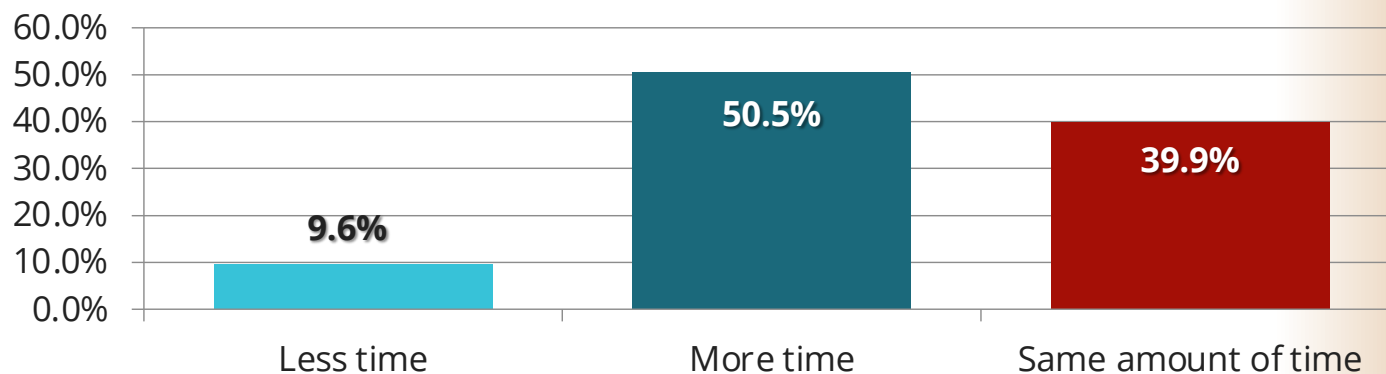
How much time did you spend gardening in 2023 compared to 2022?





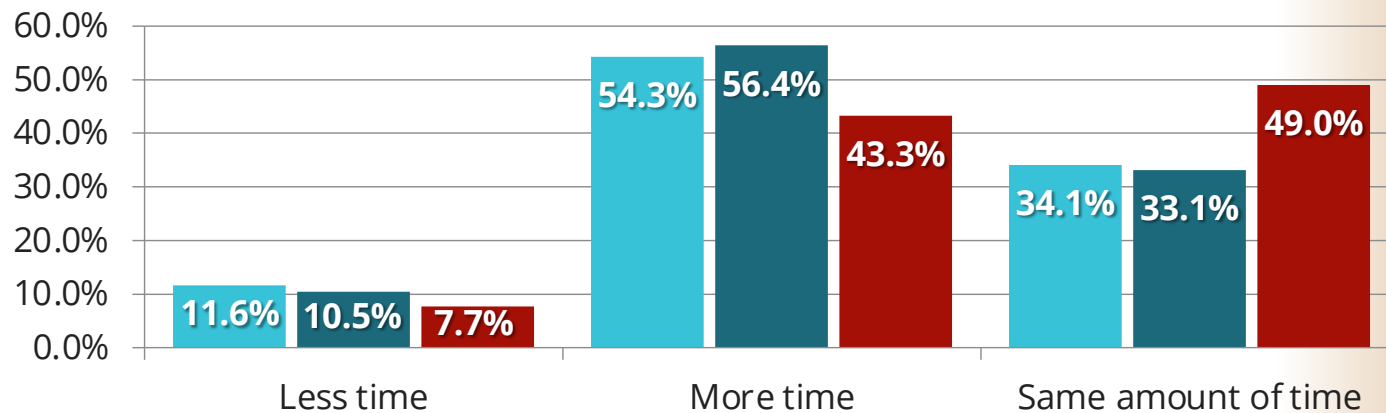
# Respondents Planning to Spend More Time in 2024

How much time do you expect to spend gardening in 2024 compared to 2023?



## Generation Gaps: Gen Z Gen Y Gen X

How much time do you expect to spend gardening in 2024 compared to 2023?

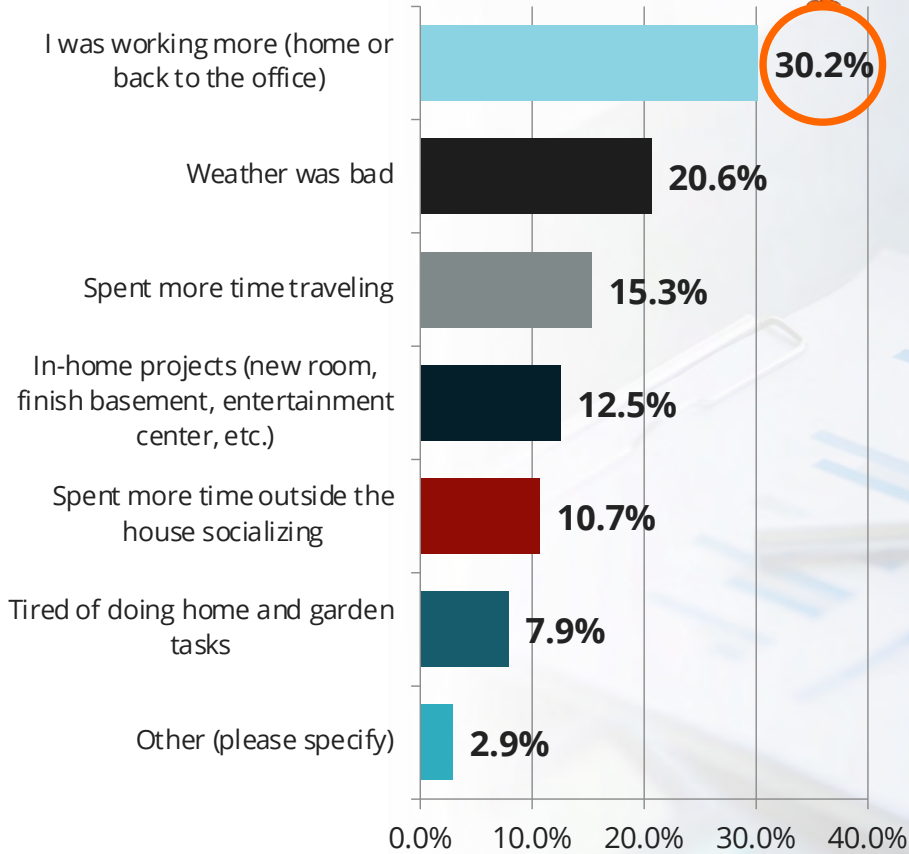


# Working More, Weather Reasons for Less Garden Time

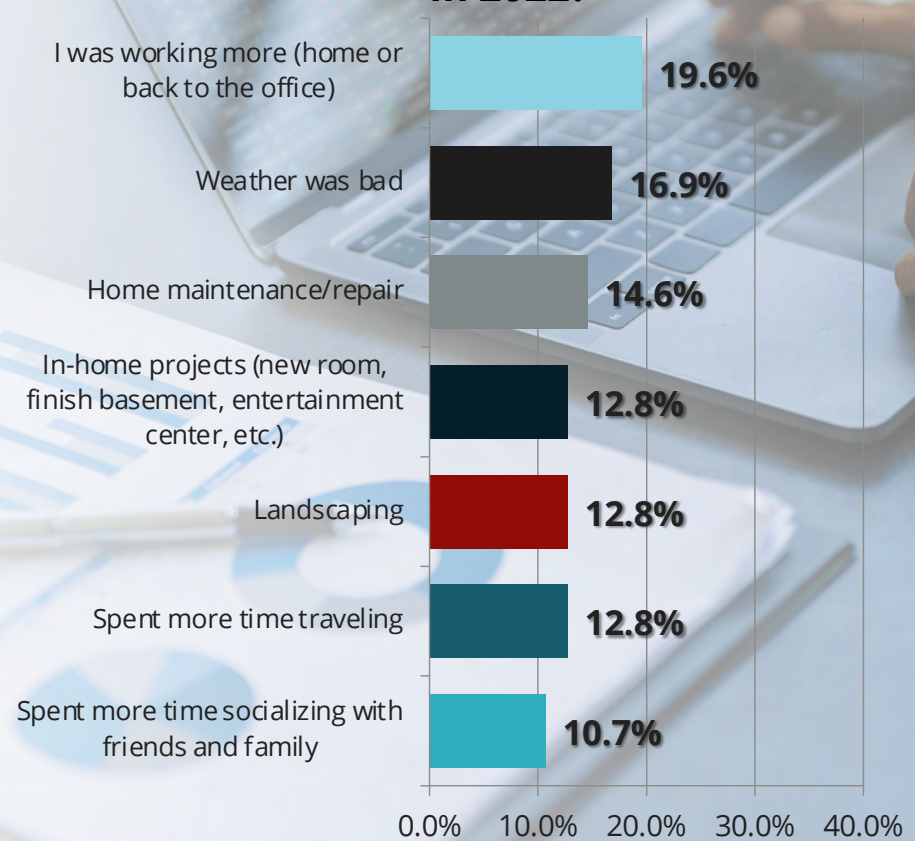
If you spent less time gardening in 2023, why?



**In 2023?**

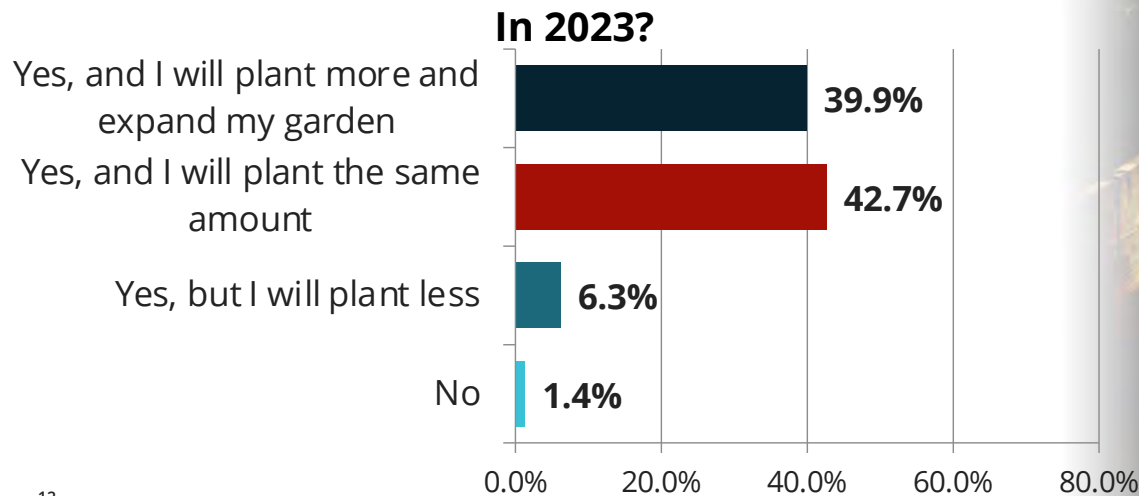
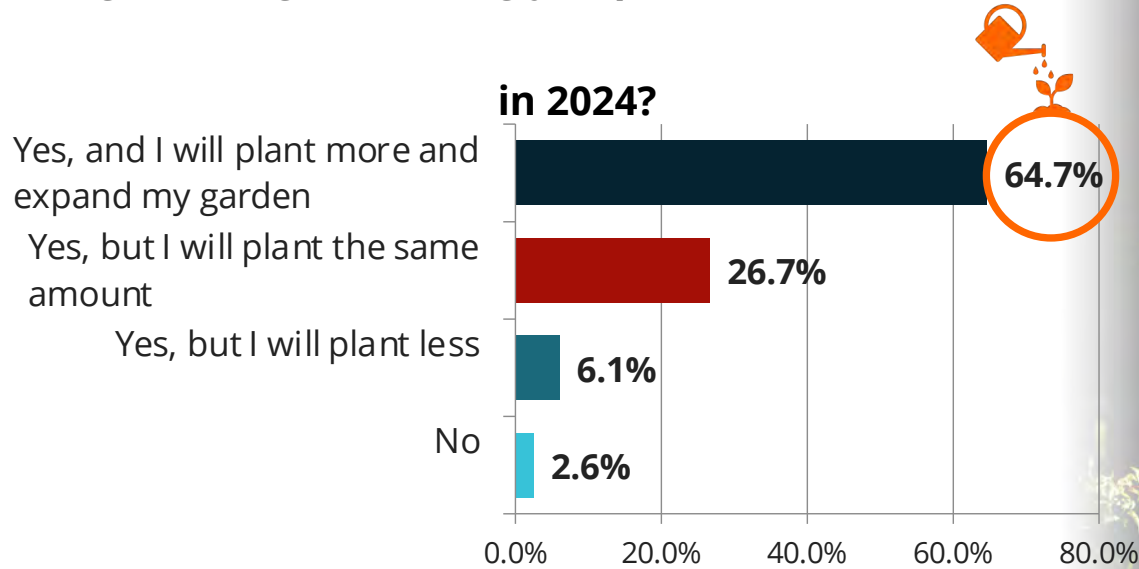


**In 2022?**



# 64.7% will Plant Much More than 2023

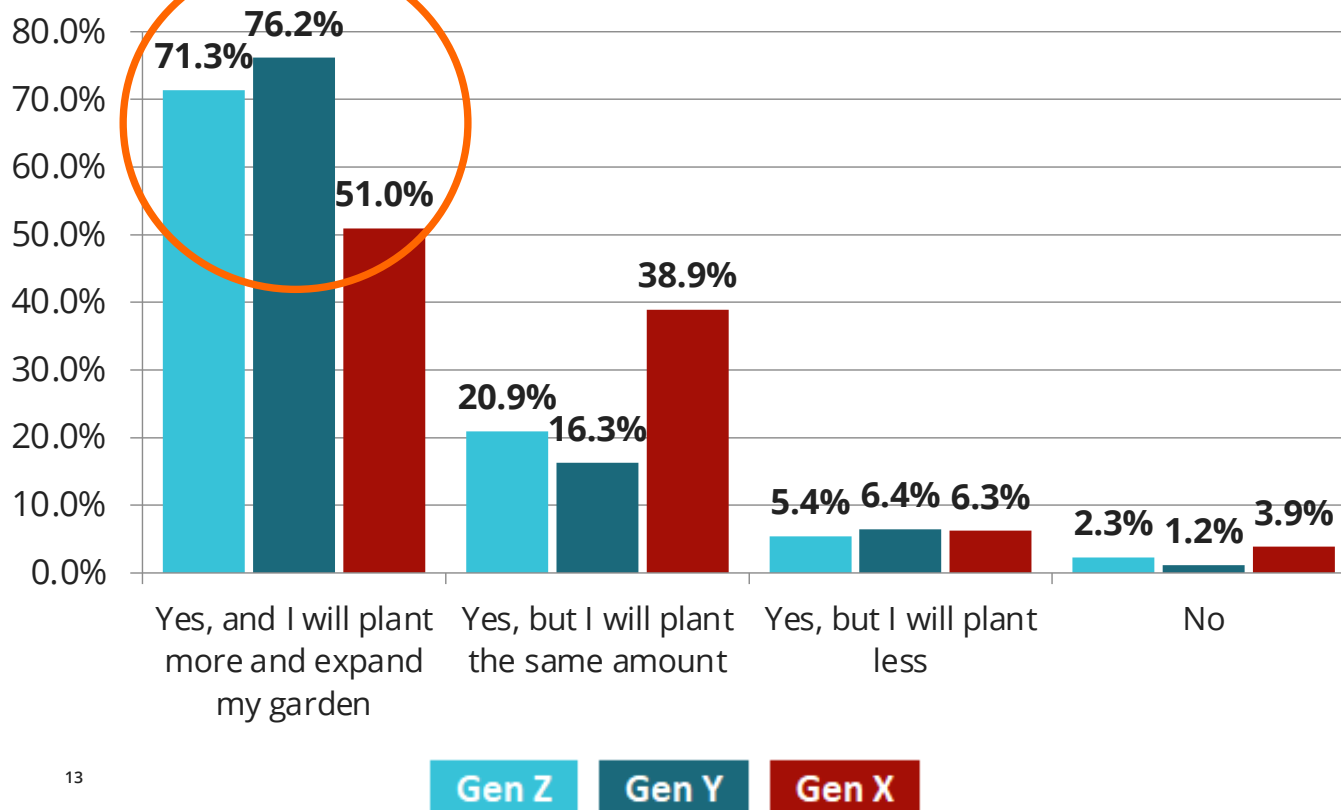
Is gardening something you plan to continue in 2024?



# Gen Z and Gen Y are 40+% Likely to Plant More Than Gen X

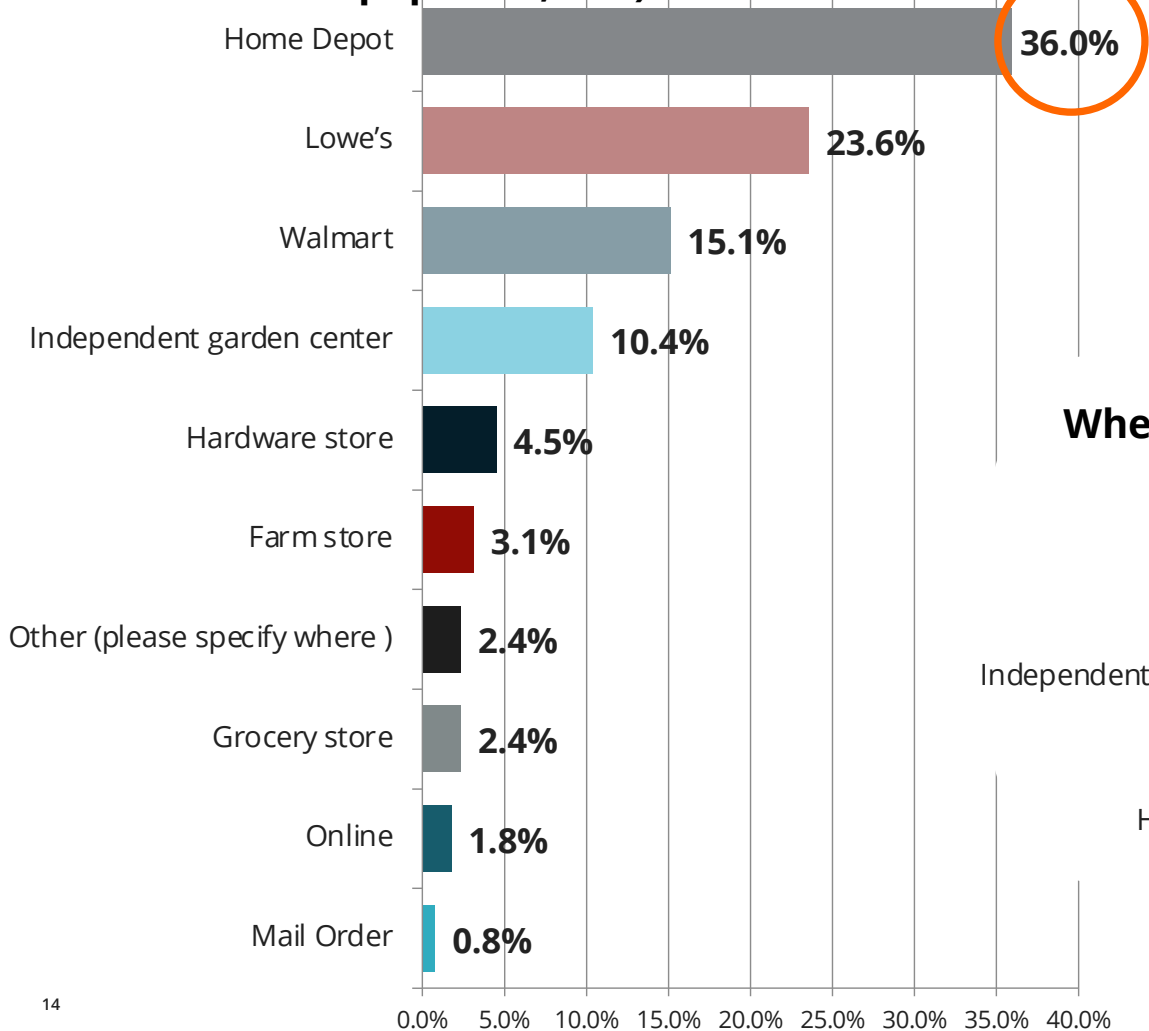


Is gardening something you plan to continue in 2024?

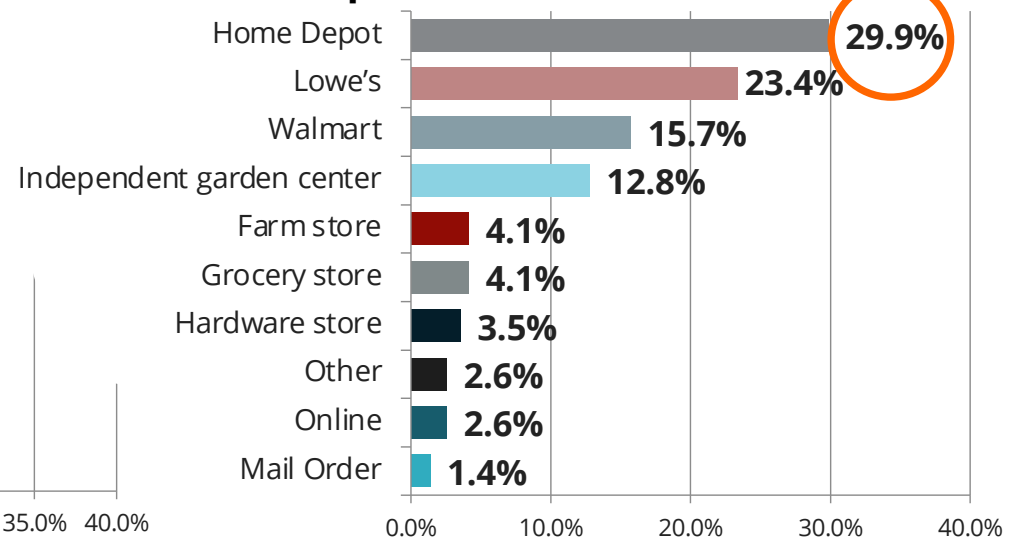


# Home Depot Trending Stronger in Most Regions

Where did you buy most of your gardening supplies (i.e. seeds, fertilizers, pesticides, equipment, etc.) in 2023?

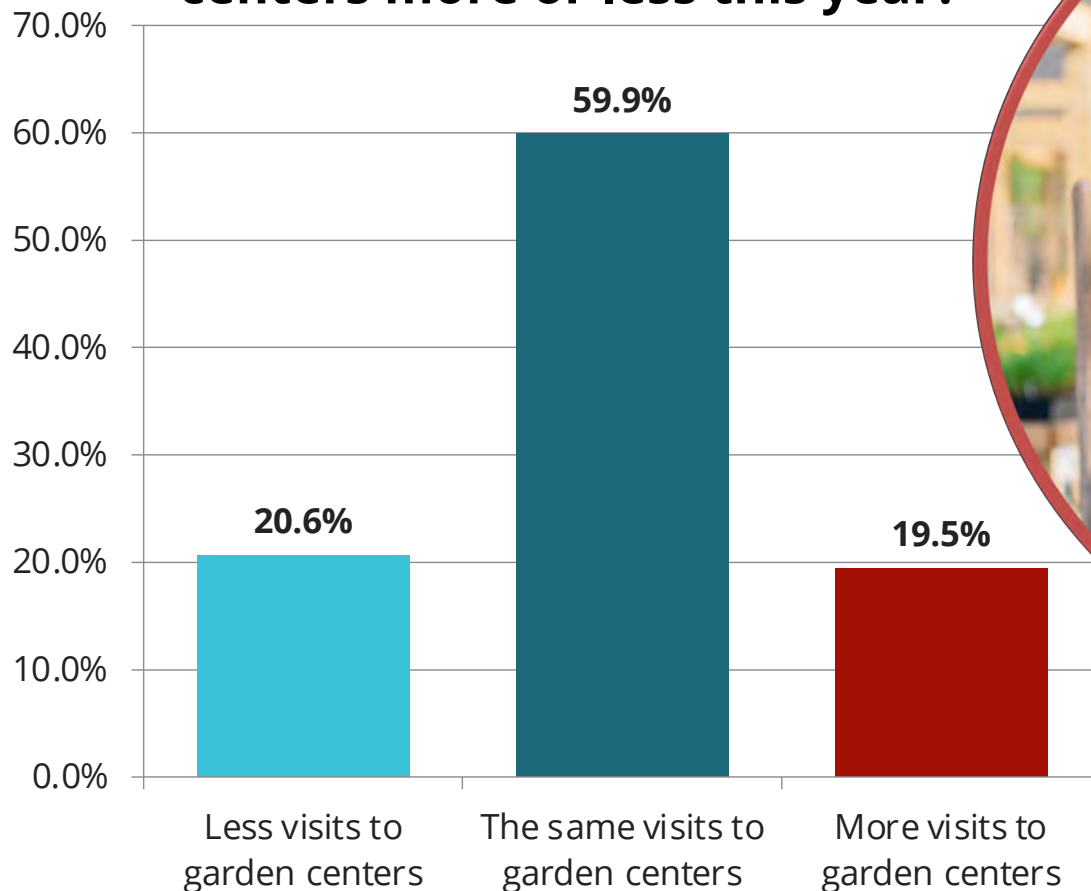


Where did you buy most of your garden plants in 2023?



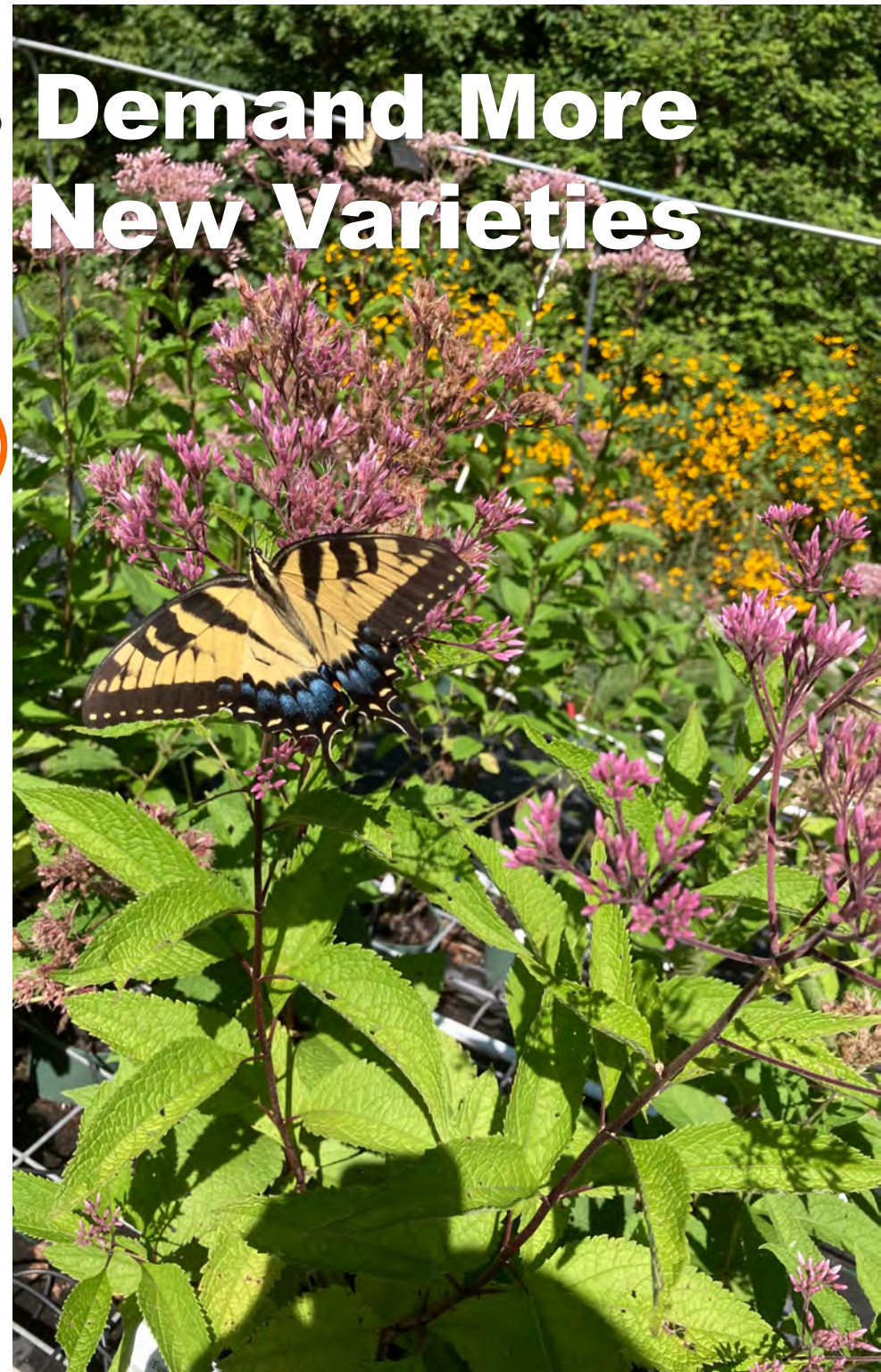
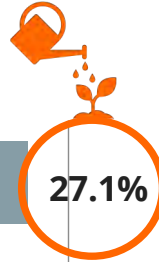
# Local Garden Centers Remain Important Resource

Did you visit independent garden centers more or less this year?



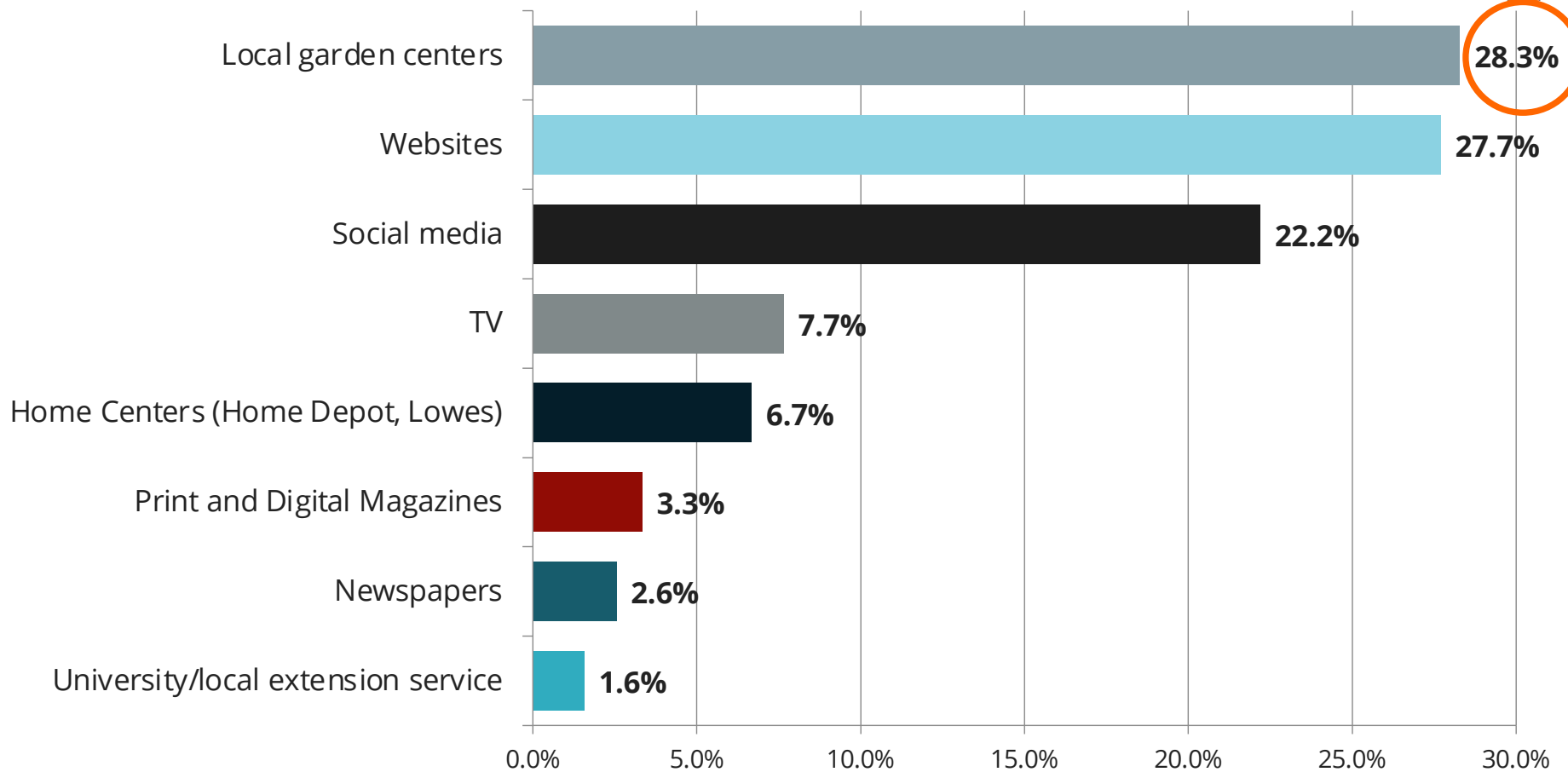
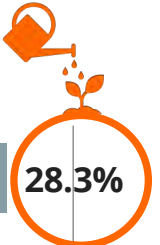
# Consumers Demand More Choices and New Varieties

When you visit local garden centers, what do you need most?



# Local Garden Centers Remain Important Resource

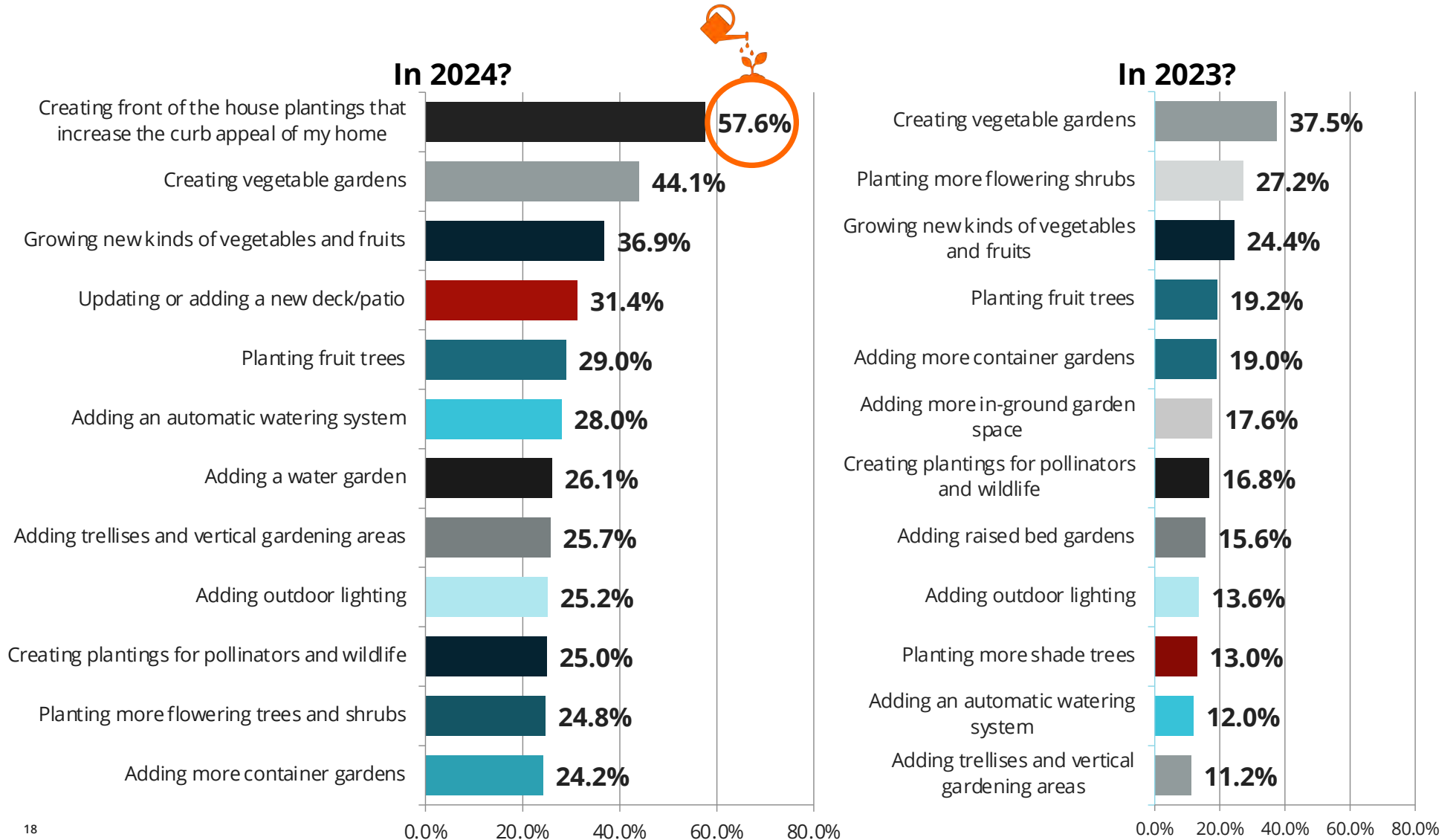
What is the most important place to learn about new plants and gardening supplies?



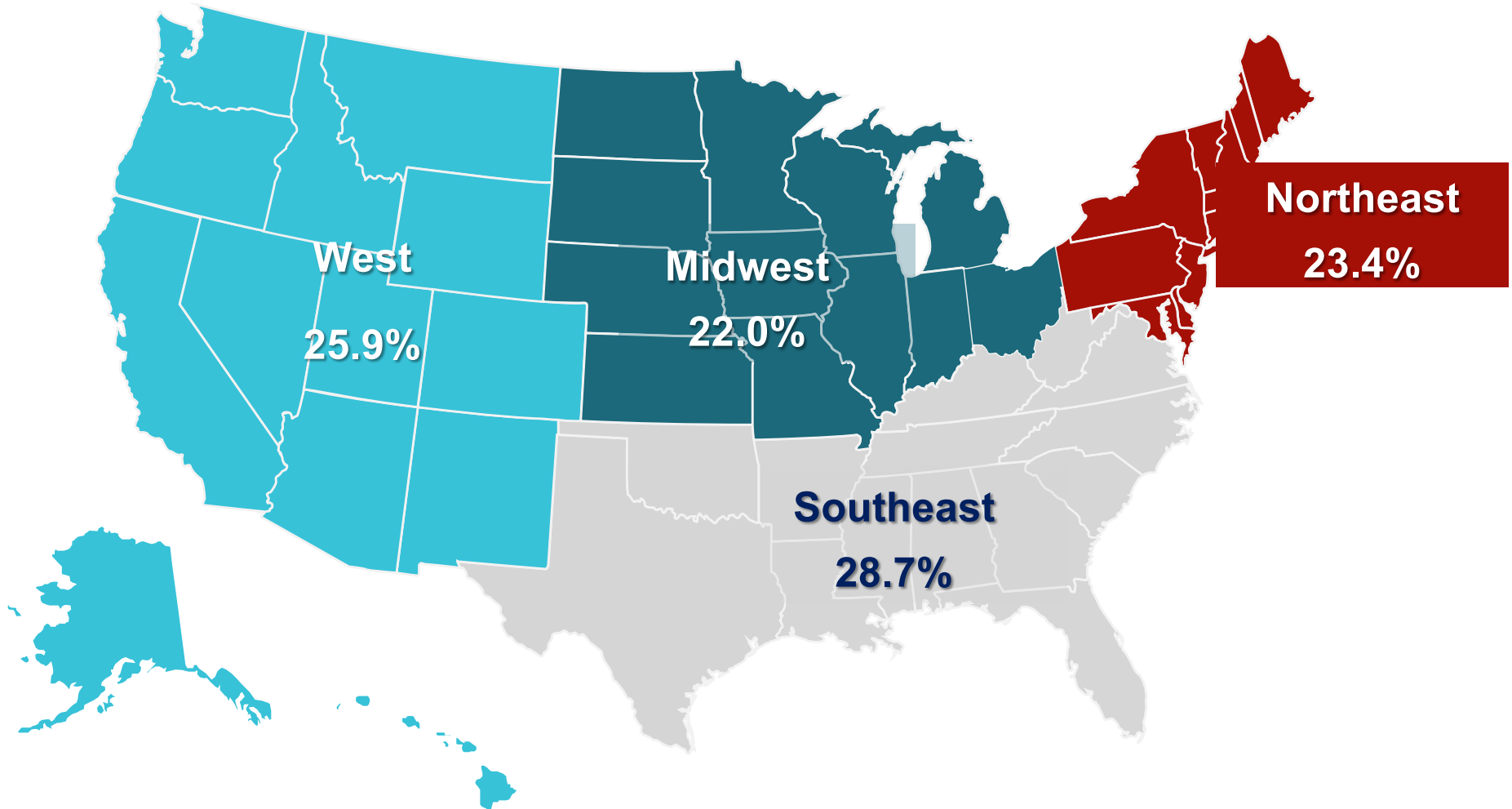


# 56.7% Are Interested In Increasing Curb Appeal

What is the most important gardening project that you hope to accomplish in 2024?



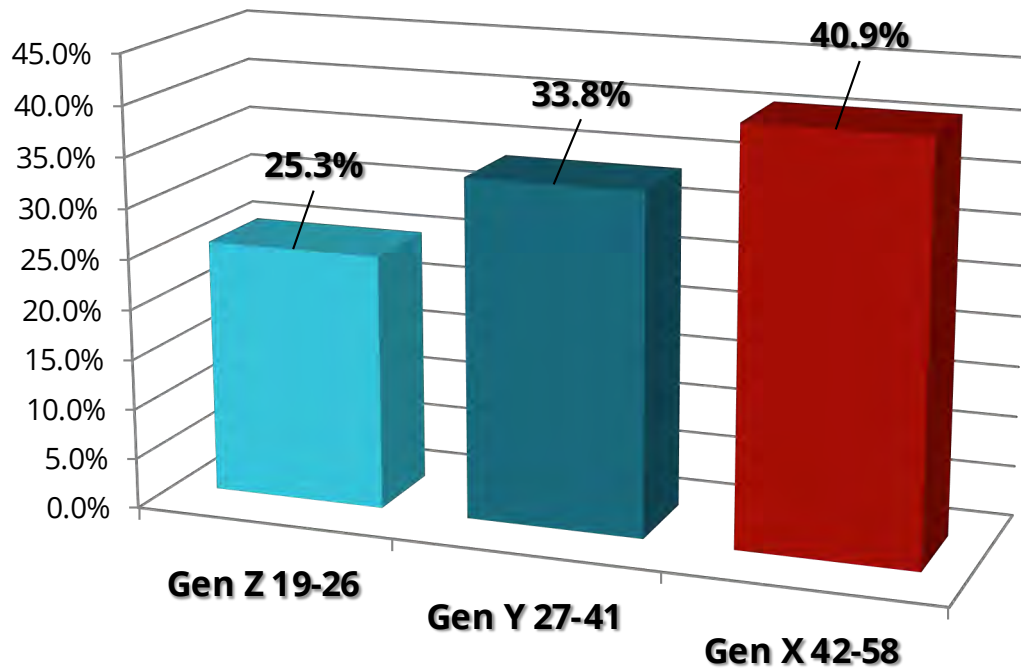
# Demographics - Regions



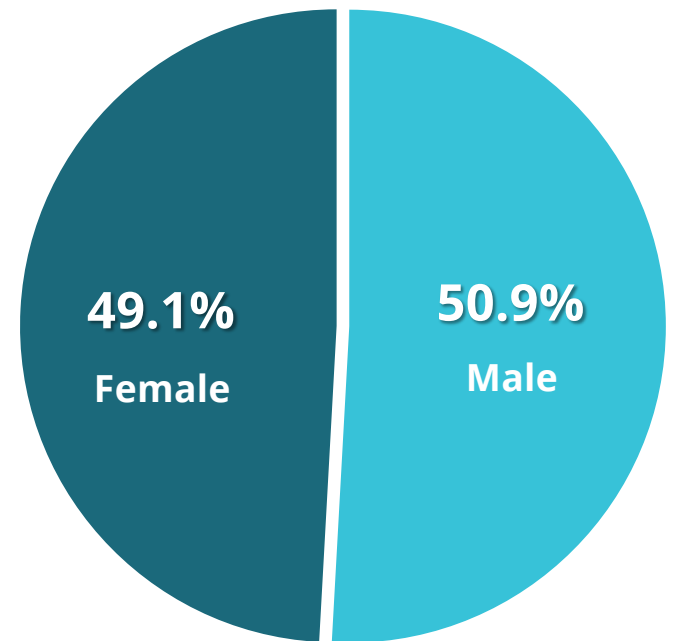
**N=500**

# Demographics - Age/Gender

### Survey Age Groups

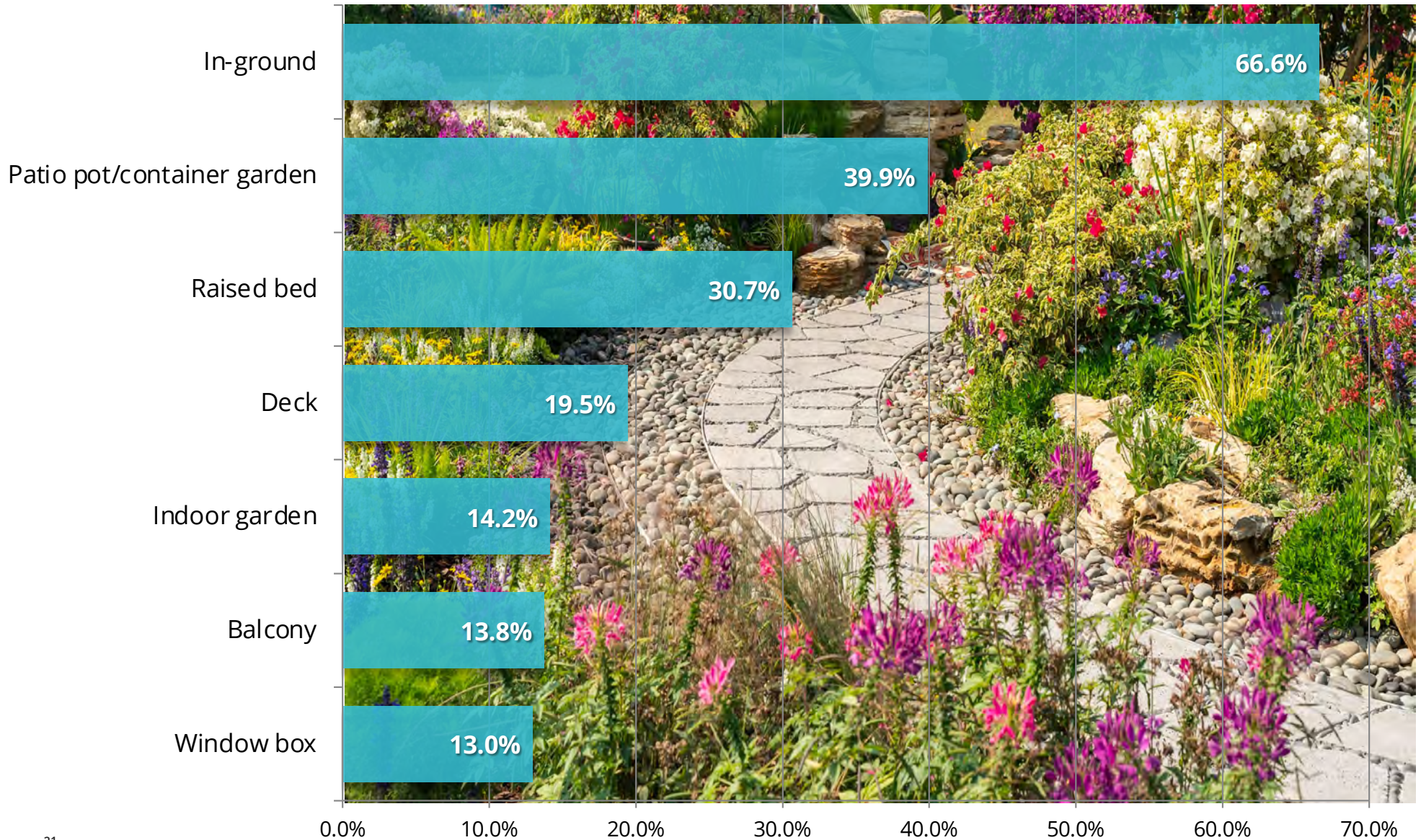


### Survey Gender Breakdown



# Demographics - Garden Types

What type of garden do you have?



# Demographics - Plant Types

What types of plants do you grow? (check all that apply)



# Additional information available upon request

This report represents a summary of our key research findings.

If you're interested in more detailed implications, customized views of the data, demographic or age breakdowns and more, please contact us.

**Contact Mike Reiber**  
[mreiber@axiomcom.com](mailto:mreiber@axiomcom.com)



# About Axiom

Since 1993, Axiom has served North America's best known horticultural, agricultural, building products and utility companies.

Axiom uses market insights to drive strategies in sales, innovation and market communications, which accelerates purchase decisions and business growth.

Headquartered in Minneapolis, Axiom is a fully integrated team based in Charlottesville, VA; Charlotte, NC; and Cedar Rapids, IA.

## Positively Different

We are not a traditional marketing agency. Our team is comprised of industry veterans who've led businesses from start-ups to Fortune 500s.

We're not just marketing professionals and journalists. We're gardeners, marketing managers, product developers, and data scientists with real world experience and similar responsibilities to those of our clients.

Our intimate understanding of the verticals we serve helps us solve your biggest challenges faster for quicker ROI and sales acceleration.

# Combined Client Results

**23%**

Increase in Sales

**45%**

Business Savings

**78%**

Increase In Content Views

**50+**

Patents

**60+**

Awards

**5000+**

News Articles Earned

**\$500M+**

**Half a Billion in Sales**

Axiom strategies have generated in excess of \$500,000,000 in combined sales for our clients.

**\$350M+**

**Savings to Clients**

Axiom programs have saved more than \$350,000,000 in combined expenses for our clients.







# Axiom Market Insights 2024 Garden Survey

Mike Reiber, CEO



952-224-2939 ext. 111

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mreiber@axiomcom.com



Axiomcom.com