



axiom

POSITIVELY DIFFERENT MARKETING

2024 First Annual New and Novice Gardener Garden Study

MARKET INSIGHT • MARKET INNOVATION • CHANNEL STRATEGY • MARKET COMMUNICATIONS

The Axiom Advantage

Our goal is to learn more about new and novice gardeners who've started gardening in the past four years.

Specifically, we're interested in learning more about the following:

- whether they will continue gardening
- if they'll expand their gardening activities
- why they buy
- where they shop

Based on our findings, new and novice gardeners will continue and expand their gardening pursuits in 2024 beyond.



Mike Reiber
CEO & Founder

Executive Summary



New and novice gardeners experienced success in their 2023 gardening pursuits.

- 70.8% felt very successful or successful with their garden activities in 2023. 79.4% of males vs. 63.7% of females reported feeling very successful or successful in 2023.
- 83.1% were highly satisfied or satisfied with the quality of their flowers, fruits and vegetables they grew in 2023.

New and novice gardeners plan to spend more time, more money and expand their gardens in 2024.

- Compared to 2023, 48.3% plan to spend more money on gardening in 2024.
- Compared to 2023, 52.1% plan to spend more time in their gardens in 2024.
- 69.7% said they will plant more and expand their gardens in 2024.

New and novice gardeners know the plants they want and will drive and pay more to purchase them.

- 81.3% purchased most of their gardening supplies at Home Depot, Lowe's and Walmart in 2023 vs. 8.2% who bought at independent garden centers.
- 72% purchased most of their garden plants at Home Depot, Lowe's and Walmart in 2023, vs. 11.3% who bought at independent garden centers.
- If retailers did not carry the variety or kinds of plants new and novice gardeners wanted to buy, 40.8% said they would drive 6-10 miles to find their desired plant. 46.8% of males will drive 6-10 miles vs. 35.9% of females.
- 74.5% said they would pay more for the specific color of flower or specific variety of vegetable plant they want.
- Only 21.4% would buy what store associates suggest as substitutes.

Executive Summary

New and novice gardeners want more blooms, more produce and organically or locally grown plants.

- 53.3% said producing lots of blooms, fruits and vegetables was their most important purchase criteria for garden plants.
- 69.6% characterized garden plants grown organically as extremely or very important. 73.5% of males vs. 65.5% of females characterized plants grown organically as extremely or very important.
- 69.6% characterized plants grown locally as extremely or very important. 78.4% of males vs. 65.4% of females characterized plants grown locally as highly important or important.

New and novice gardeners are interested in both seeds and garden plants.

- 48.3% bought seeds to grow plants to plant in their gardens. 57.8% of males vs. 42.1% of females buy seeds to grow plants to plant in their gardens.
- 46% reported buying plants to plant in their gardens.
- 36.8% reported growing garden plants from seeds to save money.
- The top four retail outlets where respondents purchased seed to grow into garden plants included: Walmart (40.6%), Lowe's (37.2%), Home Depot (36.8%) and Independent Garden Center (29.9%).

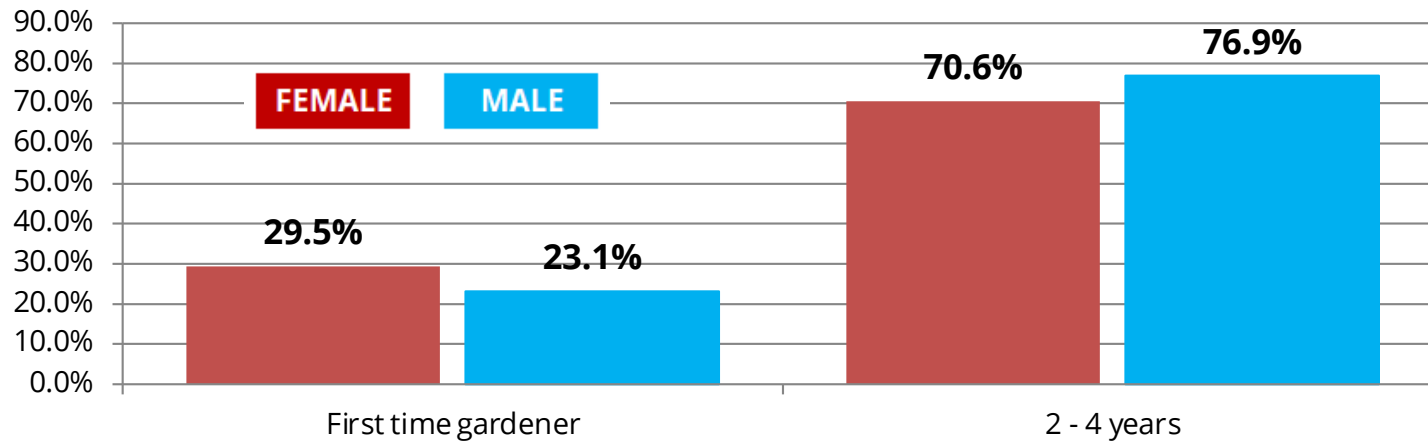
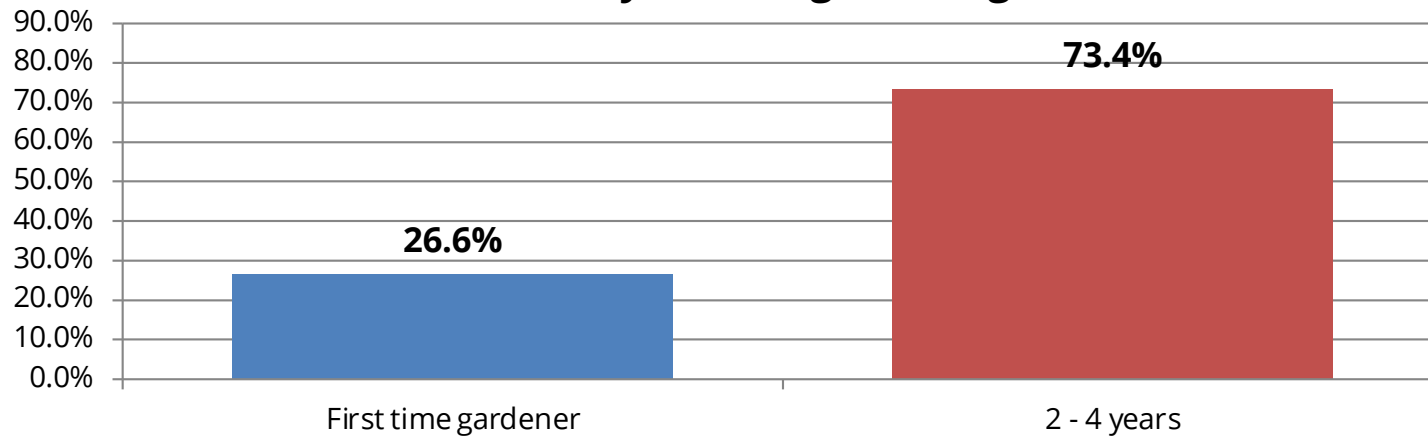
New and novice gardeners value brands and varieties.

- 39.1% reported the most influential purchase factor for plants is national brand. 44.9% of males vs. 34.7% of females said national brand is the most influential factor.
- 28% of respondents characterized store brands as the most influential purchase factor.
- 32.9% of respondents characterized variety as the most influential purchase factor.



New Gardener Trend Experience

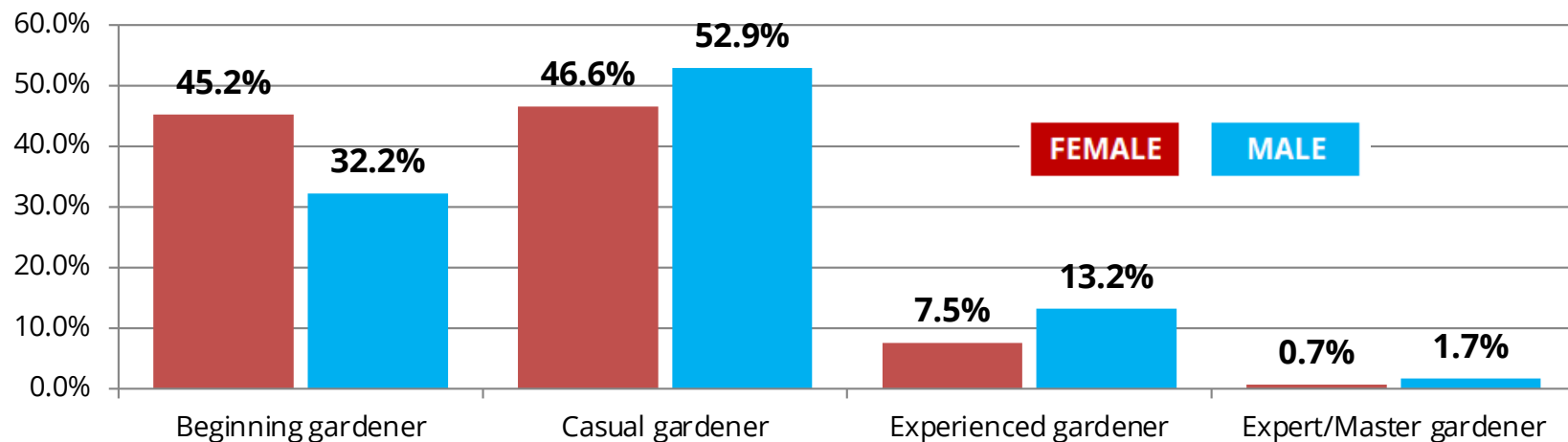
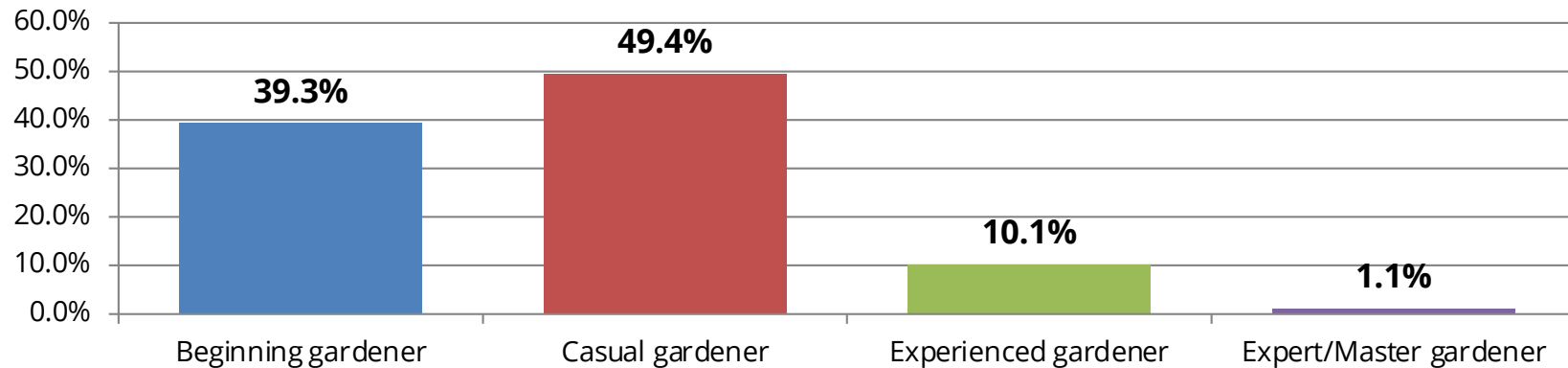
When did you start gardening?



New Gardener Trend

Experience

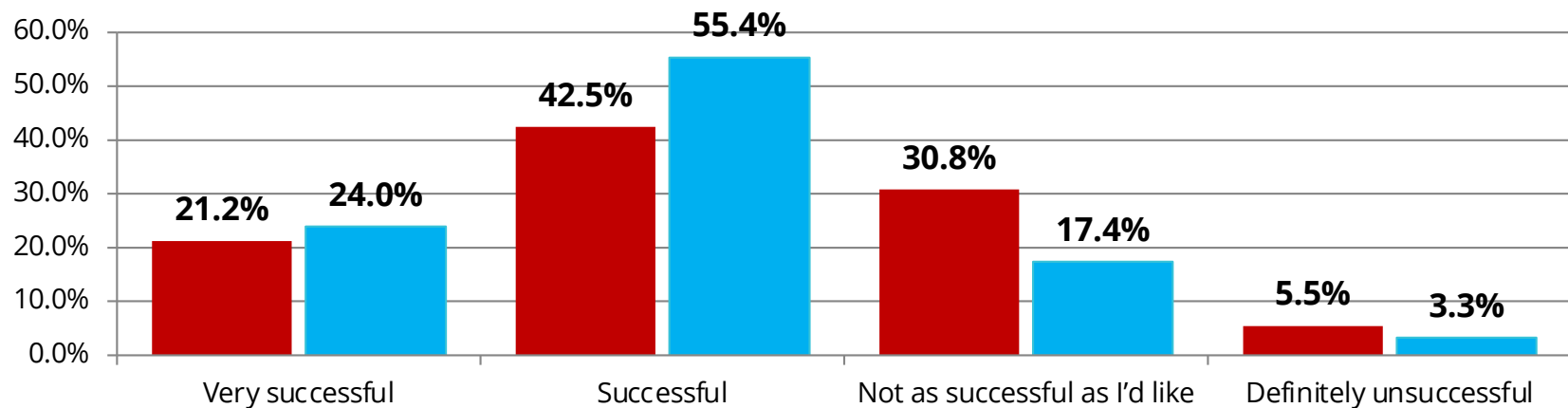
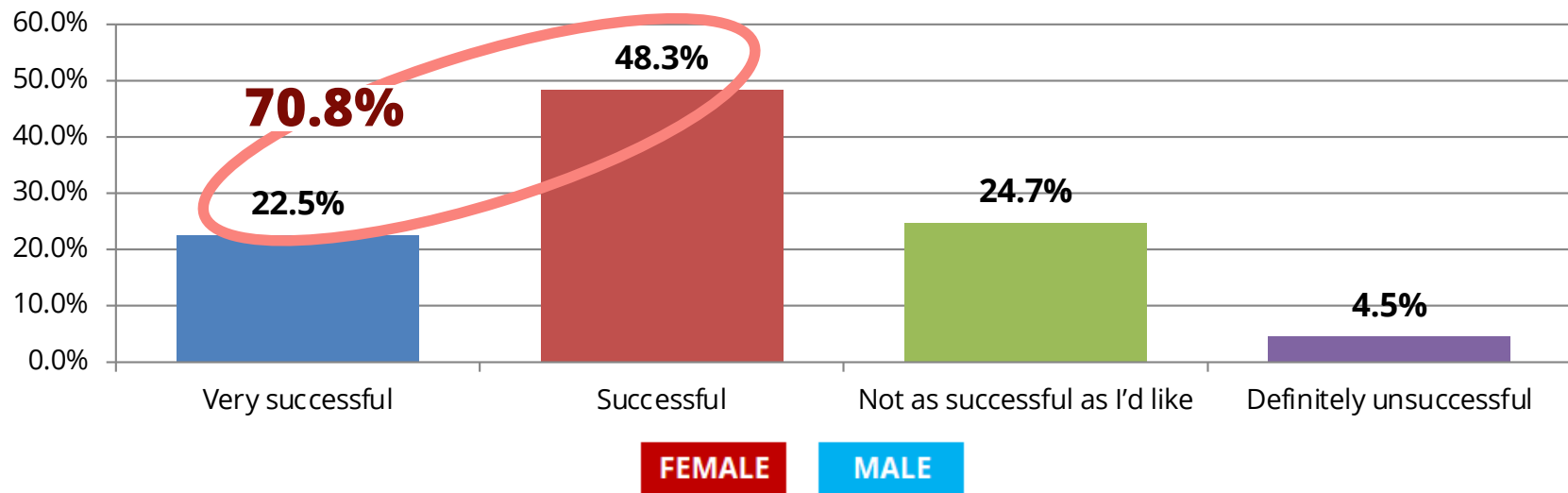
Which level of gardening experience do you have?



New Gardener Trend

Success

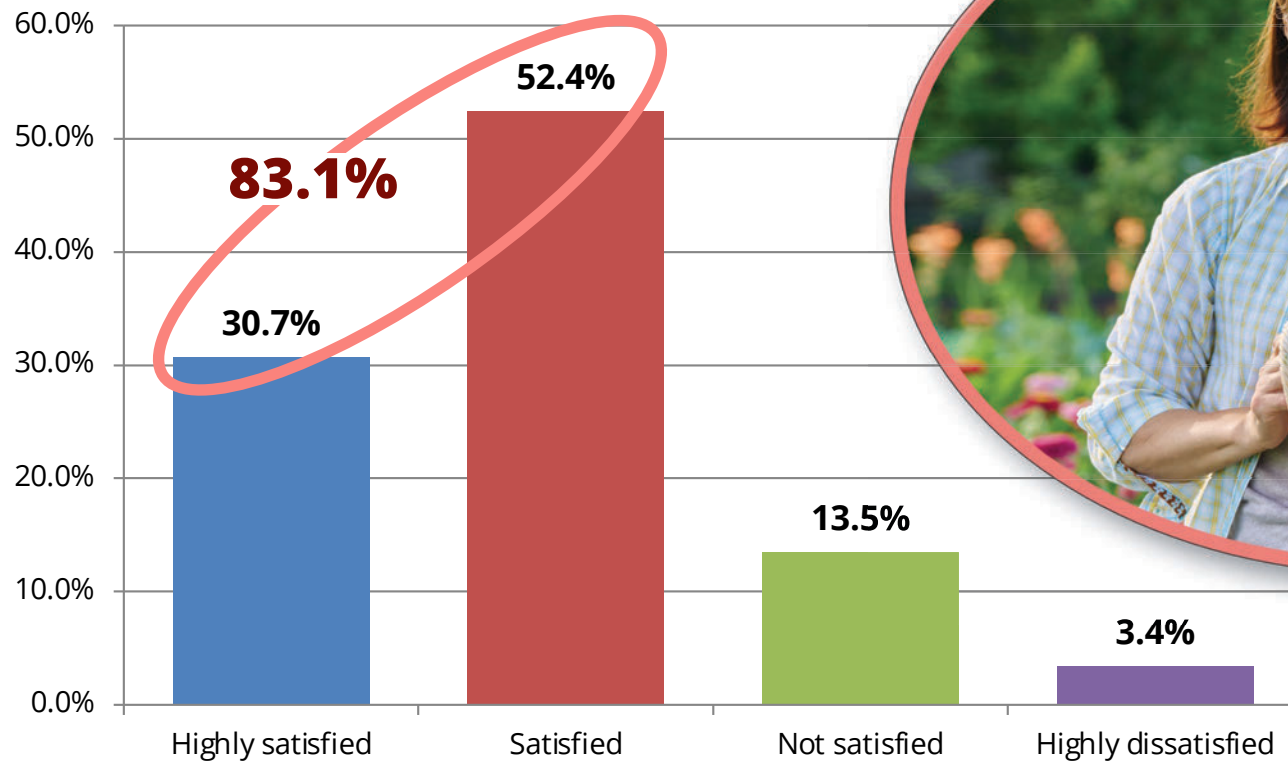
Did you feel successful with your garden activities in 2023?



New Gardener Trend

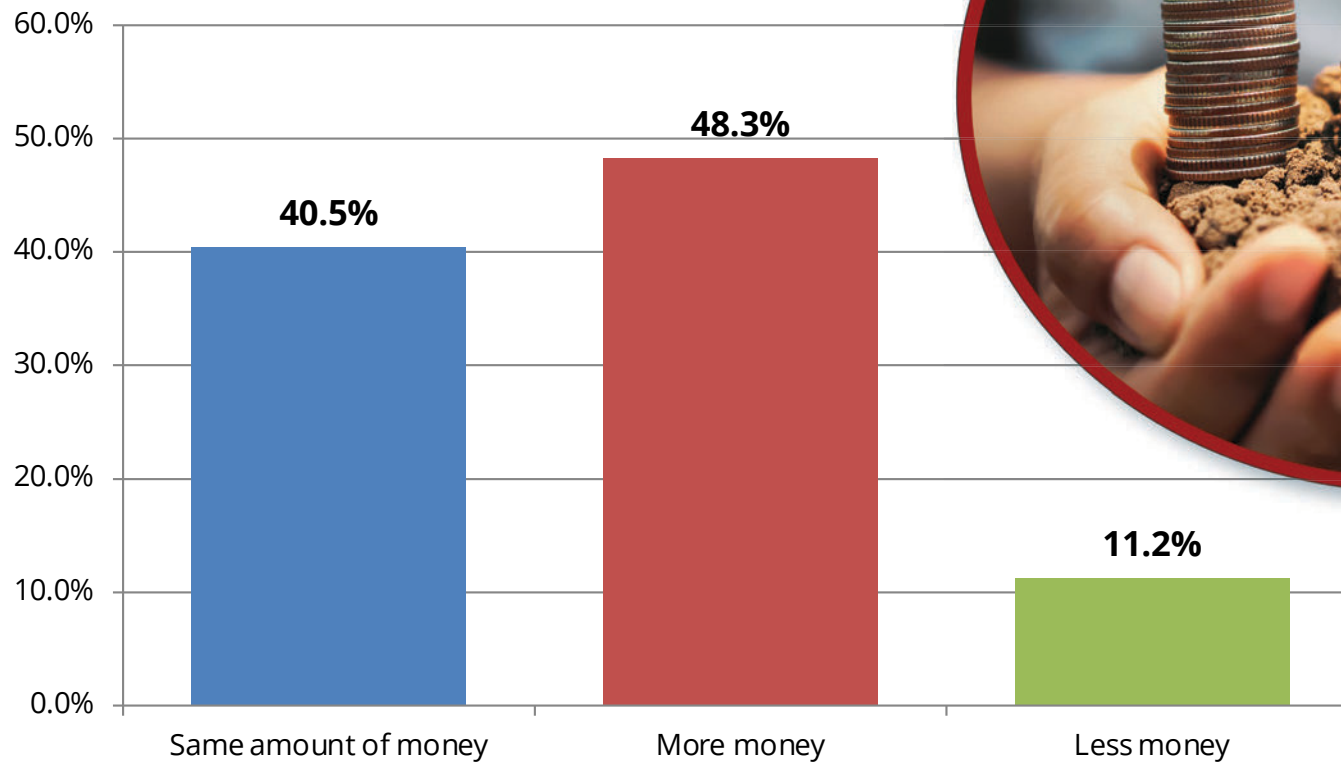
Quality

How satisfied were you with the quality of the flowers, fruits and vegetables you grew in 2023 turned out?



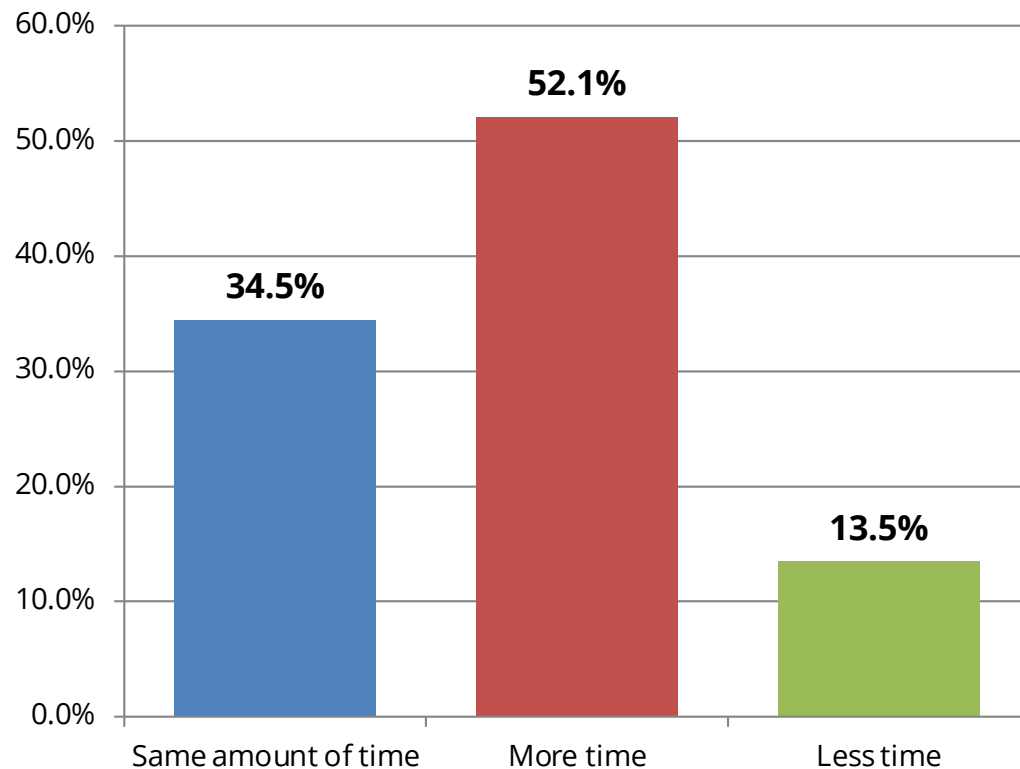
New Gardener Trend Spending More Money

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



New Gardener Trend Spending More Time

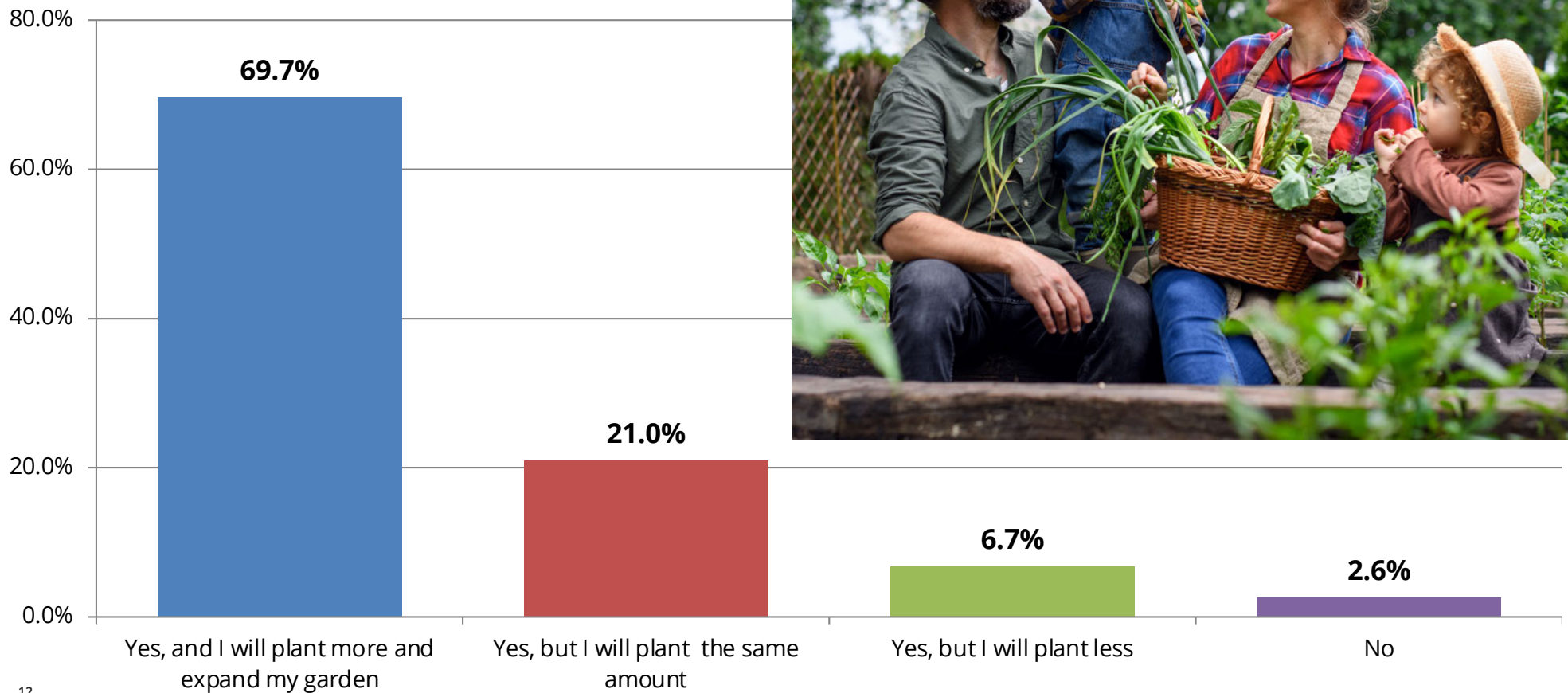
How much time do you expect to spend gardening in 2024 compared to 2023?



New Gardener Trend

Plan to Continue

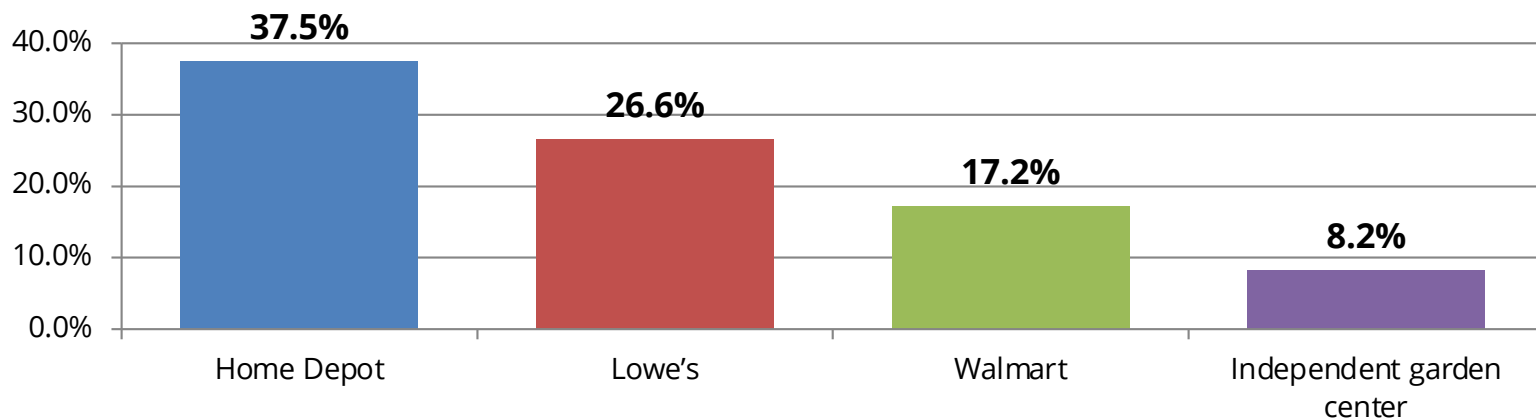
Is gardening something you plan to continue in 2024?



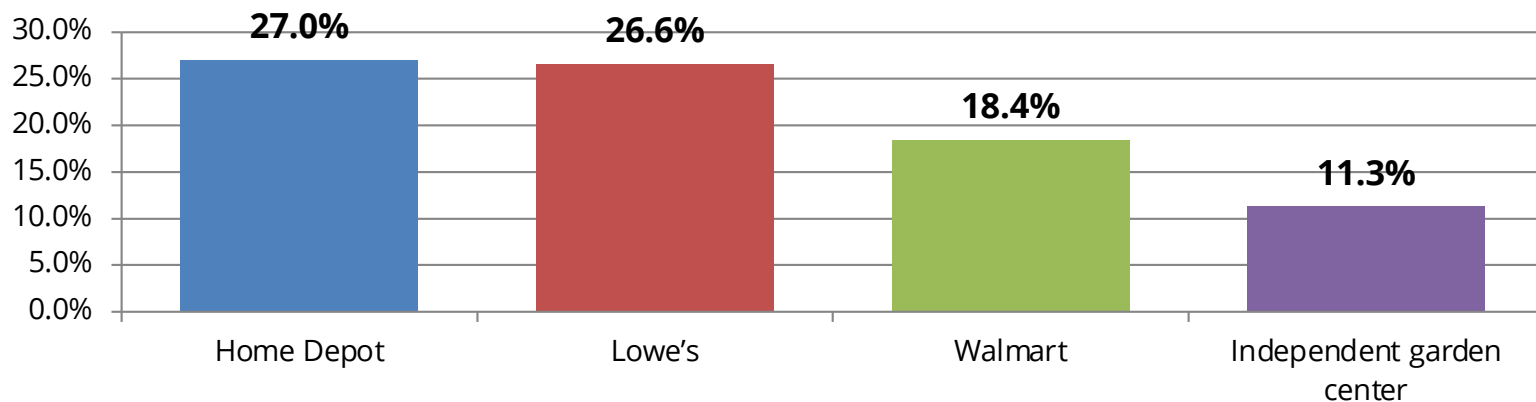
New Gardener Trend

Preferred Retailers

Retailers where you bought most of your gardening supplies (i.e. seeds, fertilizers, pesticides, equipment, etc.) in 2023?



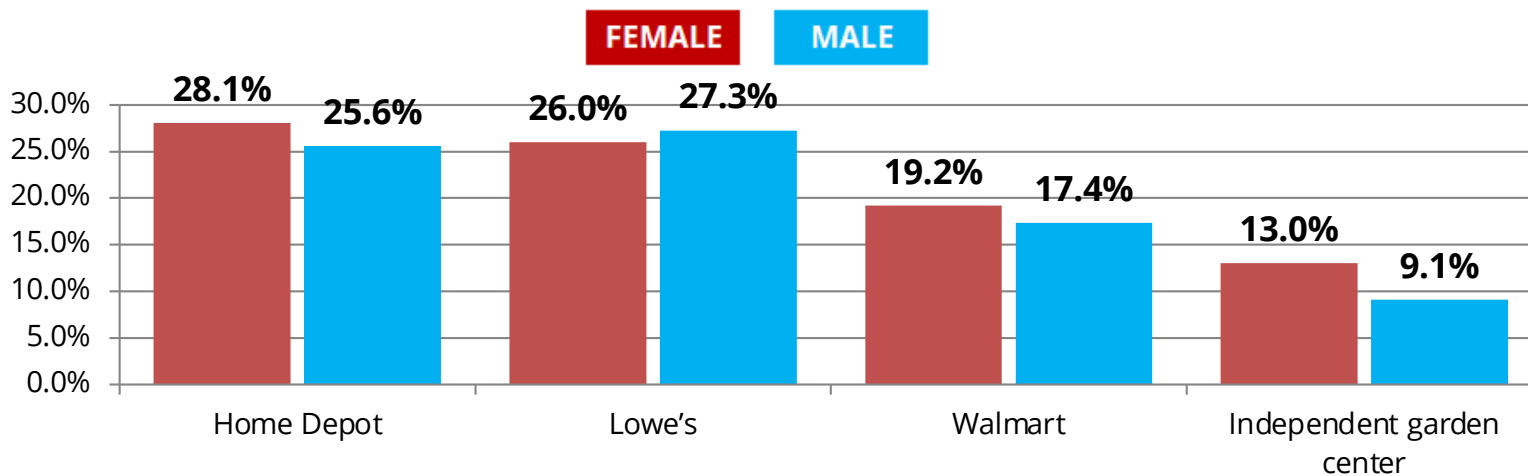
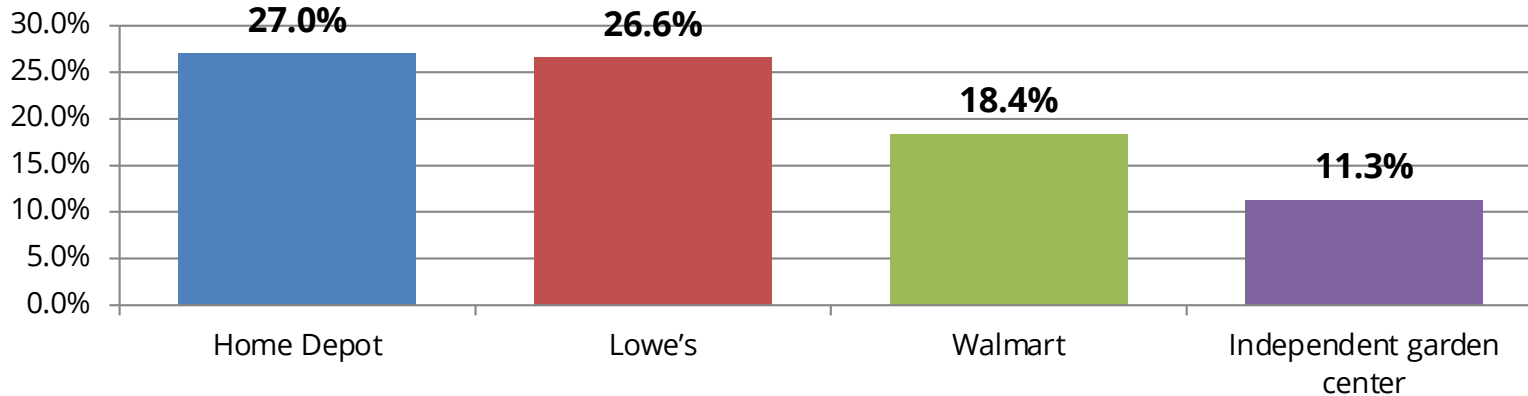
The top four retail outlets for garden plants?



New Gardener Trend

Preferred Retailers

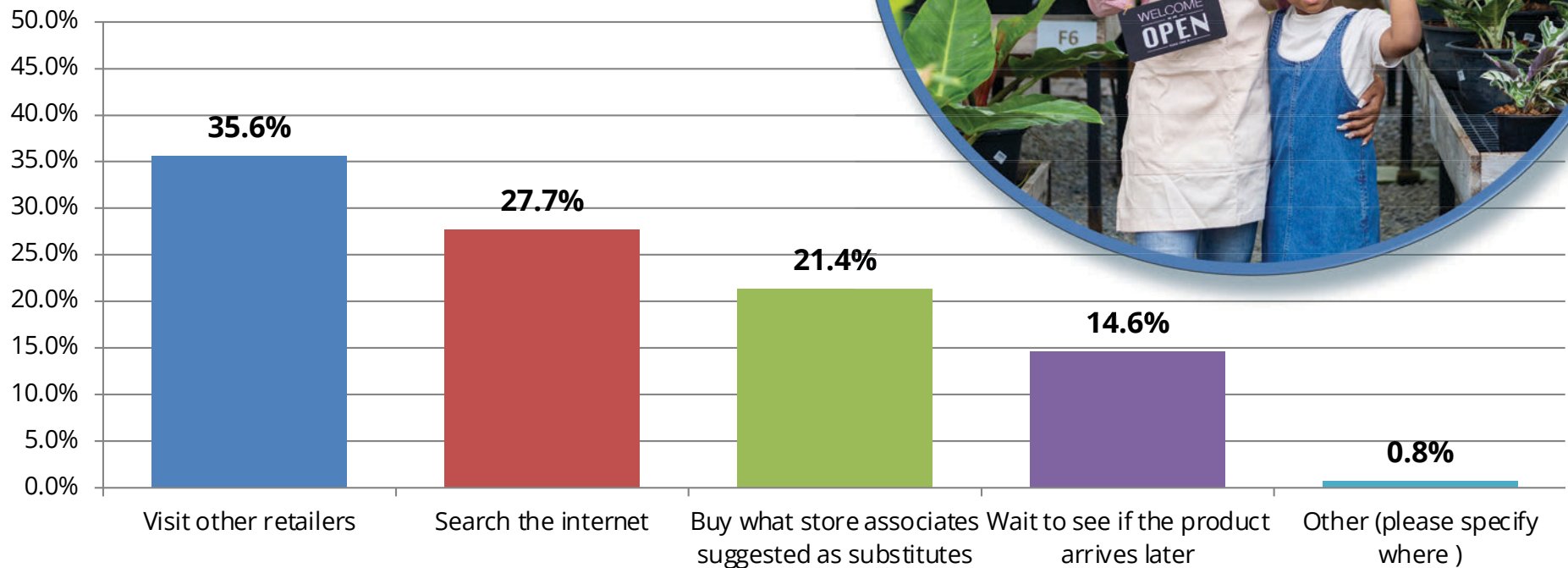
Retailers where you bought most of your garden plants in 2023?



New Gardener Trend

Finding the plant you want

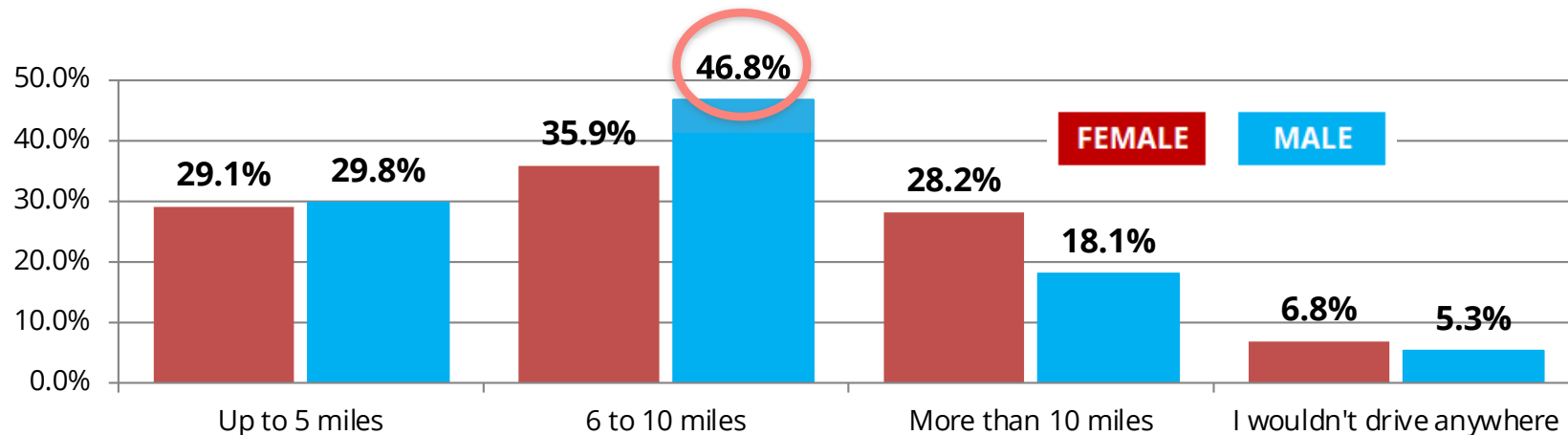
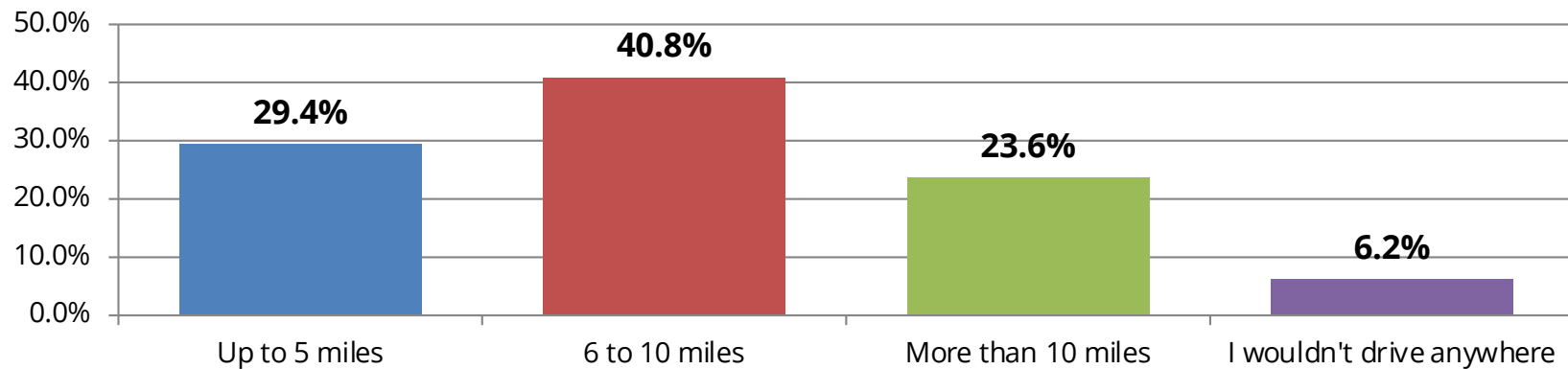
If retailers you regularly shop did not have the variety or kinds of plants that you wanted to buy in 2023, what did you do?



New Gardener Trend

Finding the plant you want

How far are you likely to drive to find the specific color of flower or specific variety of vegetable plant?

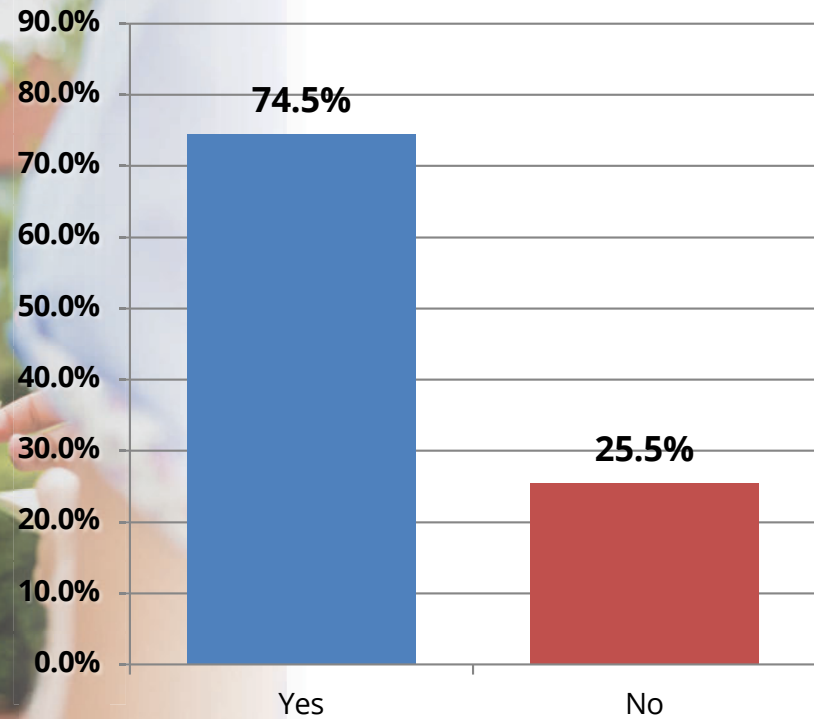


New Gardener Trend

Finding the plant you want



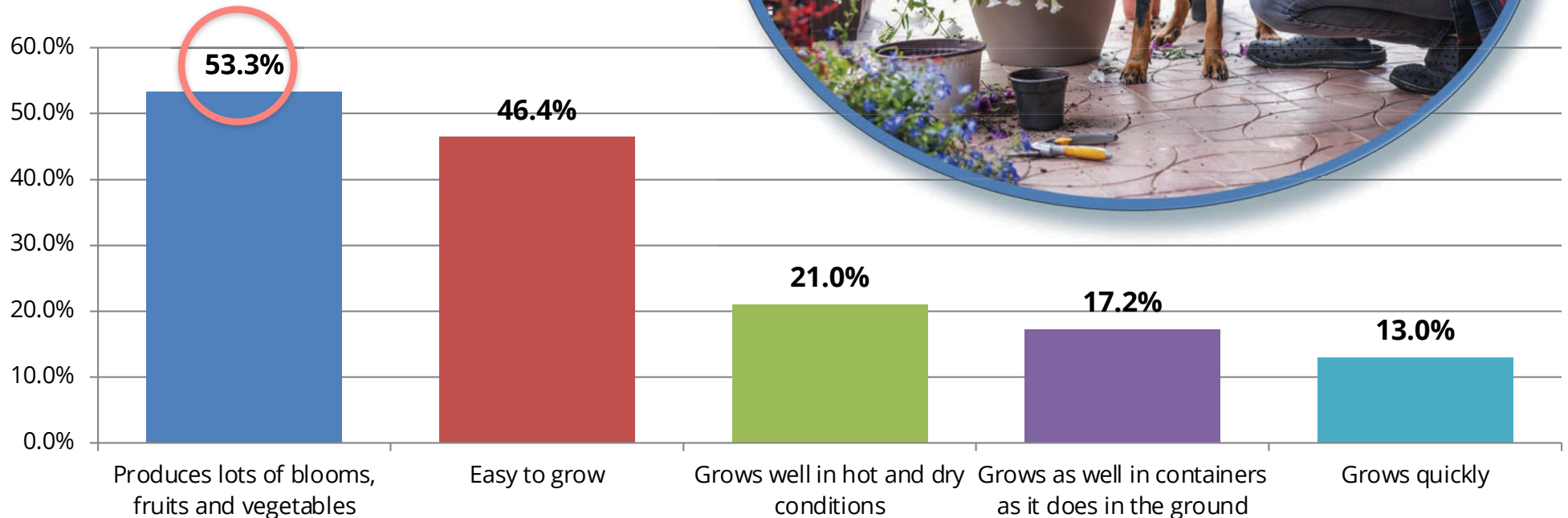
Are you likely to pay more for the specific color of flower or specific variety of vegetable plant you want?



New Gardener Trend

Plant Characteristics

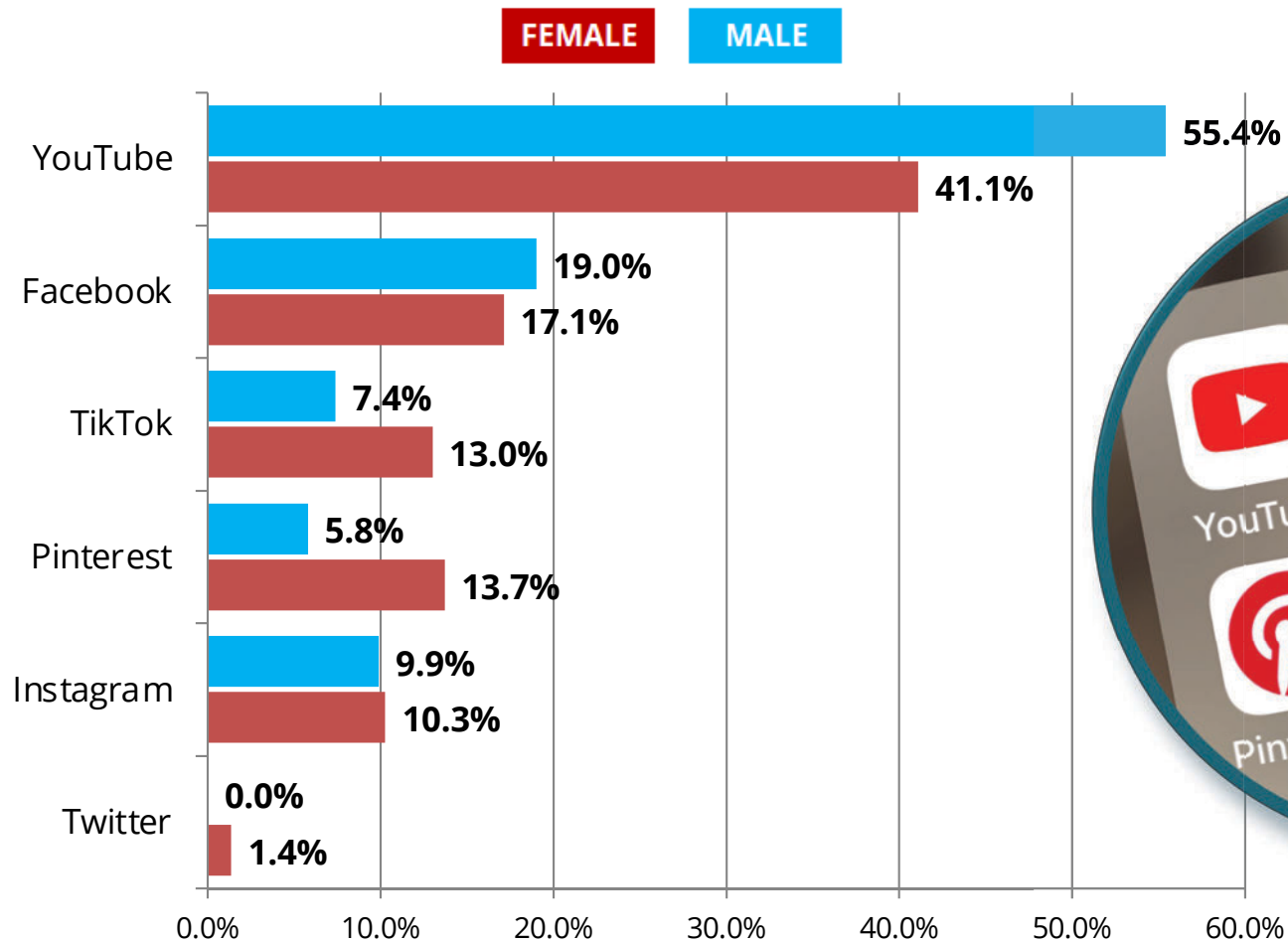
What is the most important characteristic about the plants you purchase?



New Gardener Trend

Social Media Preferences

What are the most important social mediums you use to learn about new plants and gardening supplies.

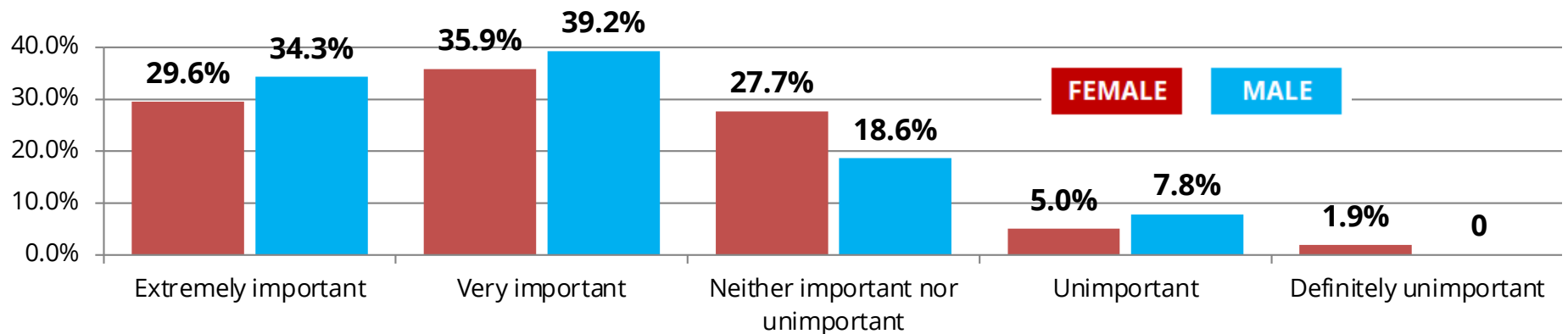
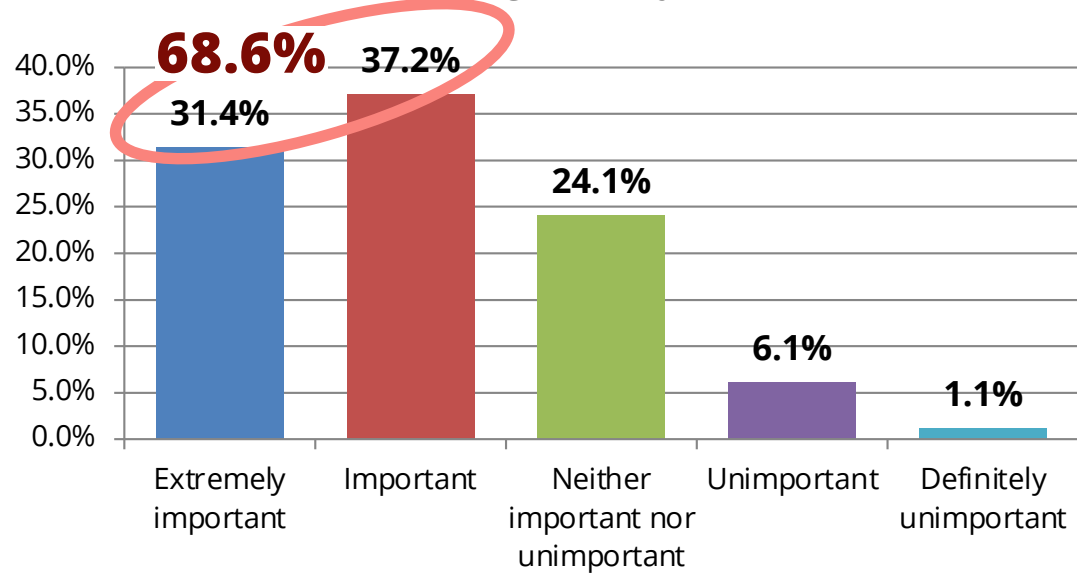


New Gardener Trend

Organic Importance



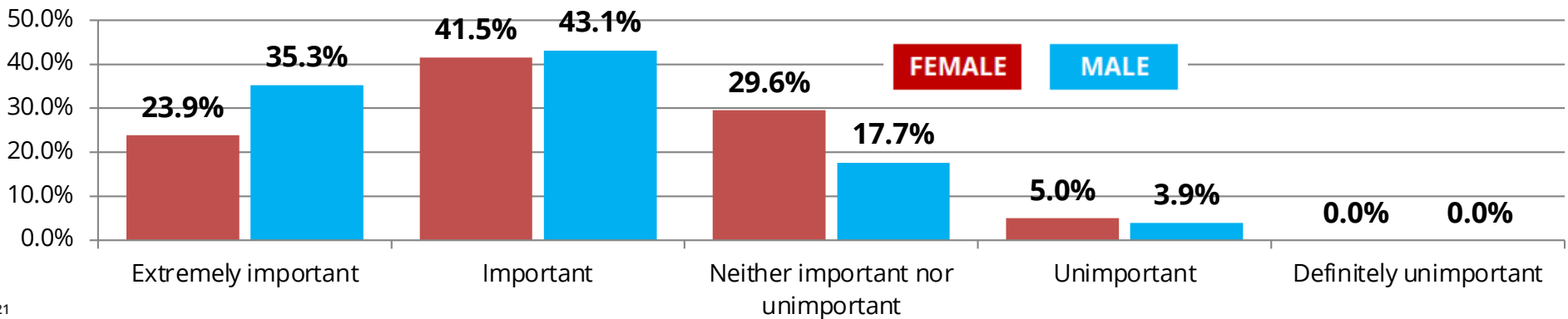
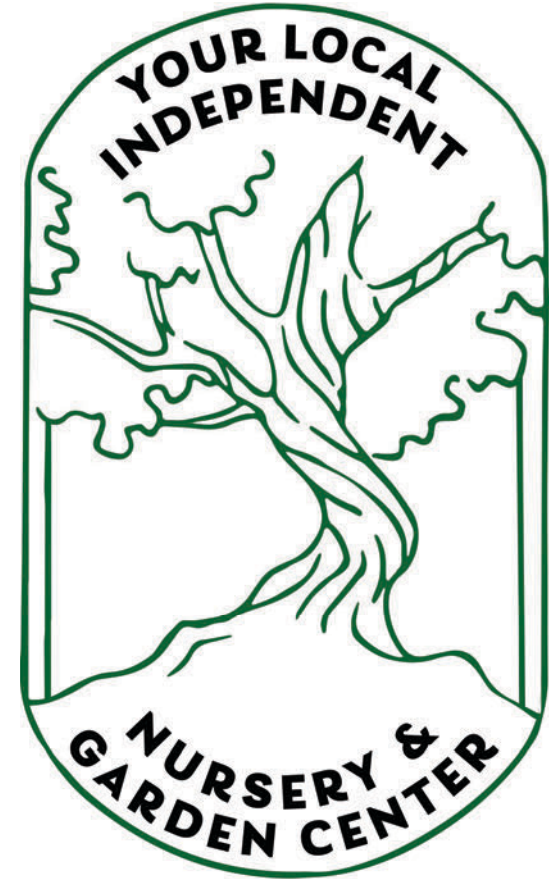
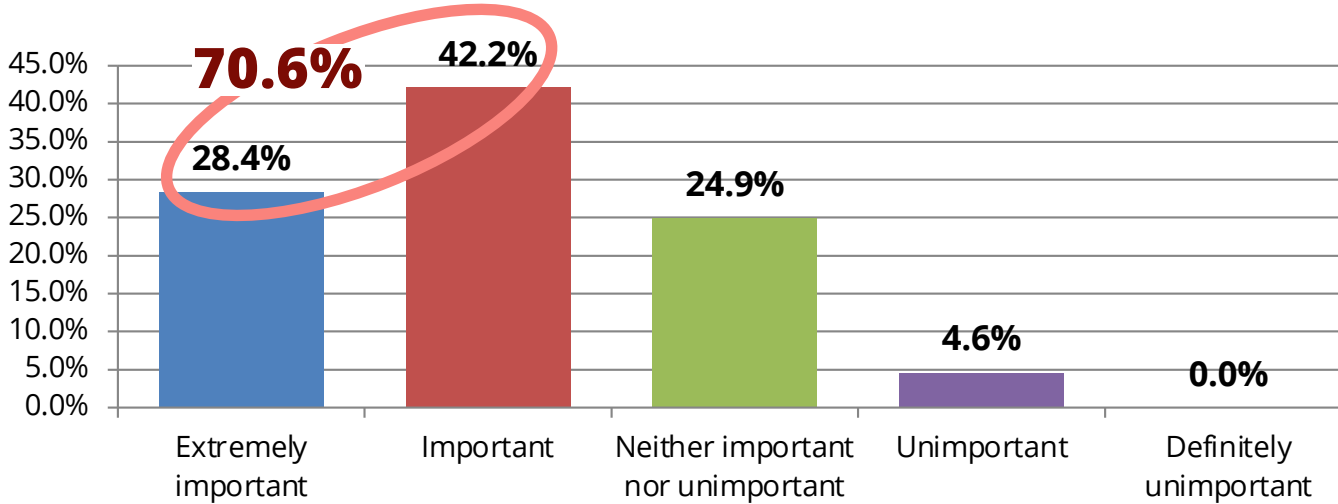
How important is it to you that the garden plants you buy are grown organically?



New Gardener Trend

Locally grown

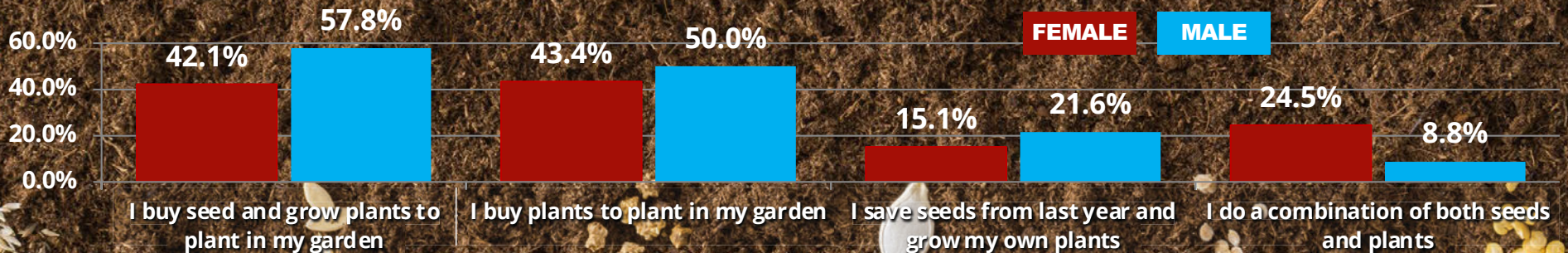
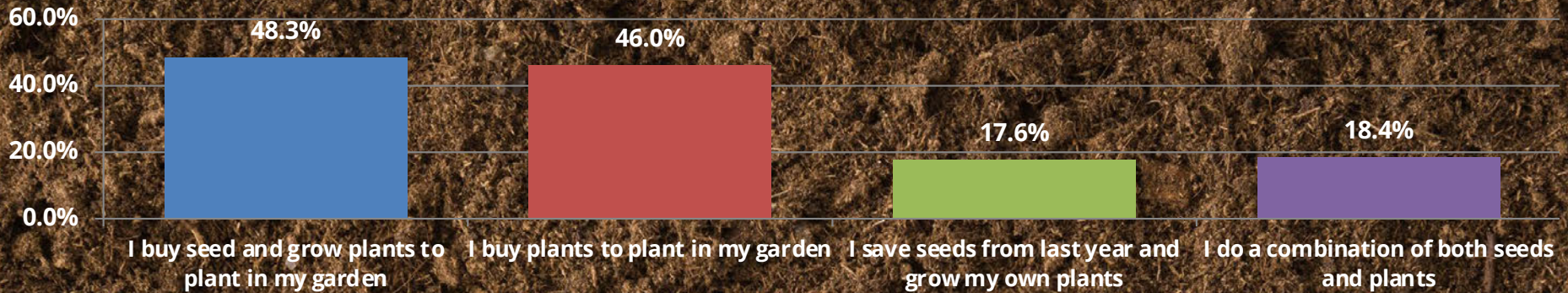
How important is it to you that the garden plants you buy are grown locally?



New Gardener Trend

Seeds or plants

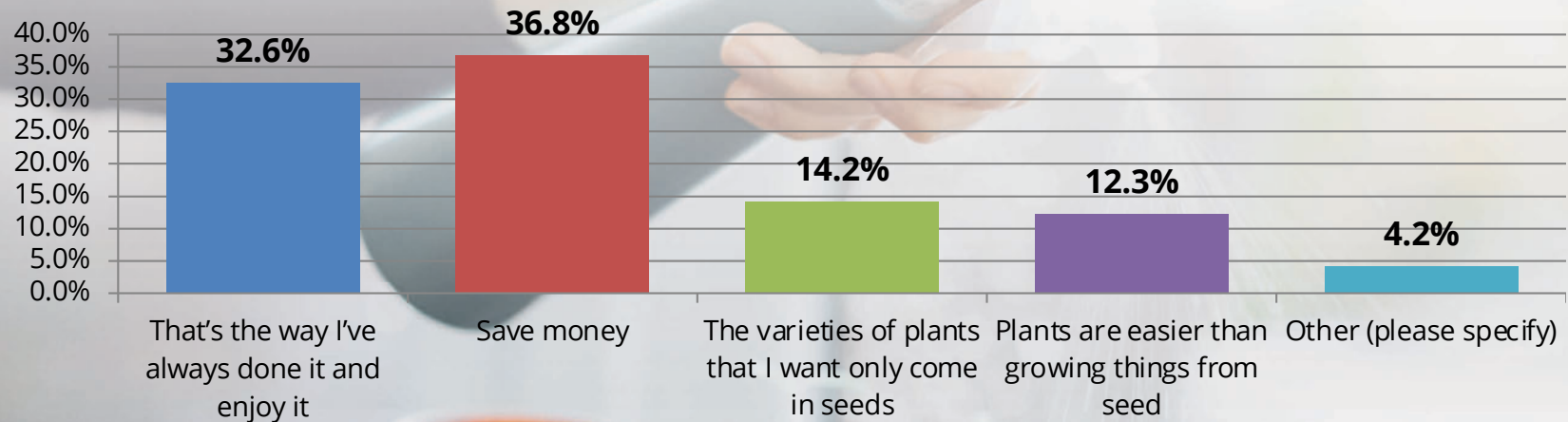
Do you grow your own plants from seed, or do you buy plants at the store?



New Gardener Trend

Grow from seed

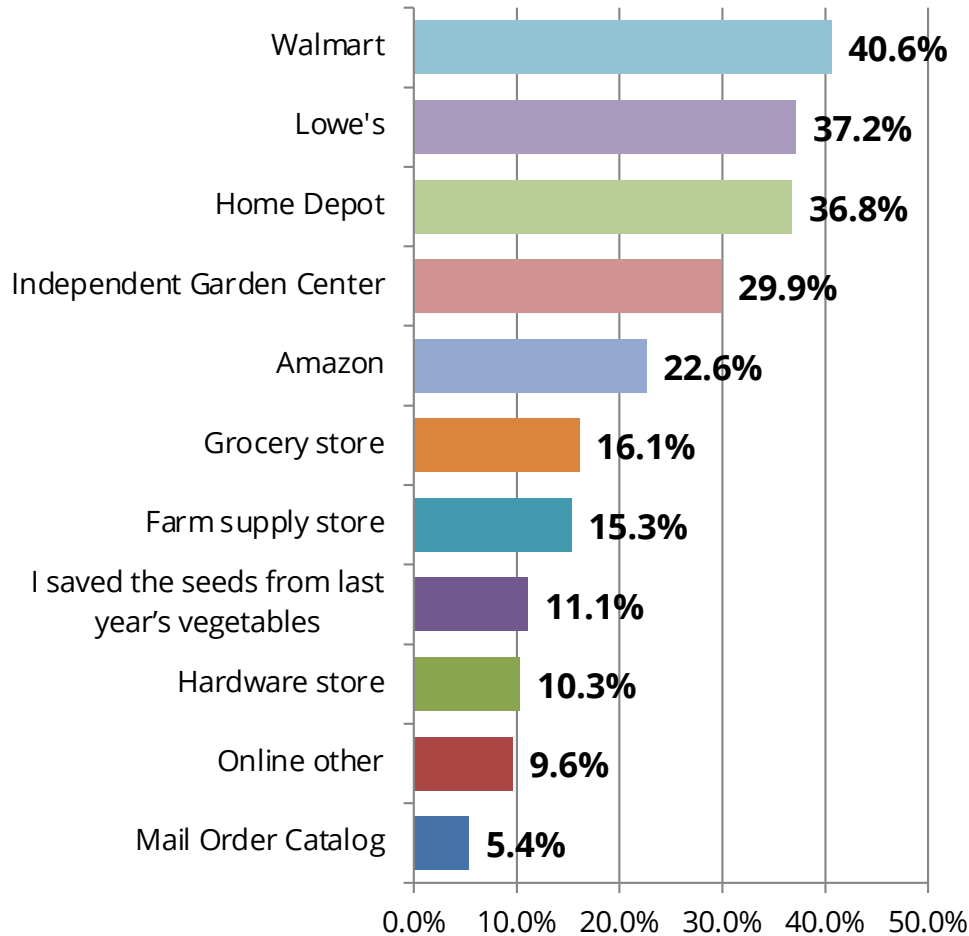
Why do you grow your own plants from seed?



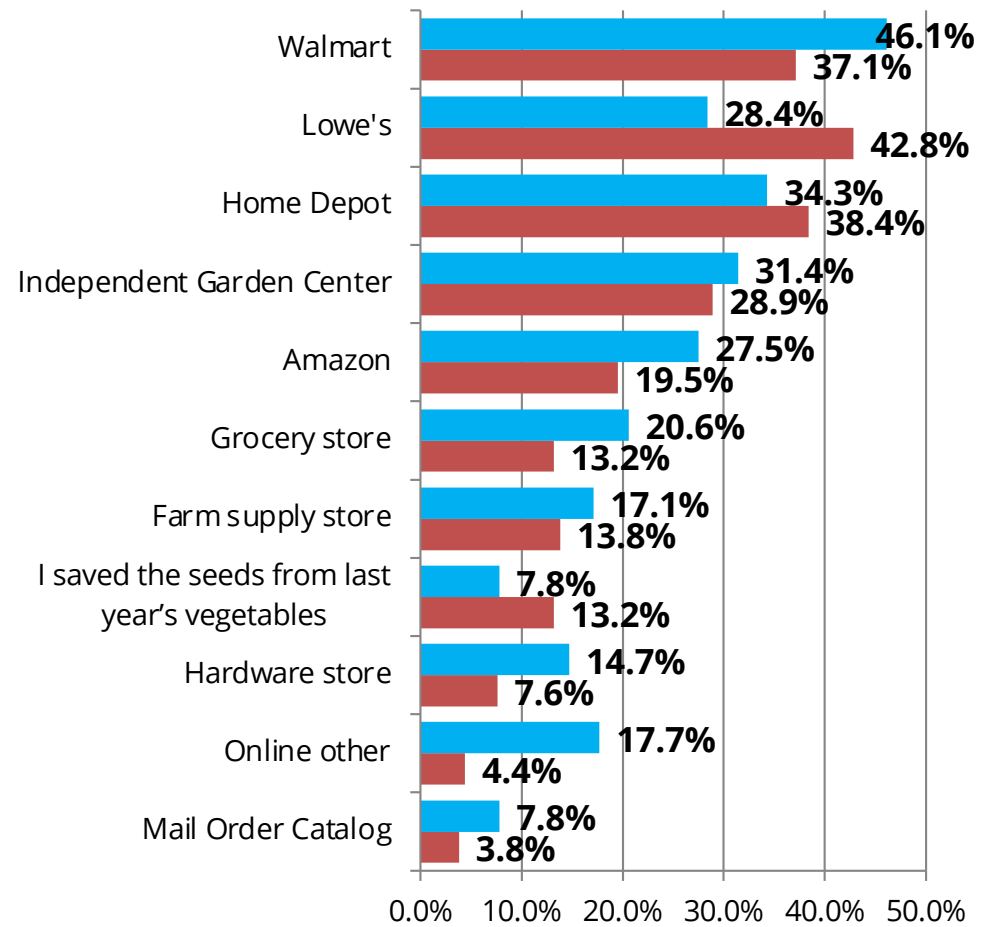
New Gardener Trend

Purchase location

If you grow from seed, where do you get your seeds?

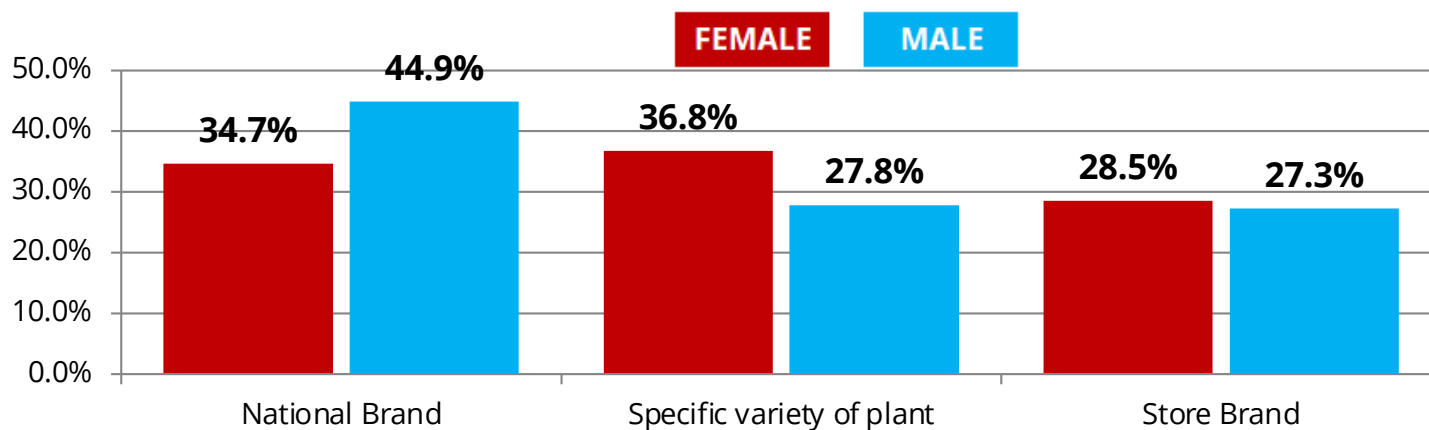
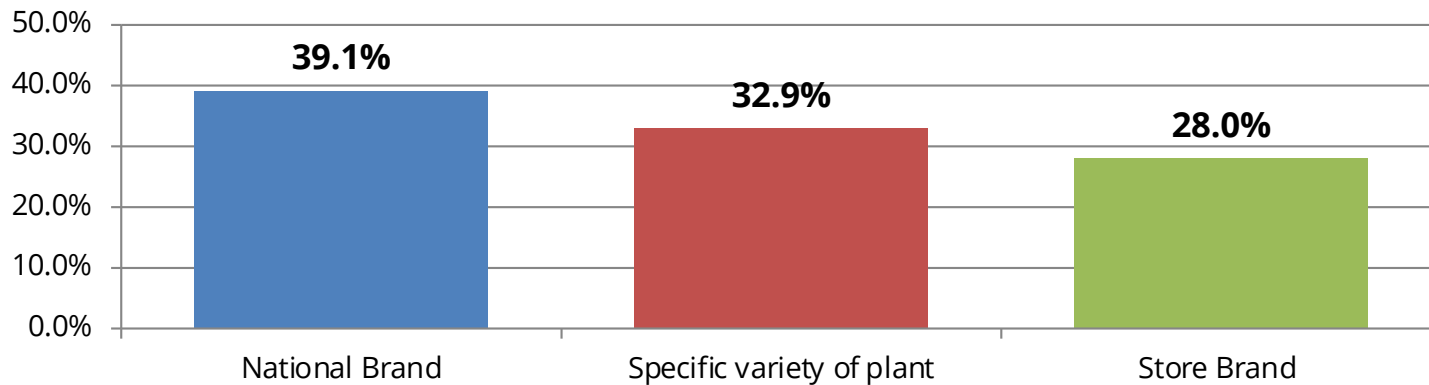


FEMALE **MALE**

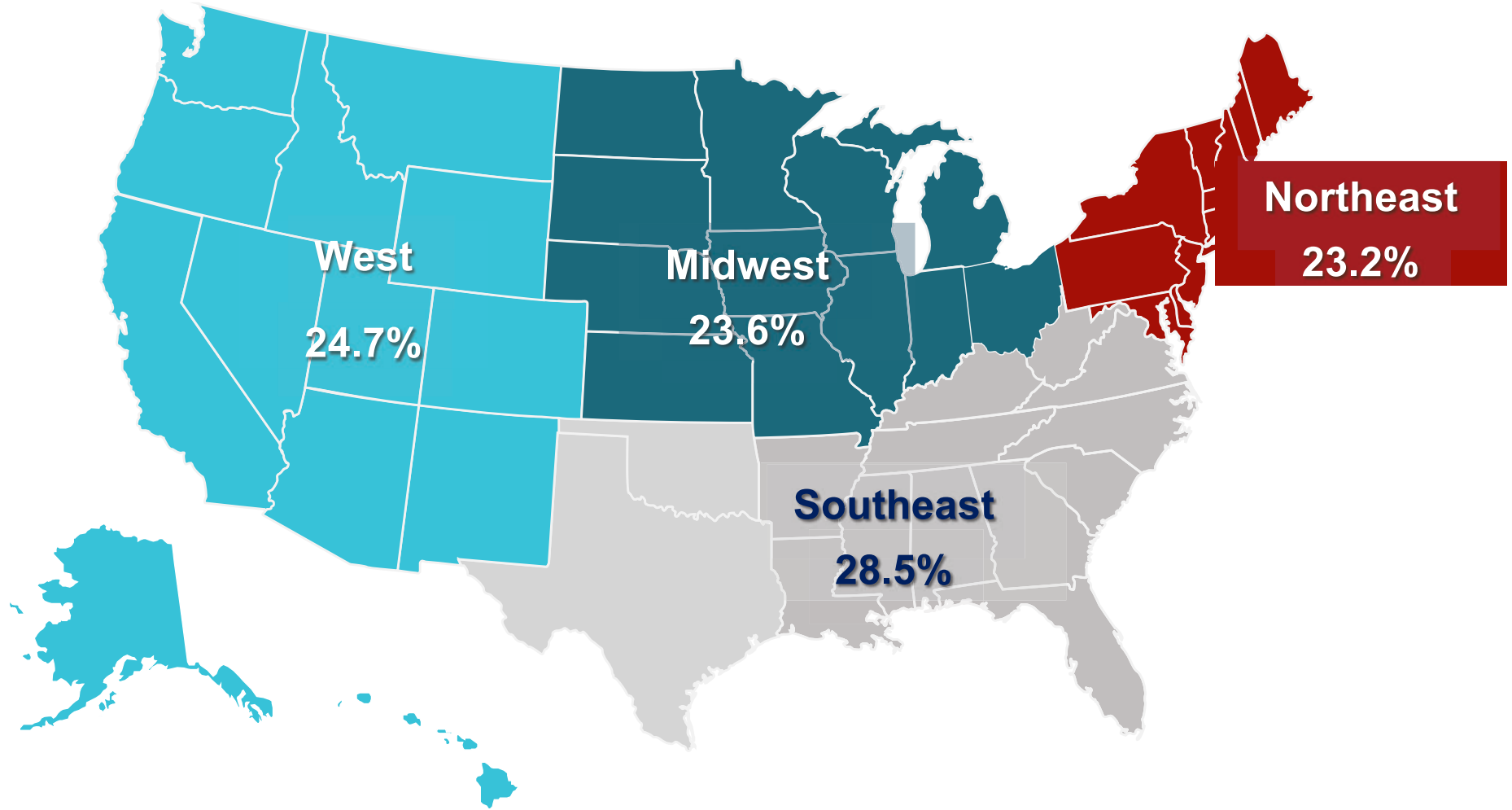


New Gardener Trend Brands and Varieties

What are the three most influential factors in your plant purchase decision?



Demographics - Regions



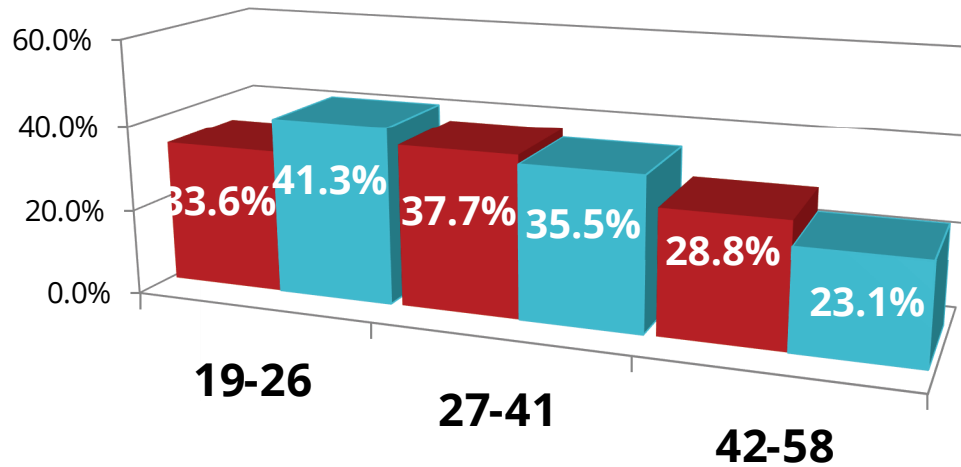
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Demographics - Location

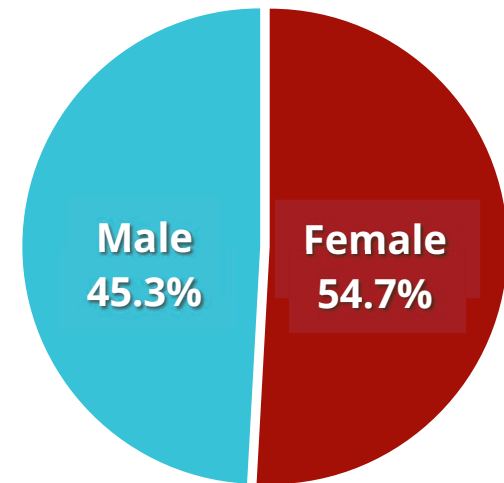


Demographics - Age/Gender

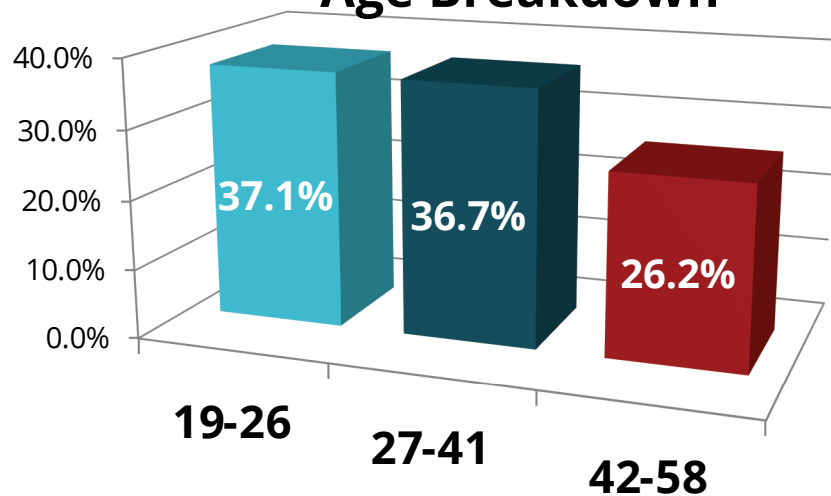
Age Breakdown by Gender



Survey Gender Breakdown



Age Breakdown



Additional information available upon request

This report represents a summary of our key research findings.

If you'd like more detailed implications, customized views of the data, demographic or age breakdowns and more, contact us.

Contact Mike Reiber

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About Axiom



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

Axiom uses market insights to create marketing and sales strategies which accelerate purchase decisions and business growth.

Headquartered in Minneapolis, Axiom is a fully integrated team with satellite offices 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 500 enterprises.

We're gardeners, marketing managers, R&D professionals 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 faster ROI and accelerated sales.