



2025 Axiom Gardening Outlook Study



About the Study - Axiom

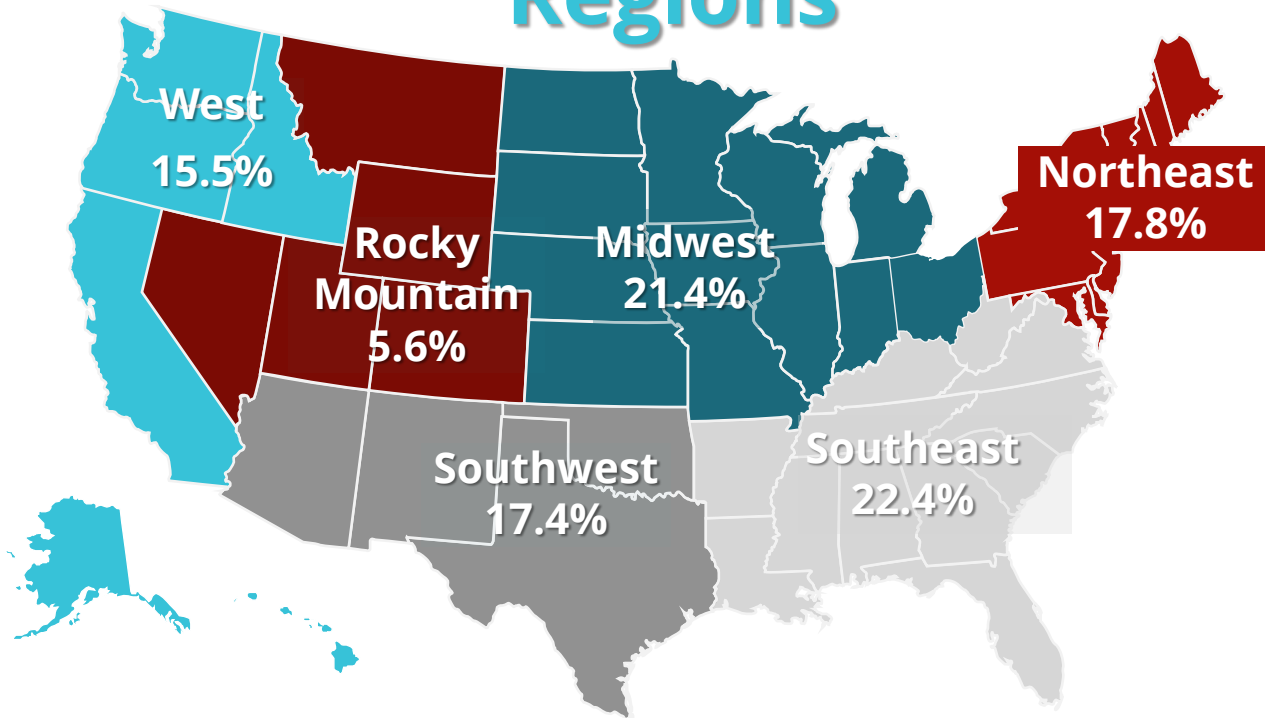
Our goal with this study is to learn more about how much money and time home gardeners spent on their gardens in the past year (2024), and their views about gardening in the coming year (2025.)



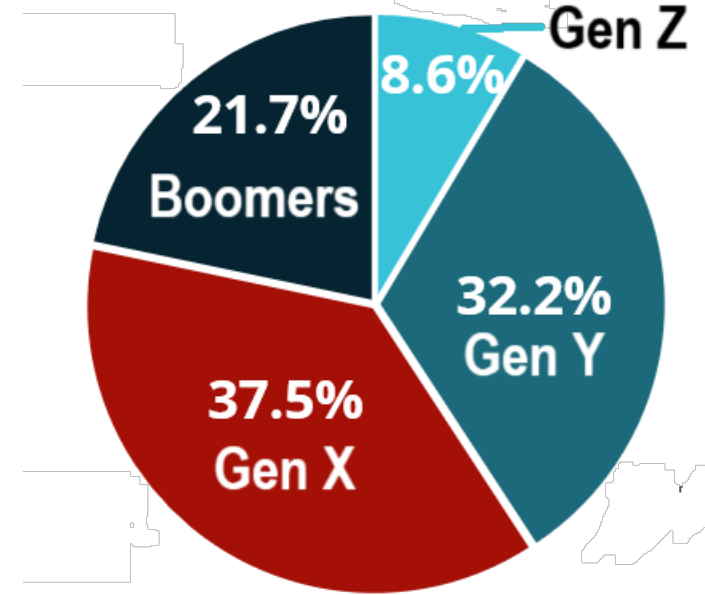
Mike Reiber
CEO & Founder

About the Study - Demographics

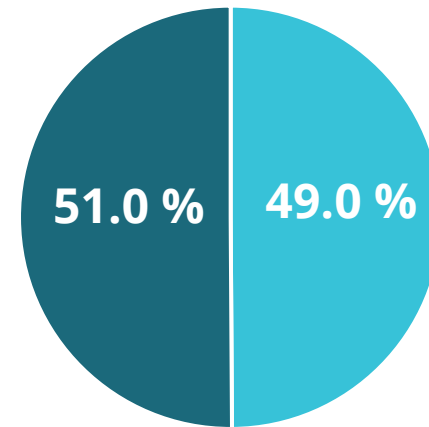
Regions



Age Groups



Gender



Note: Respondents were recruited randomly from a panel of 70 million Americans. All respondents own a home and purchased garden plants last year.



Executive Summary

Fewer Respondents Spent More Time Gardening in 2024 than in 2023 or 2022

- 35.9% of respondents spent more time gardening in 2024 compared to 2023; however, this figure is down 10.9 percentage points from 2023 and 8.5 percentage points from 2022.
- Gen Z (65.4%), Gen Y (47%) and male (43.4%) respondents reported the greatest increase in additional time spent gardening in 2024 compared to 2023.
- Top 3 reasons for participation in gardening included: enjoy being outside (63.2%), like to grow things (58.2%) and producing fresh fruit, vegetables and herbs (53.3%).
- 40.8% of respondents reported time was the #1 barrier to gardening more.
- Only 12.2% of respondents reported spending less time gardening in 2024 compared to 2023.
- Working more and weather were cited as the top 2 reasons for spending less time gardening.

More Dollars Spent on Gardening in 2024

- 44.4% of respondents spent more money gardening in 2024. This figure is 8.5 percentage points higher than 2023 and 2 percentage points higher than 2022.
- Groceries, travel and eating out were the top 3 reasons cited among respondents who spent less on gardening in 2024.
- Money/budget cited the #2 barrier to gardening more.

Increased Gardening Spending and Time in 2025

- 39.8% of respondents reported they expect to spend more money on gardening in 2025.
- Gen Z (46.2%) and Gen Y (43.9%) were the top two segments which expect to spend more money on gardening in 2025.
- 44.4% of respondents reported expecting to spend more time gardening in 2025.
- Gen Z (69.2%) and Gen Y (51%) were the top two segments which expect to spend more time gardening in 2025.
- Top 3 garden projects for 2025 include: front of the house plantings to increase curb appeal, creating vegetable gardens and adding outdoor lighting.

Key Information Sources

- Top two information sources on new plants and gardening supplies included: websites (28%) and IGCs (16.8% down 11% percentage points from 2023).
- YouTube (38.5%) cited as the #1 most important social media site to learn about new plants and gardening supplies.
- At 25.7%, IGCs remained the #1 information source for garden questions; however, Home Depot was #2 at 23.7%.

A photograph of rolled-up US dollar bills and a garden trowel in dark soil. The bills are rolled into cones and placed in the soil. A black garden trowel with a red handle is also visible in the soil. The background is a blurred green garden.

Executive Summary



Executive Summary

Lower Increased Planting/Garden Size in 2025

Garden Success and Satisfaction High in 2024

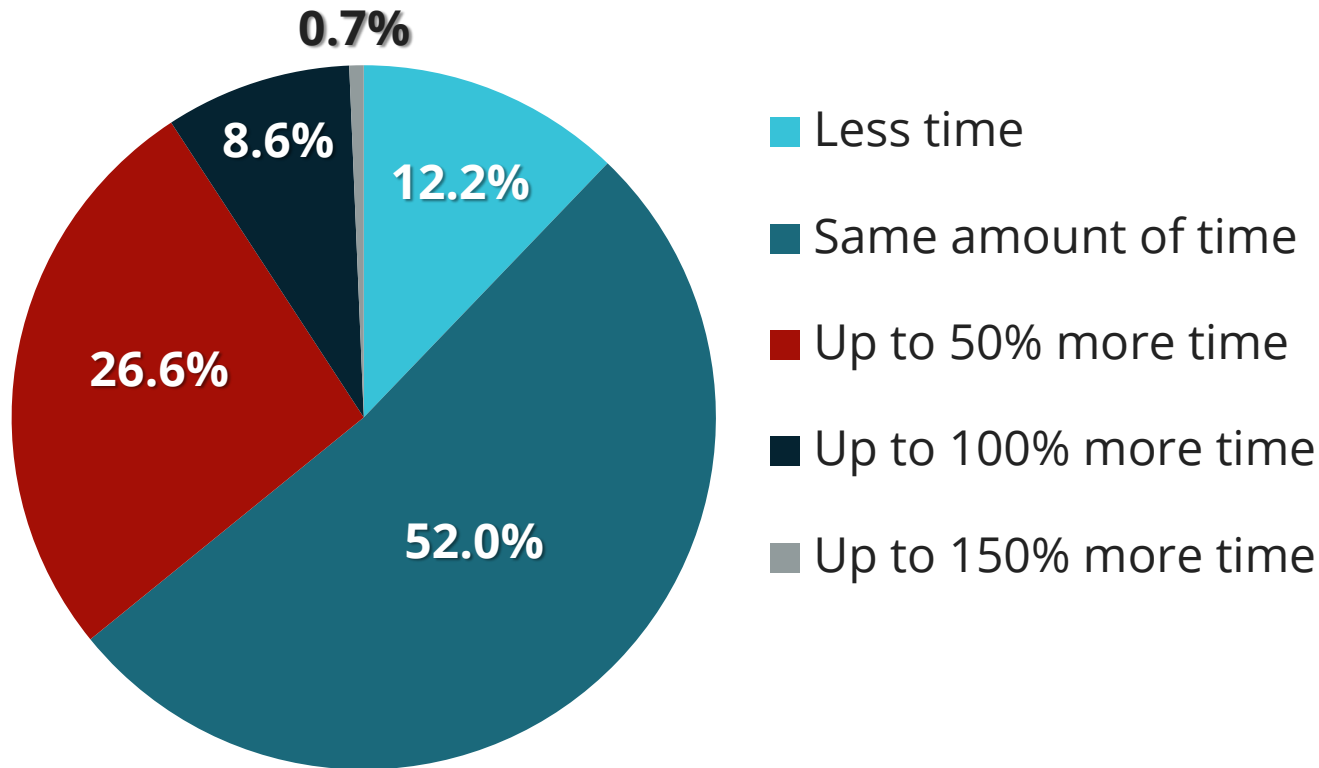
- 55.9% of respondents reported planning to plant more and expand their gardens in 2025; however, this figure is down 8.8 percentage points from 2023.
- Gen Z (63.1%) and male (59.8%) respondents were the top two segments which are planning to plant more and expand their gardens in 2025.
- 74.1% of respondents felt successful or very successful in their 2024 garden pursuits.
- 38.8% reported wanting more blooms, fruits and vegetables.

Home Depot Dominates Garden Purchases, IGCs Have Better Plants and Store Associates

- Home Depot was cited as the #1 purchase outlet for gardening supplies and garden plants in 2024.
- At 32.2%, Home Depot garden supply purchases were down 3.8 percentage points from 2023. At 33.9%, Home Depot garden plant purchases increased 4 percentage points from 2023.
- When asked where they find the highest quality plants, 30.3% of respondents named IGCs.
- When asked which store associates are most knowledgeable, 25.6% of respondents named IGCs.
- Top 3 respondent needs for visiting their local IGC include: more plant choices (29.9%), new plant varieties (17.4%) and help choosing the right plant (13.8%).

Time Spent Gardening

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

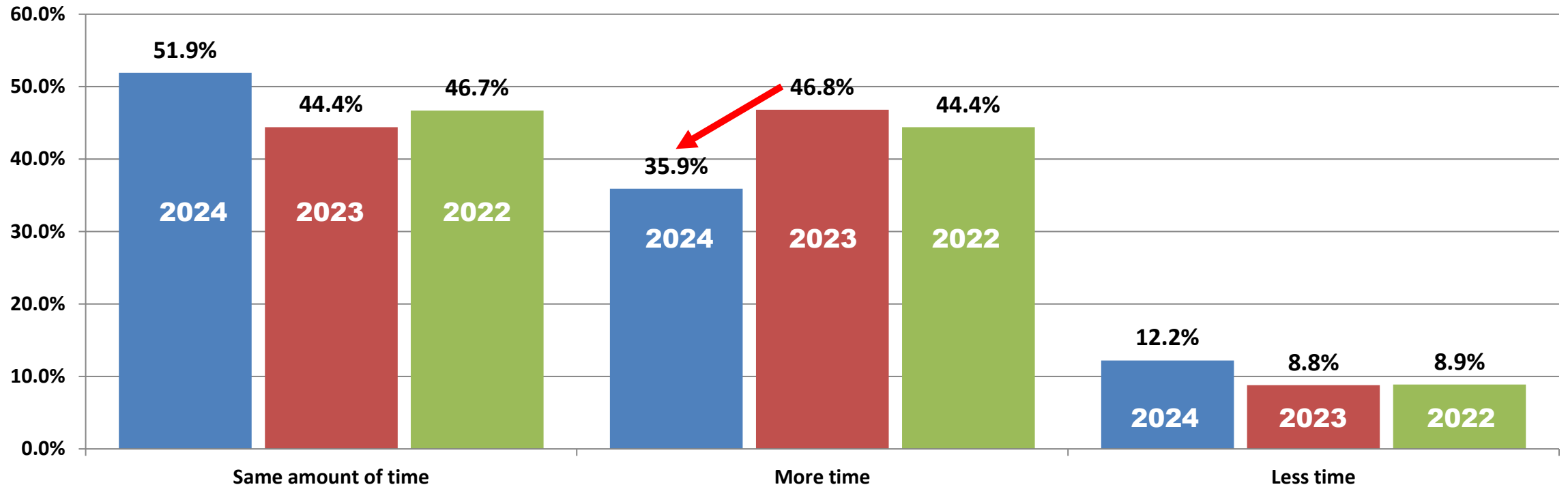


Note: 35.9% is down from 10.9 percentage points from 2023 and 8.5 percentage points from 2022 as shown on the next page.



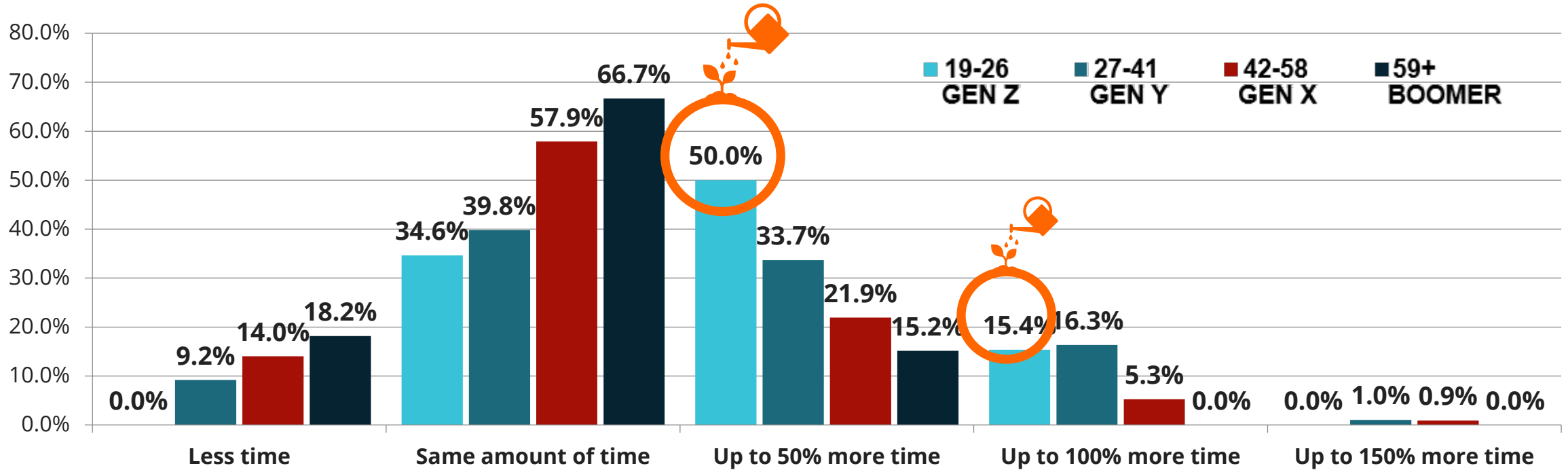
Fewer Respondents Spent More Time Gardening than in Previous Years

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



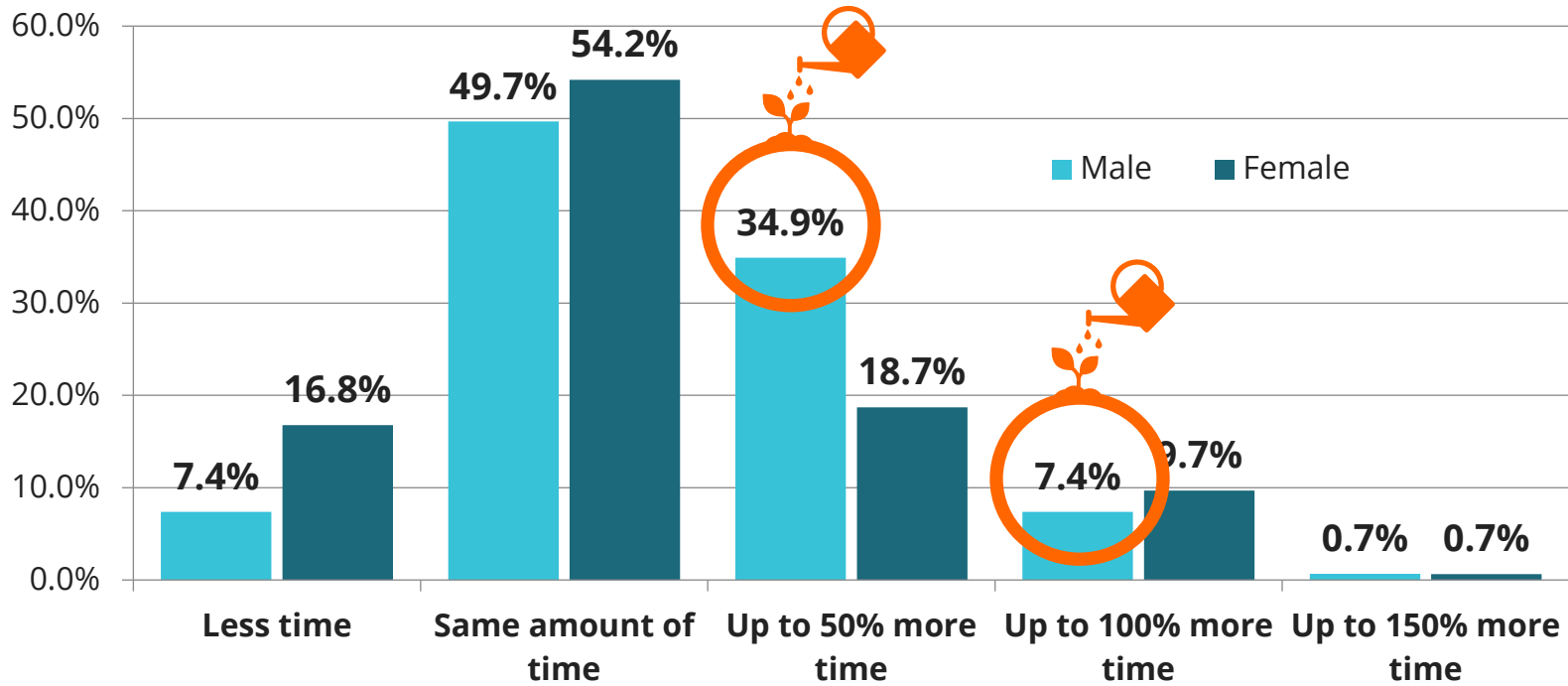
Gen Z More Time Gardening

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



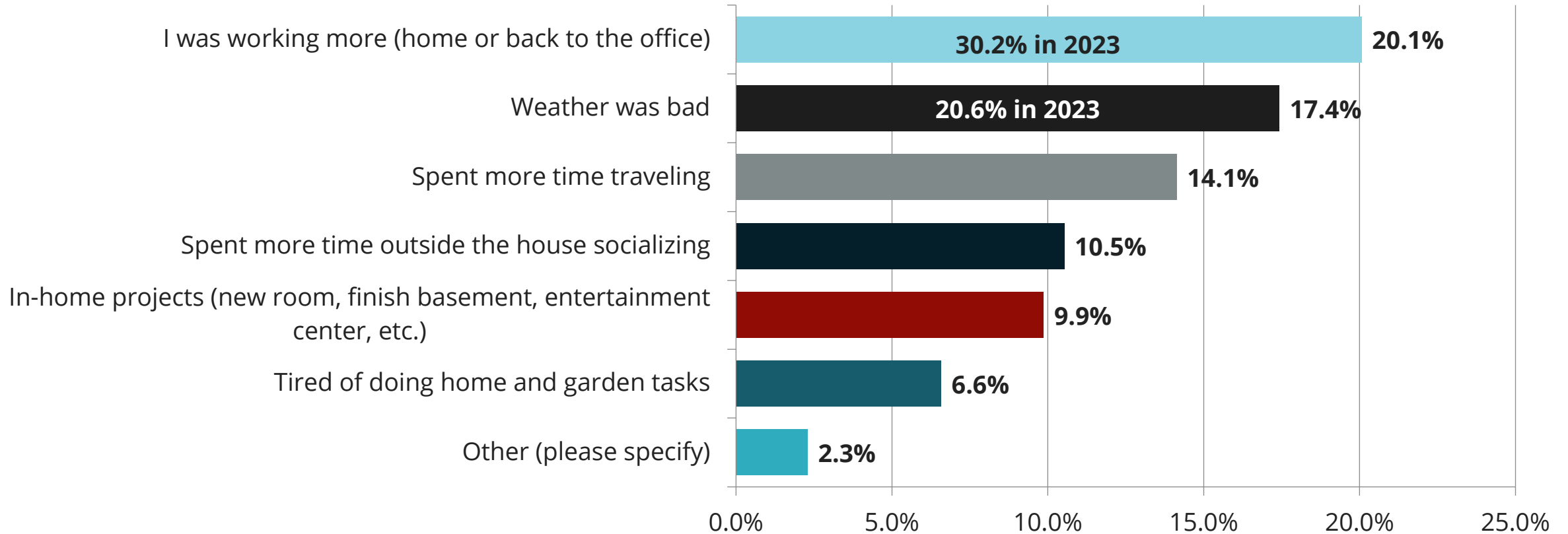
More Time Gardening Males

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



Work and Weather

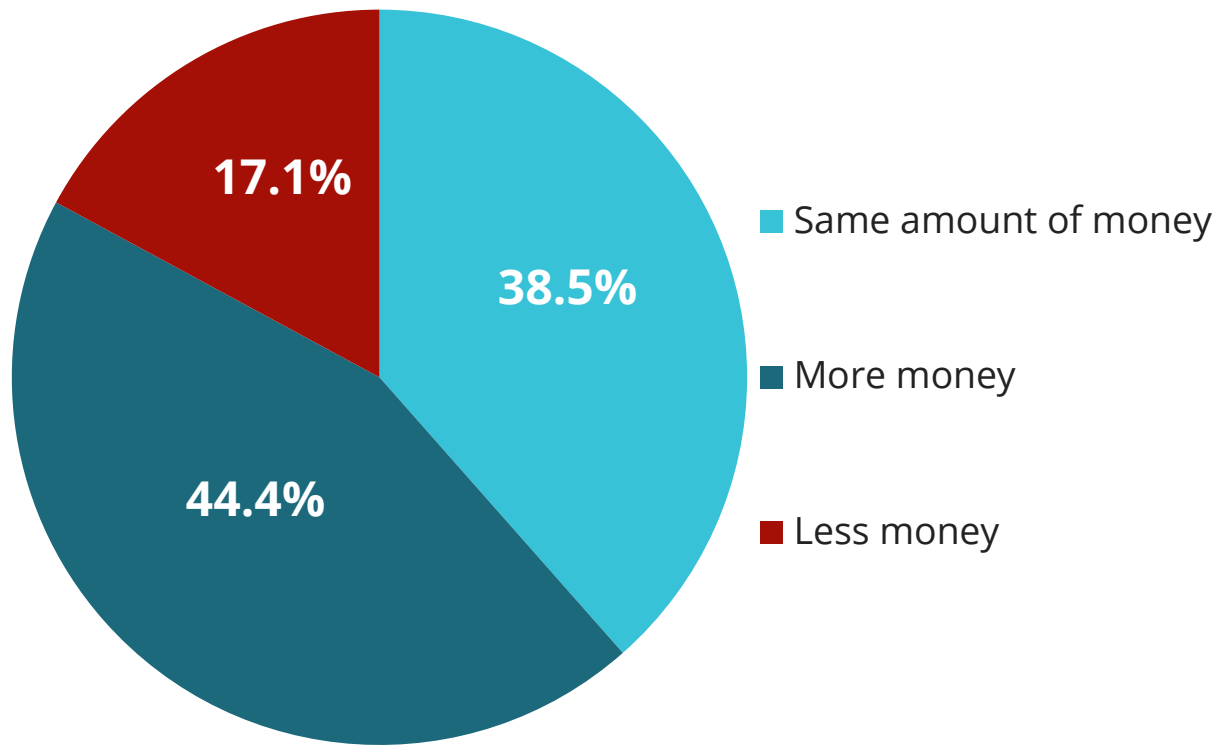
If you spent less time gardening in 2024, why?



Note: Work and weather were top 2 reasons for spending less time gardening in 2023.

More \$\$ Spent in 2024

How much money did you spend on gardening in 2024, compared to 2023?

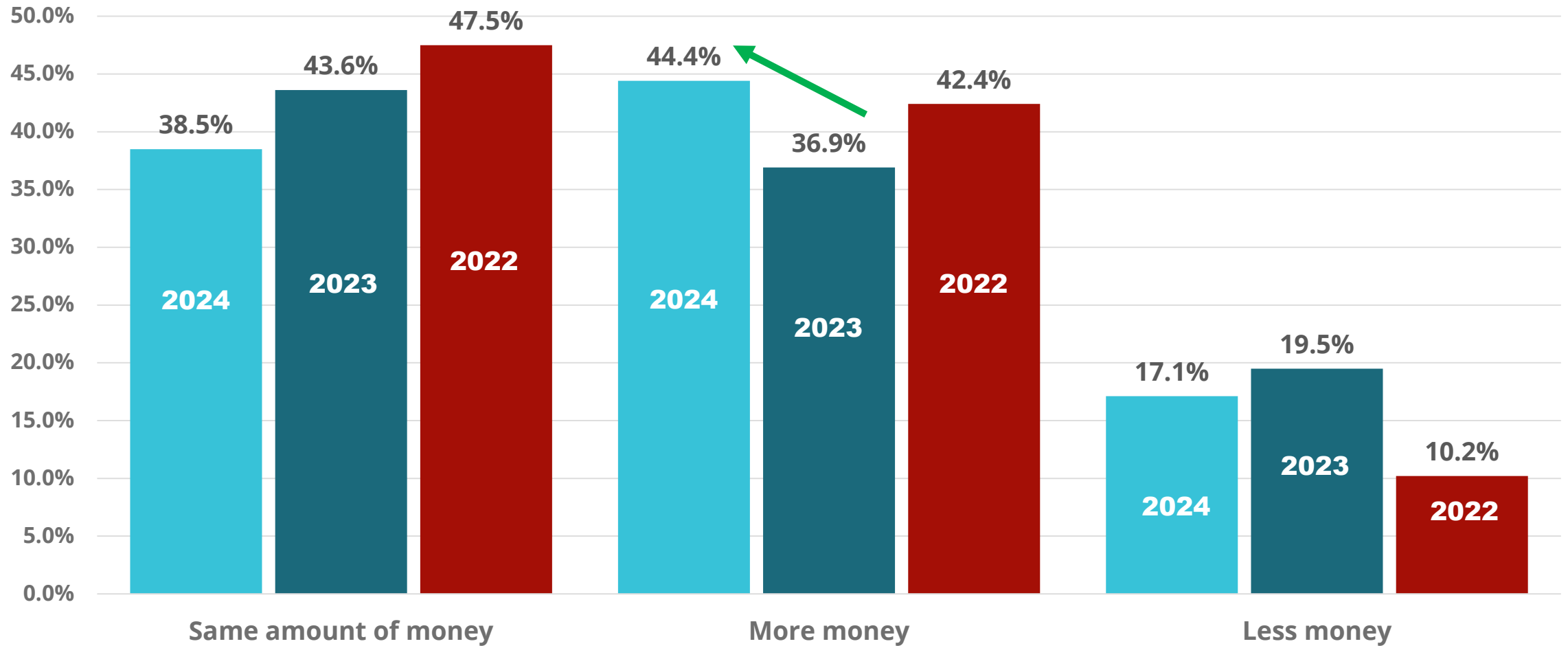


Note: Respondents spending more \$\$ in 2024 increased 7.5 percentage points from 2023 and 2 percentage points from 2023 as shown on the following page.



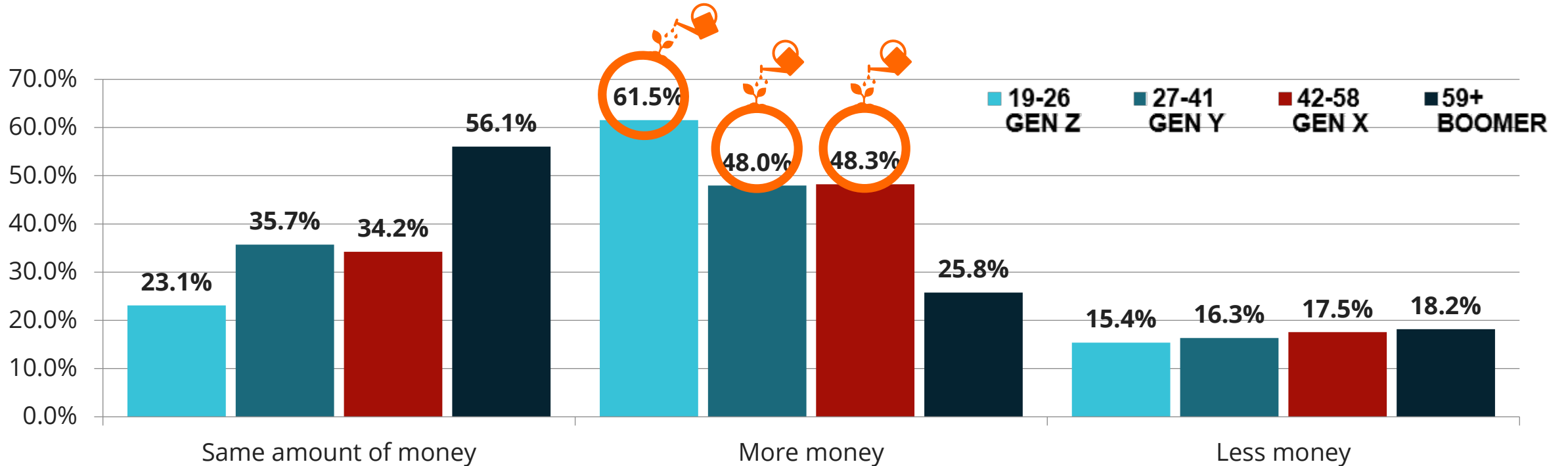
More \$\$ than in Previous Years

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



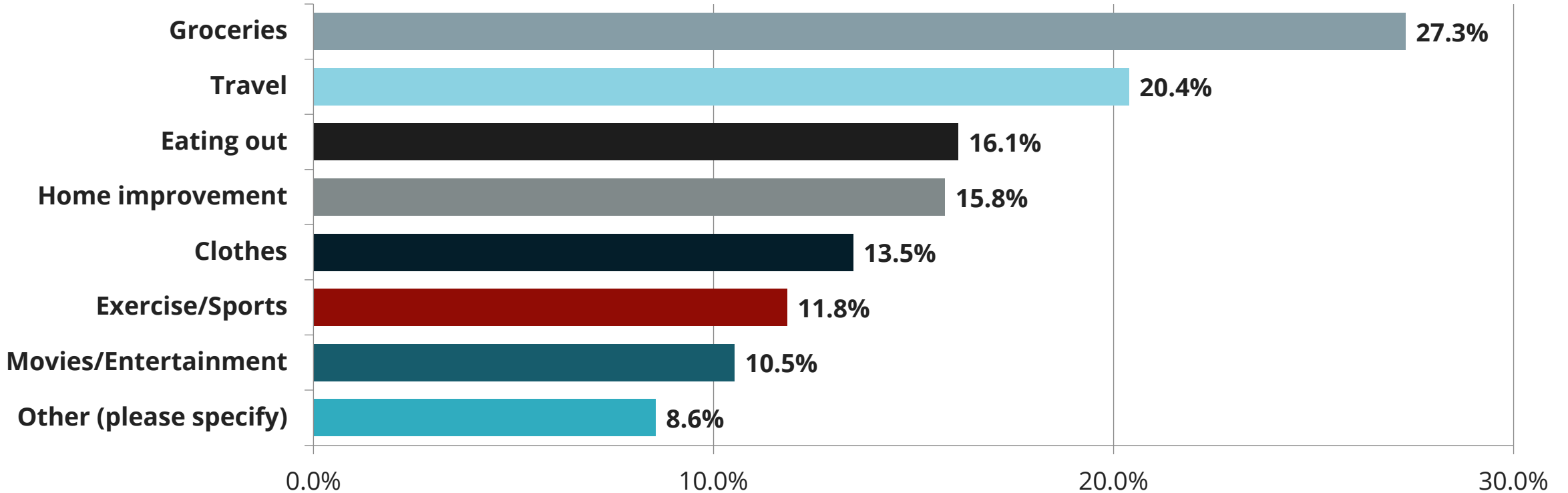
Gen Z, Gen Y, Gen X More \$\$

How much money did you spend on gardening in 2024, compared to 2023?



Groceries, Travel, Eating Out

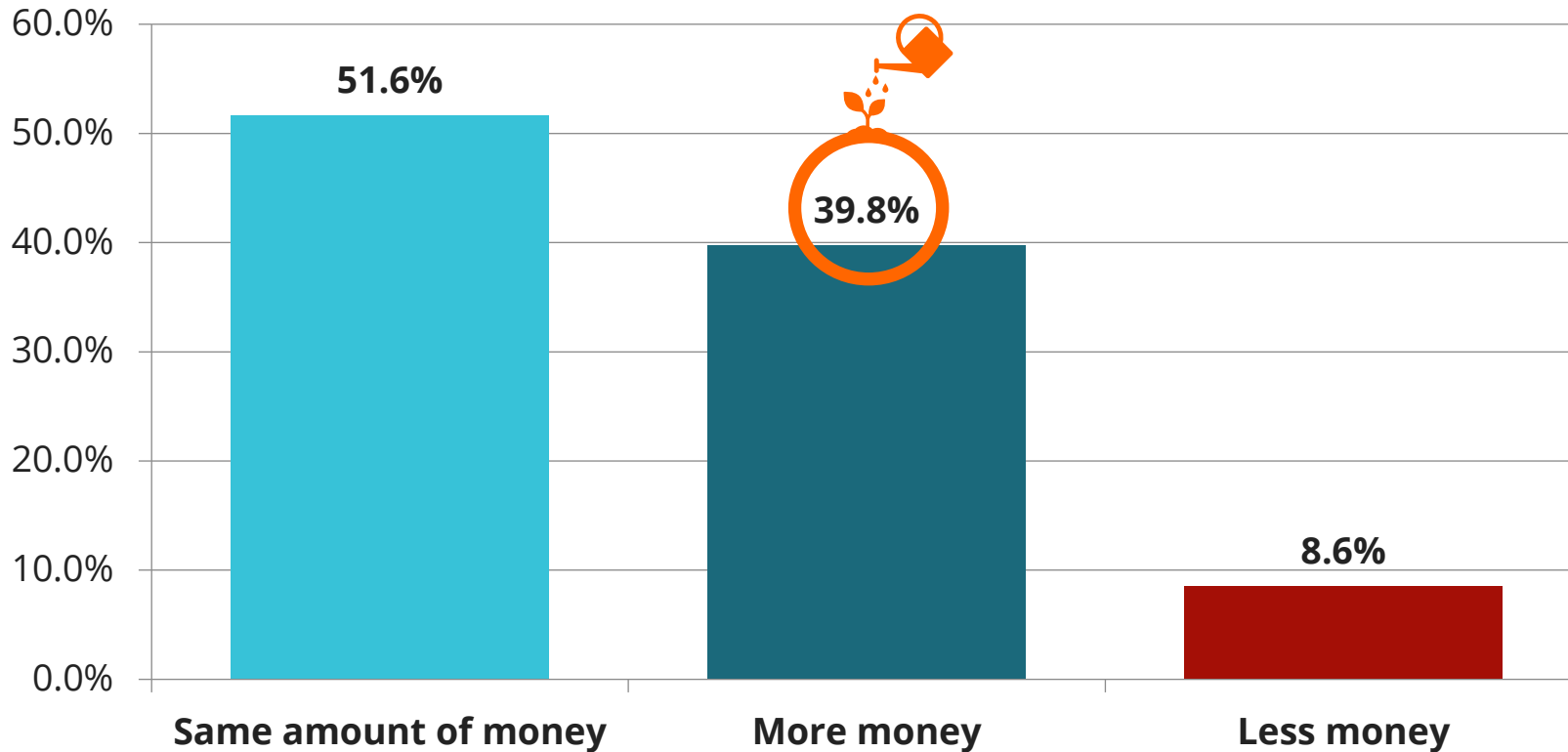
If you spent less money on gardening in 2024, what did you spend it on? (check all that apply)



Note: Groceries, travel and home improvement top 3 reasons for spending less in 2023. Groceries increased by 7 percentage points from 2023.

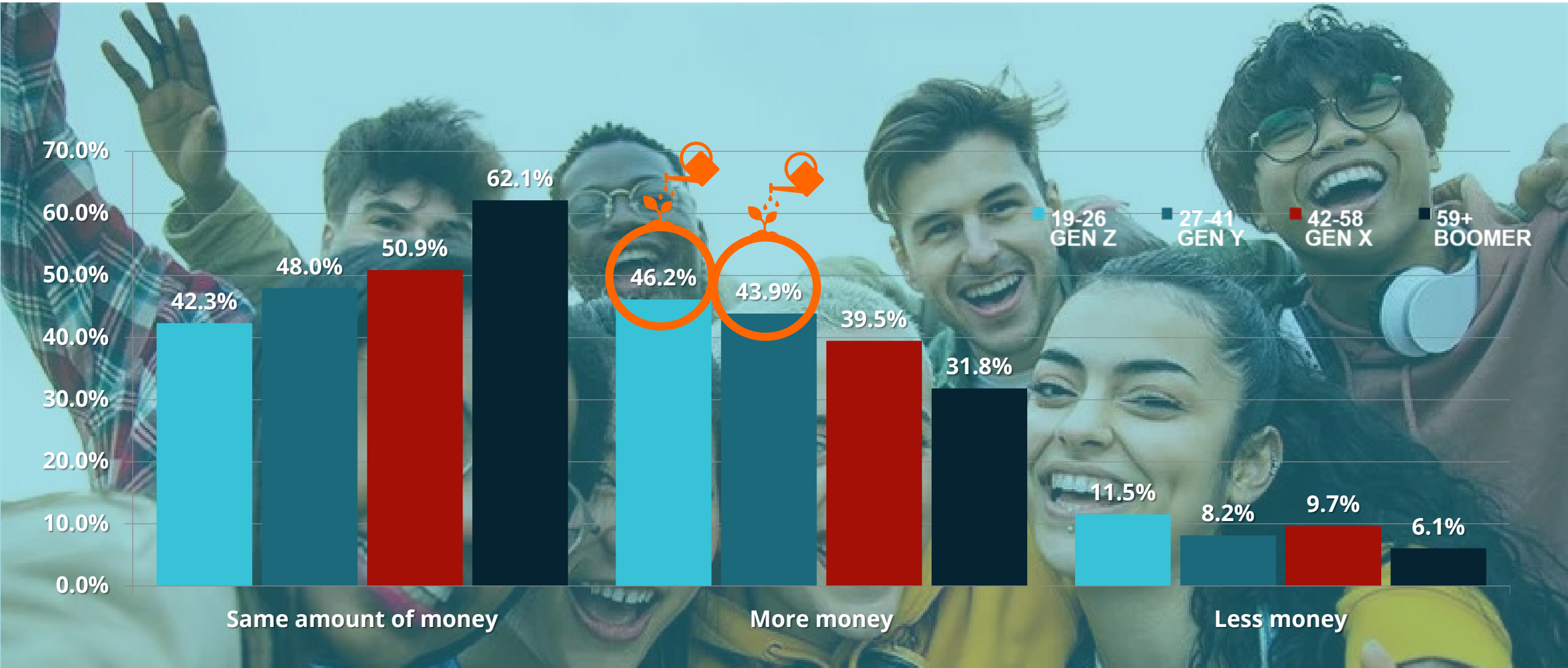
Spend More \$\$ in 2025

Are you likely to spend more or less money on gardening in 2025 compared to 2024?



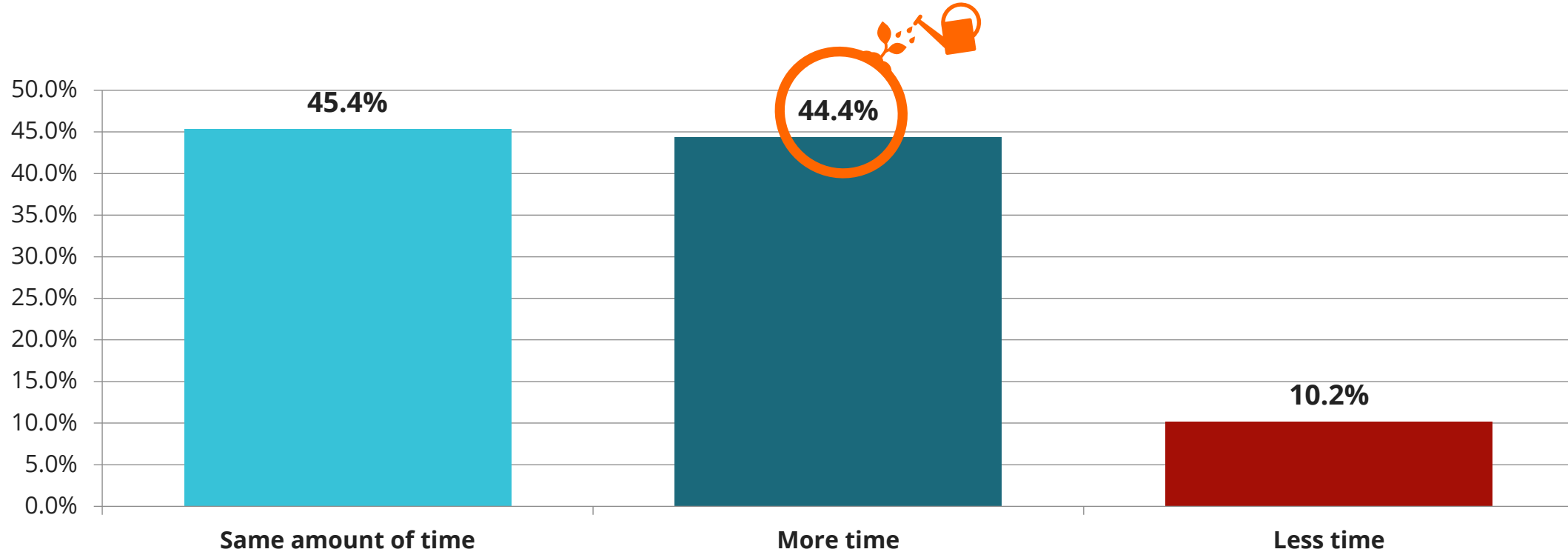
Gen Z, Gen Y Spend More \$\$ in 2025

Are you likely to spend more or less money on gardening in 2025 compared to 2024?



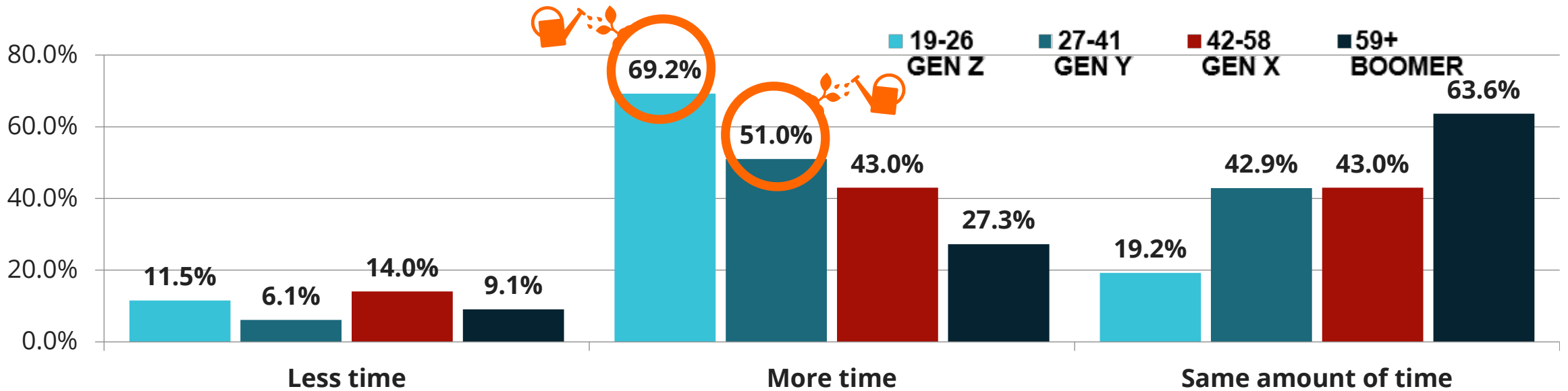
More Time Gardening in 2025

How much time do you expect to spend gardening in 2025 compared to 2024?



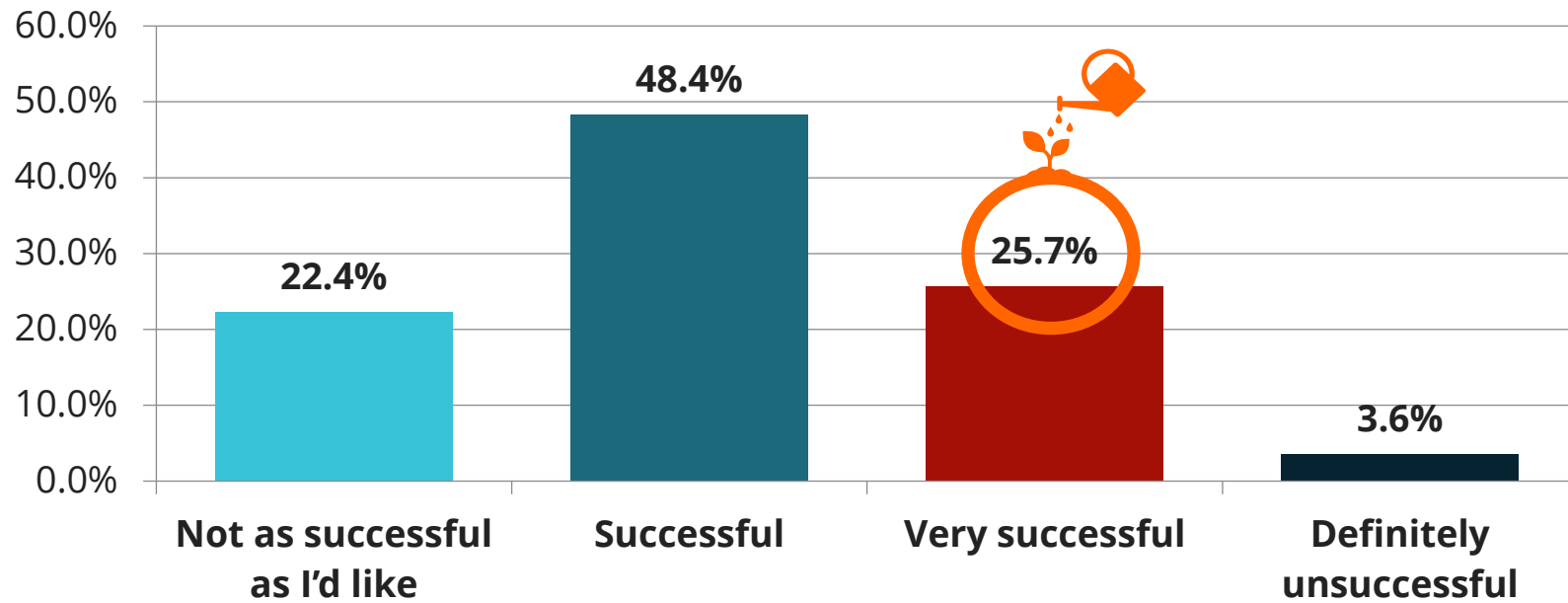
Gen Z, Gen Y More Time in 2025

How much time do you expect to spend gardening in 2025 compared to 2024?



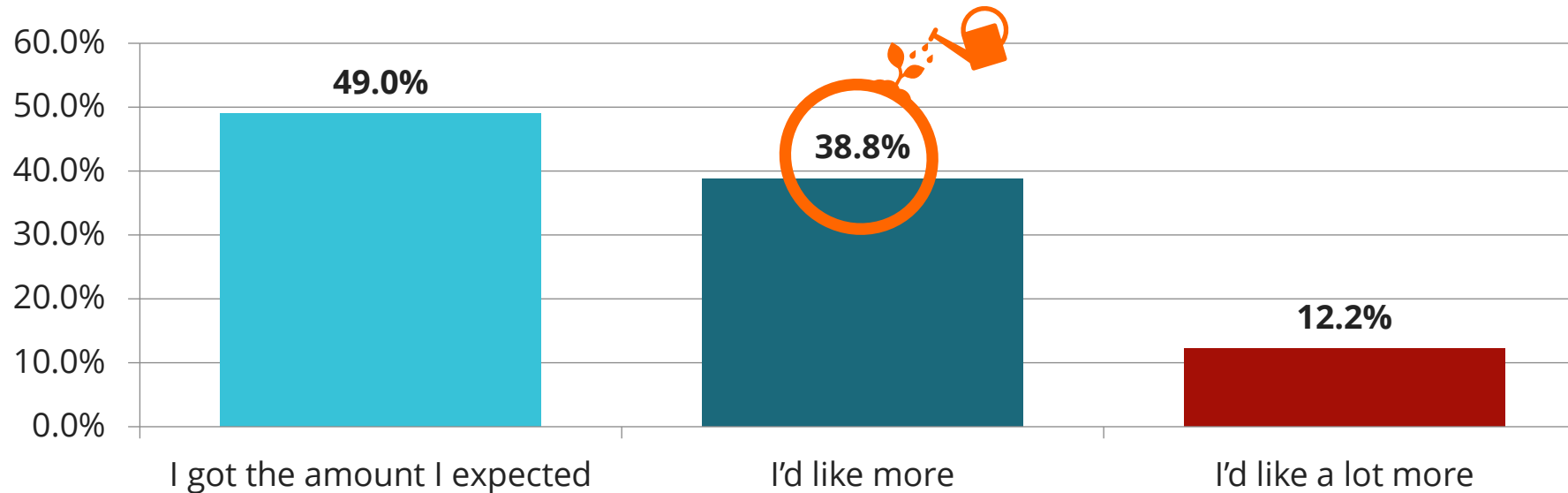
Garden Success, But . . .

Did you feel successful with your garden activities in 2024?



I Want More....

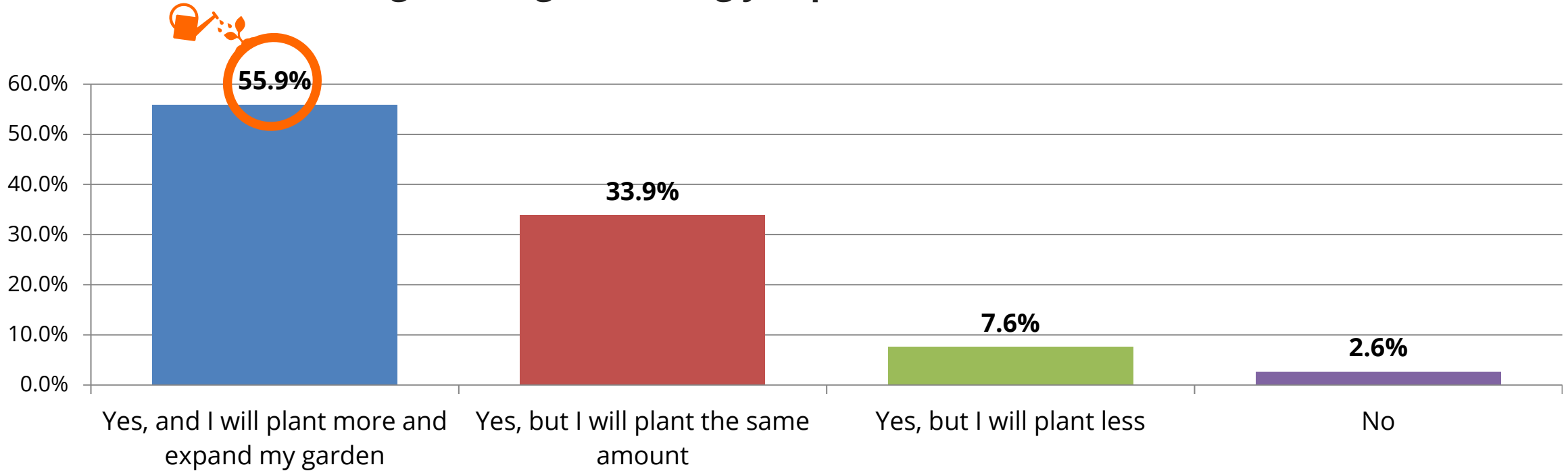
What phrase best reflects your feelings on the amounts of flower blooms, fruits and vegetables that you grew in 2024?



Note: Earlier Axiom studies indicate there is extremely low awareness among gardeners about newly introduced plant varieties that produce higher amounts of blooms, fruits and vegetables. Further, there is often low to no availability of these new varieties at retail or online until they become proven in the market.

Plant More in 2025

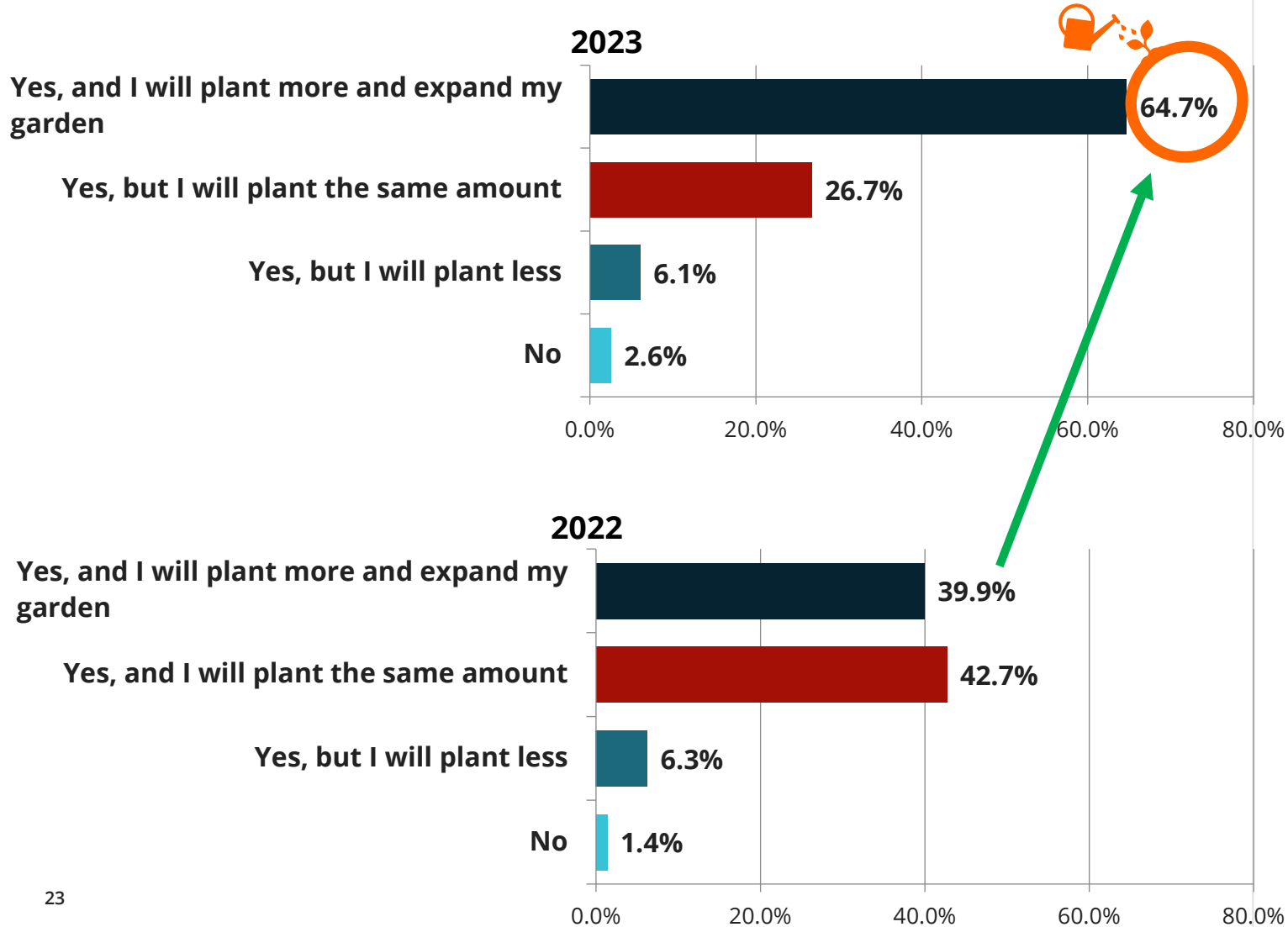
Is gardening something you plan to continue in 2025?



Note: Respondents expecting to plant more and expand their gardens is down 8.8 percentage points from 2023 and up 16 percentage points from 2022 as shown on the following page.

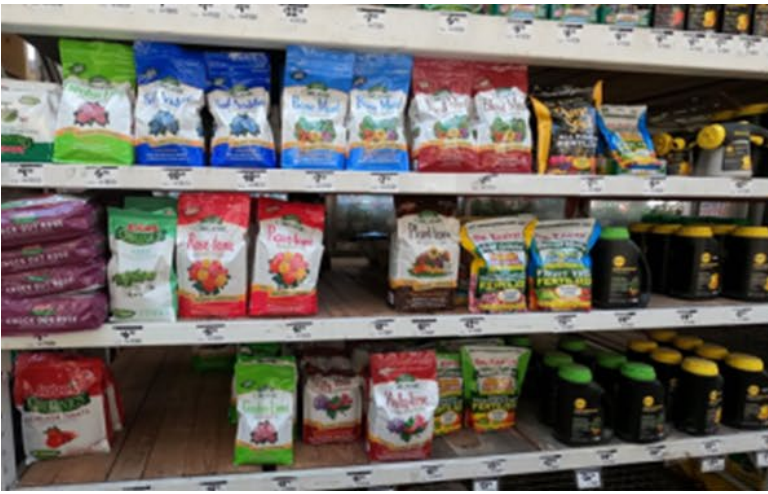
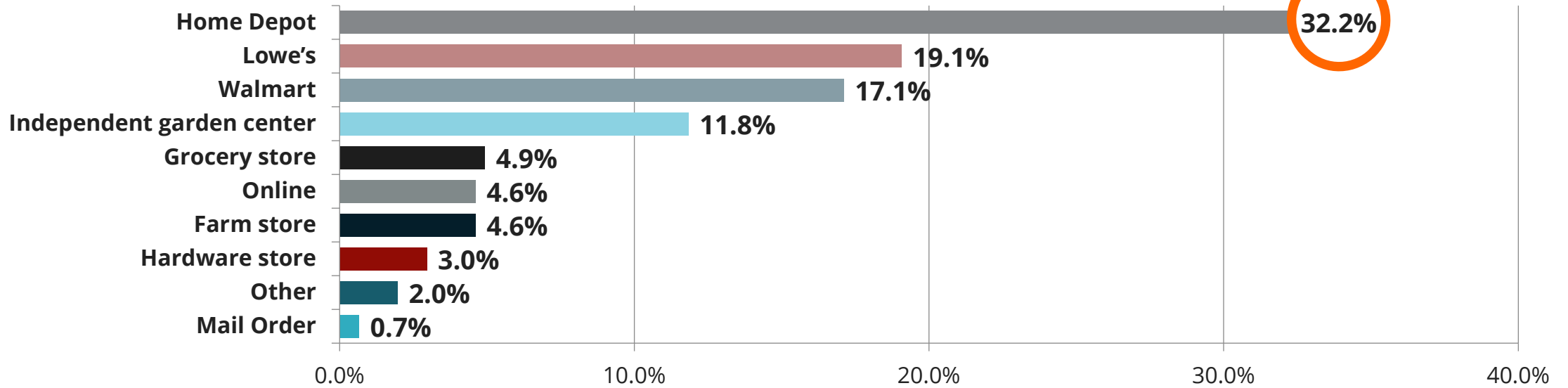
Plant More Previous Years

Is gardening something you plan to continue in the next year?



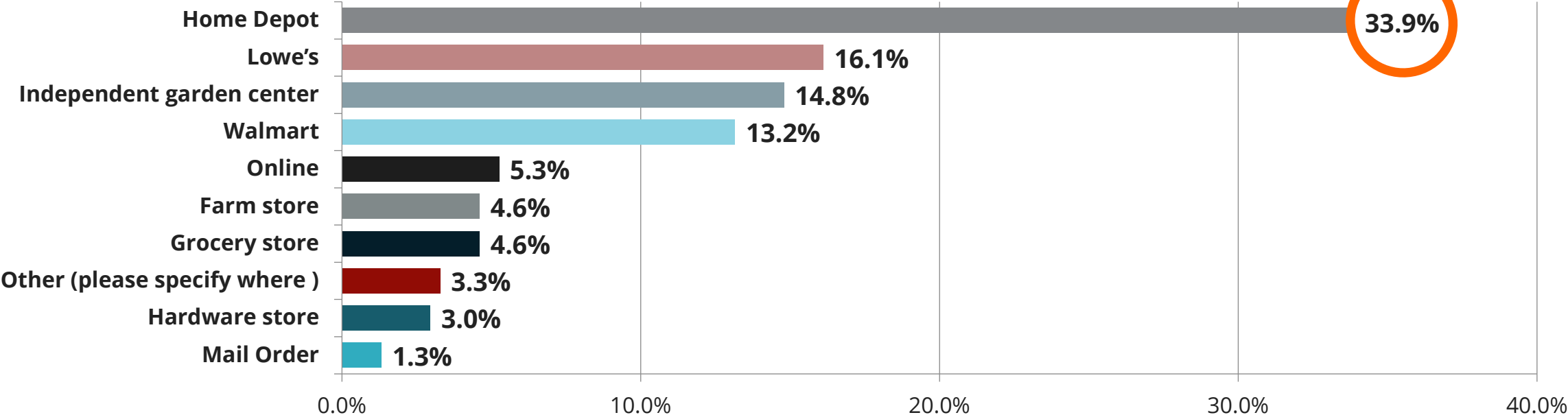
Home Depot Dominates Supply Sales

Where did you buy most of your gardening supplies (e.g. seeds, fertilizers, pesticides, equipment) in 2024? (check one)



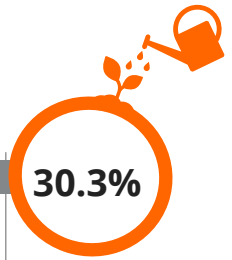
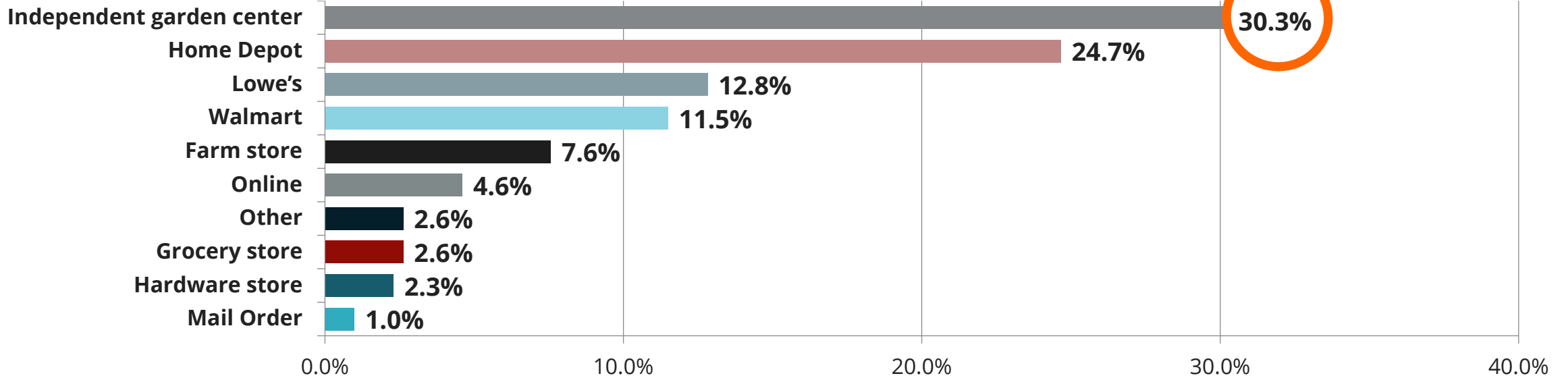
Home Depot Dominates Plant Sales

Where did you buy most of your garden plants in 2024? (check one)



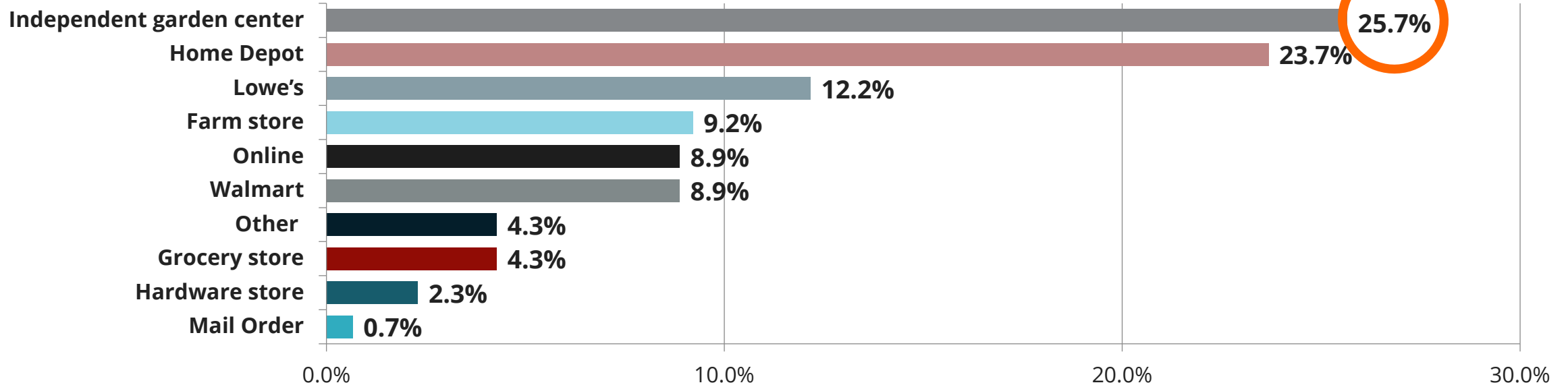
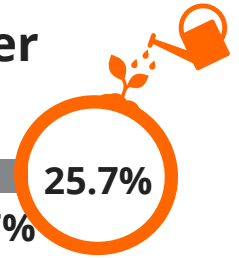
Highest Quality Plants at IGCs

Where do you find the highest quality plants?



IGC Associates Most Knowledgeable

Where do you find the most knowledgeable store associates to answer your gardening questions?

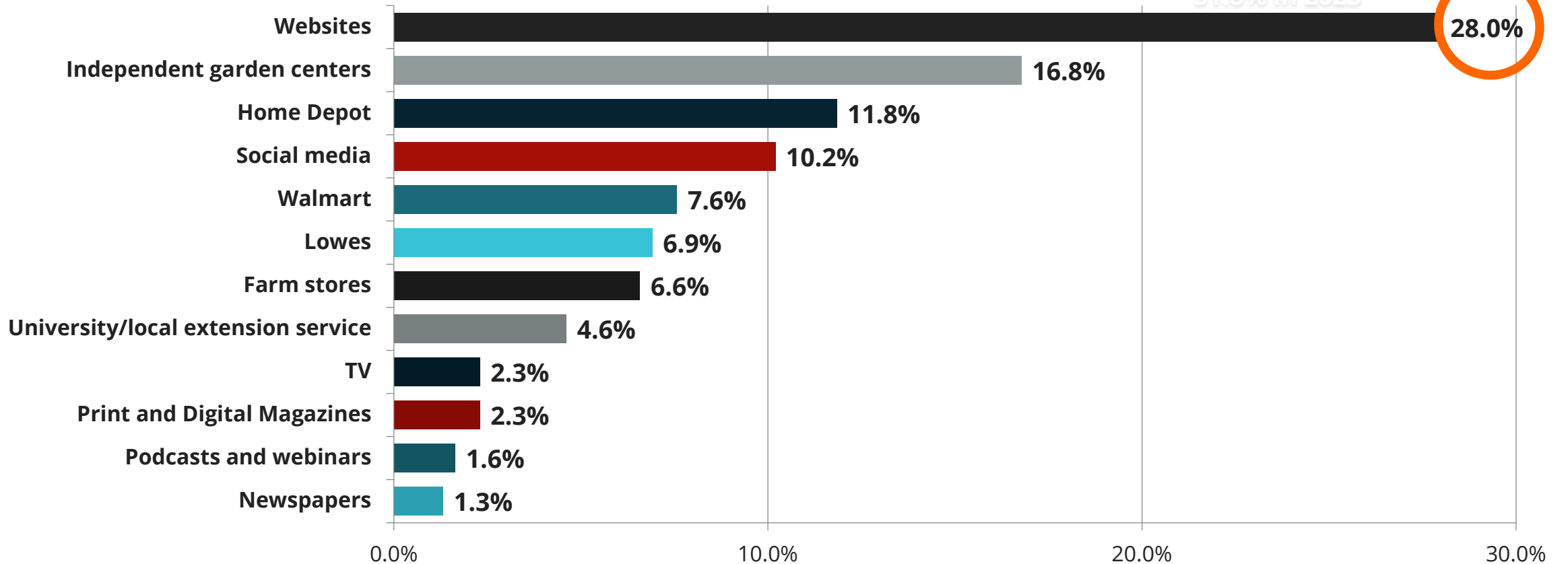


Websites Top Garden Info Source

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

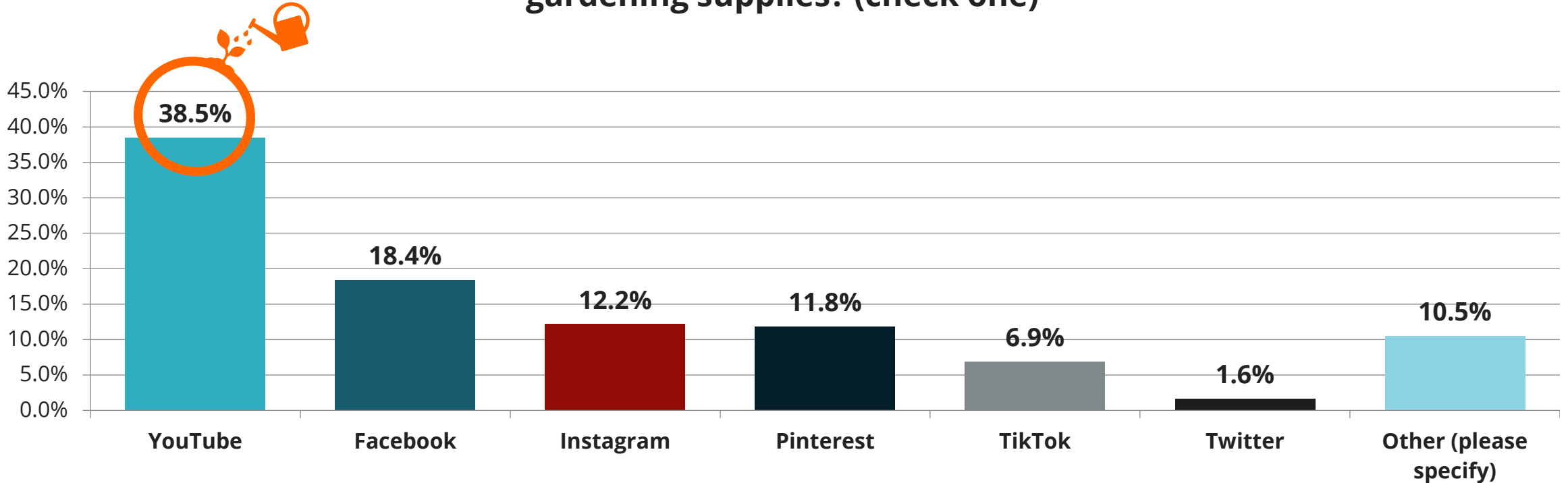


31.8% in 2023



You Tube Top Garden Info Source

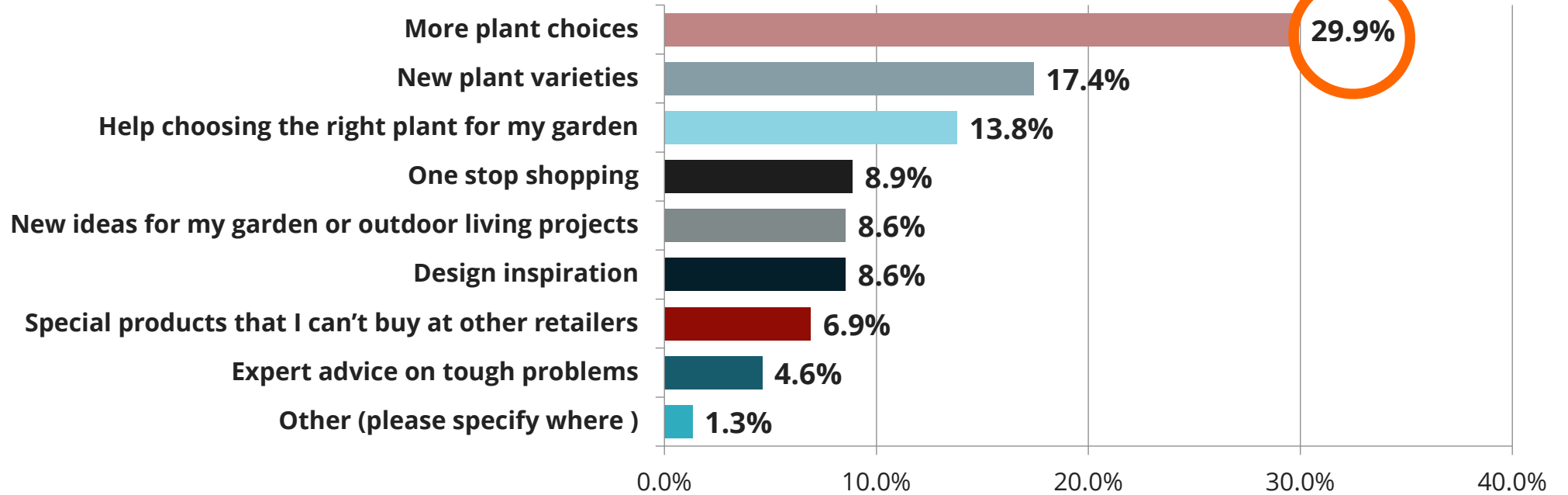
What is the most important social medium to learn about new plants and gardening supplies? (check one)



Note: Other (please specify) -- 4.7% listed no source, 2.0% listed Google search

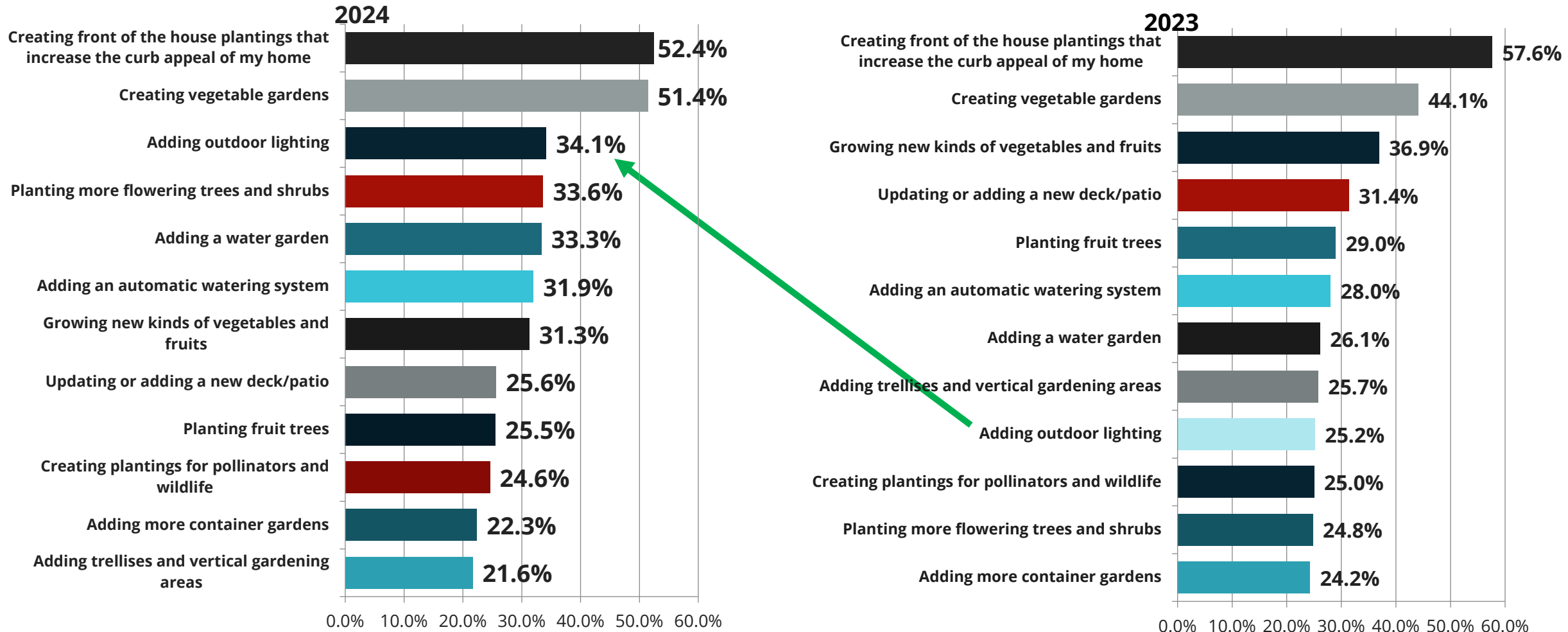
More Plant Choices at IGCs

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



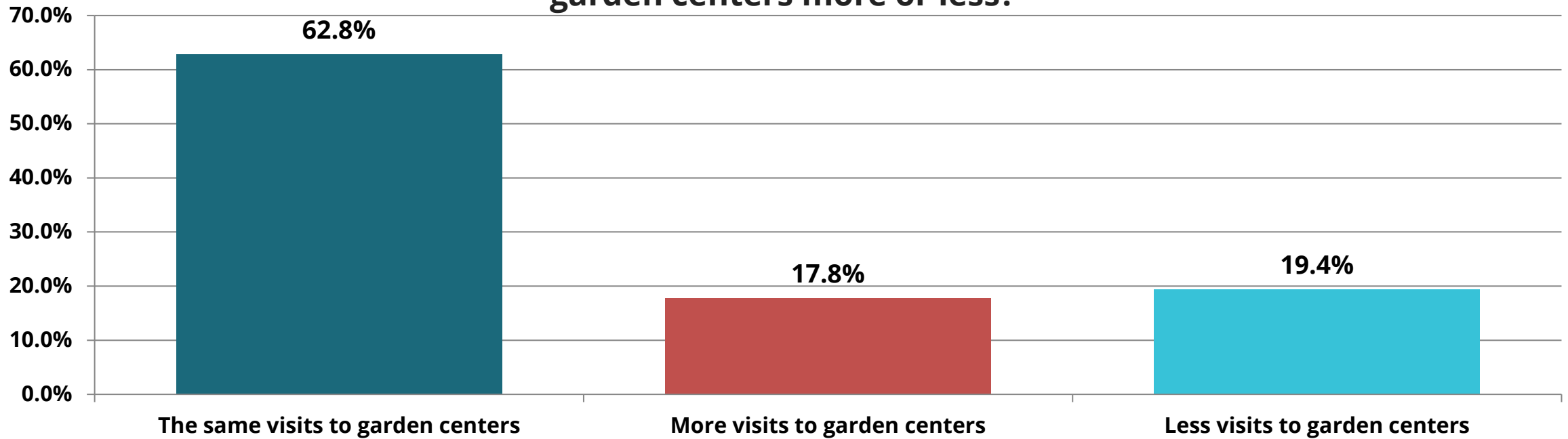
Curb Appeal, Vegetable Gardens & Outdoor Lighting Top 3 2025 Projects

What is the most important gardening project that you hope to accomplish in 2025?



Same Visits to IGCs in 2024

Compared to 2023, did you visit local independent garden centers more or less?



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 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

Our team is comprised of industry veterans who've led businesses from start-ups to Fortune 500's.

We're not just marketing professionals. We're engineers, market research managers, new product developers, data scientists and sales professionals 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 accelerated sales.