



2025 Annual New and Novice Gardener Survey

February 2025

MARKET INSIGHT • MARKET INNOVATION • CHANNEL STRATEGY • MARKET COMMUNICATIONS

About the Study

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:

- will they will continue gardening
- will they expand their gardening activities
- are they satisfied with their garden pursuits
- where they shop
- what factors influence their purchases
- what are their key information sources

Based on our findings, it appears new and novice gardeners will continue their gardening pursuits in 2025. However, fewer will be expanding their garden spaces, the time they spend gardening and their overall garden purchases in 2025. Despite high interest in specific name brand varieties, price is increasingly important.



Mike Reiber

CEO & Founder

Executive Summary



New and novice gardeners will keep gardening in 2025; however, fewer will increase their garden spending and time spent gardening.

- 70% felt successful or highly successful in their garden activities in 2024. 82.1% were satisfied with the quality of their flowers and vegetables.
- 54.6% will spend the same amount of money in 2025 as they did in 2024. 34.8% plan to spend more in 2025 -- a decrease of 13.5 percentage points from last year.
- 47.1% will spend the same amount of time in 2025 as they did in 2024. 42.3% plan to spend more time in 2025 -- a decrease of 9.8 percentage points from last year.
- 38.3% will plant the same amount -- an increase of 17.3 percentage points from last year. 50.7% will plant more and expand their gardens -- a decrease of 19 percentage points from last year.

New and novice gardeners know the plants they want and will drive to find them; however, fewer will pay more to purchase them.

- 42.7% visited other retailers to find the varieties of plants they wanted to buy in 2024 -- an increase of 7.1 percentage points from last year.
- 22.7% searched the internet -- a decrease of 5 percentage points from last year.
- 74% will drive 6-10 miles to find the plants they want.
- 38.3% are unwilling to pay more for the specific color of flower or variety of vegetable plant -- an increase of 12.8 percentage points from last year.
- 61.7% are likely to pay more for the specific color of flower or variety of plant they want -- a decrease of 12.8 percentage points from last year.

Executive Summary

New and novice gardeners value varieties that with lots of blooms and produce, which are easy to grow; however, price increasingly important compared to brand.

- Plants that produce lots of blooms, fruits and vegetables and are easy to grow top two most important purchase characteristics.
- Top three factors in plant purchase decisions include: Specific variety of plant (32.6%), National brand (14.5%), and Price (12.3%).

Preferred Retailers and Social Media

- Top four garden supply outlets include: Home Depot (33.5%), Lowe's (19.4%), Walmart (16.7%) and IGCs (9.7%).
- Top four plant purchase outlets include: Home Depot (33%), Lowe's (18.1%), IGCs (13.4%), and Walmart (13%).
- Top four purchase sites for seeds to grow into plants include: Home Depot (22%), Walmart (15.4%), Lowe's (15.4%), IGCs (11.5%).
- Lowe's garden supply and plant purchases decreased from 7.2 and 8.5 percentage points from last year.
- 11.3% will buy what store associates suggest as substitutes – a decrease of 10.1 percentage points from last year.
- YouTube most important social media to learn about new plants and gardening supplies – similar to last year.

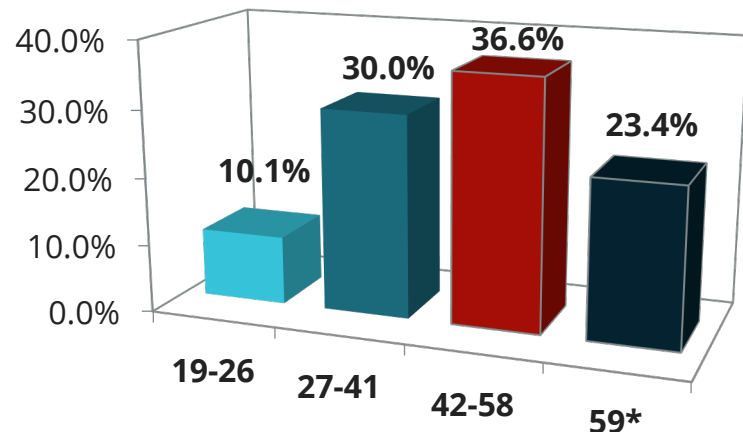
New and novice gardeners less interested in plants that are organically and locally grown and in starting seeds.

- Importance of organically and locally grown plants has decreased 18.8 and 15.5 percentage points, respectively, from last year.
- Buying seed to grow plants has decreased 22 percentage points from last year.
- Planting seeds to save money has decreased 9.4 percentage points from last year.

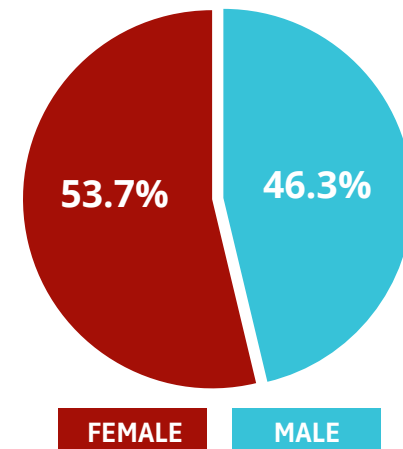


Demographics

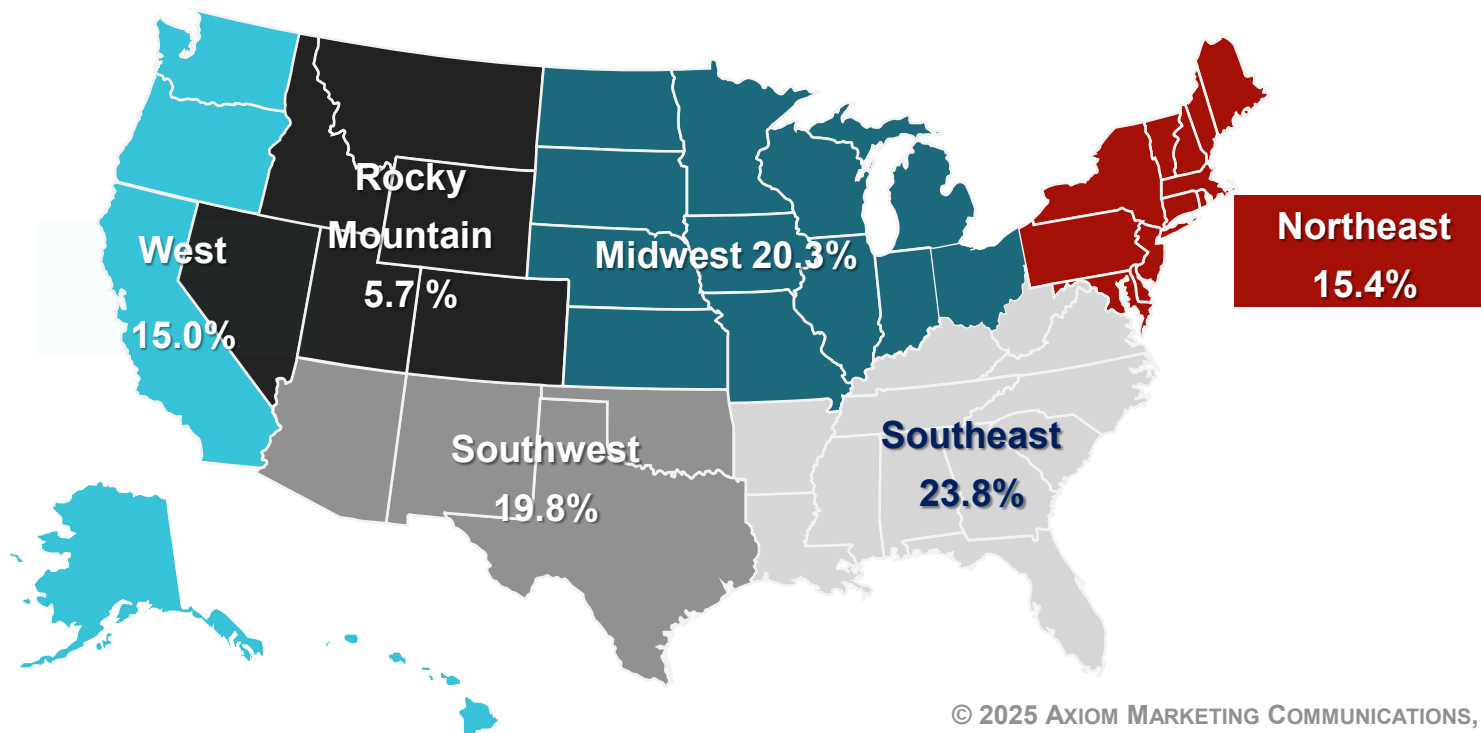
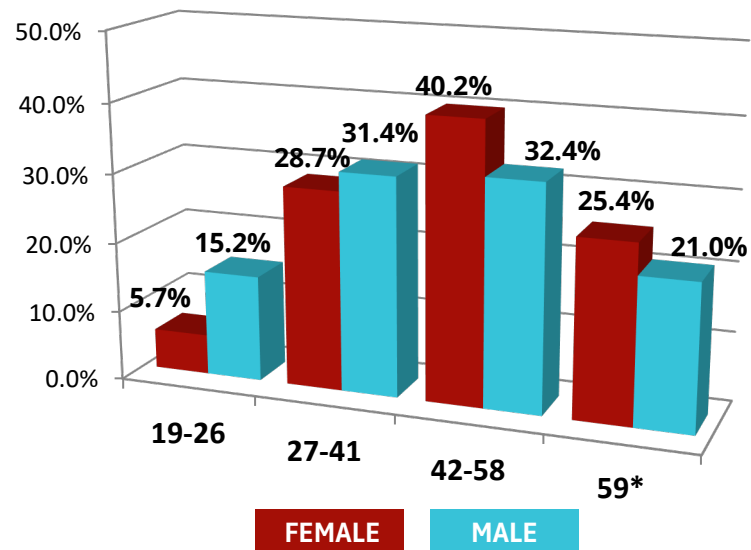
Age Breakdown



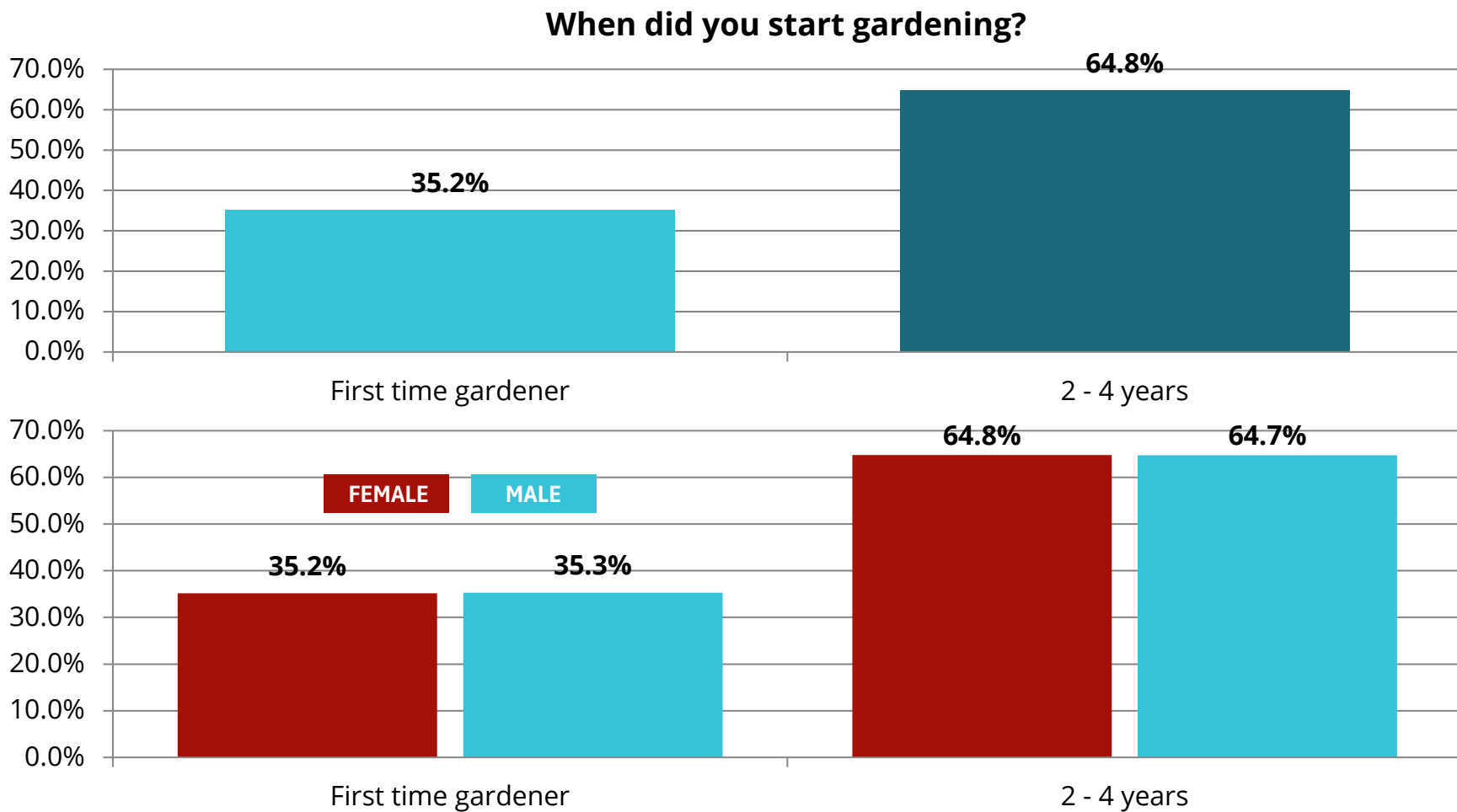
Gender



Age Breakdown by Gender



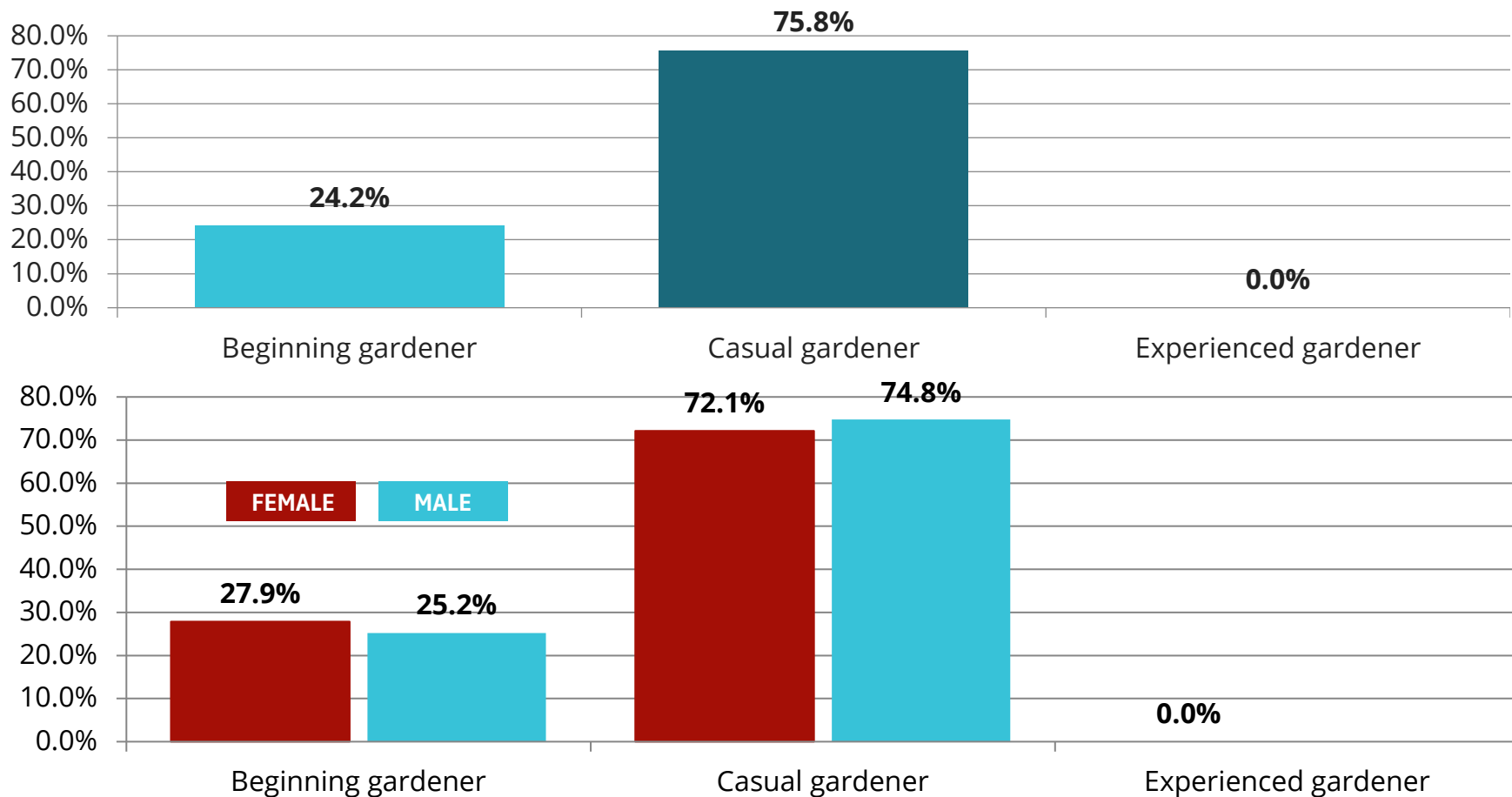
Years of Experience



Note: 35.2% of respondents characterize themselves as First time gardeners compared to 26.6% last year.

Level of Experience

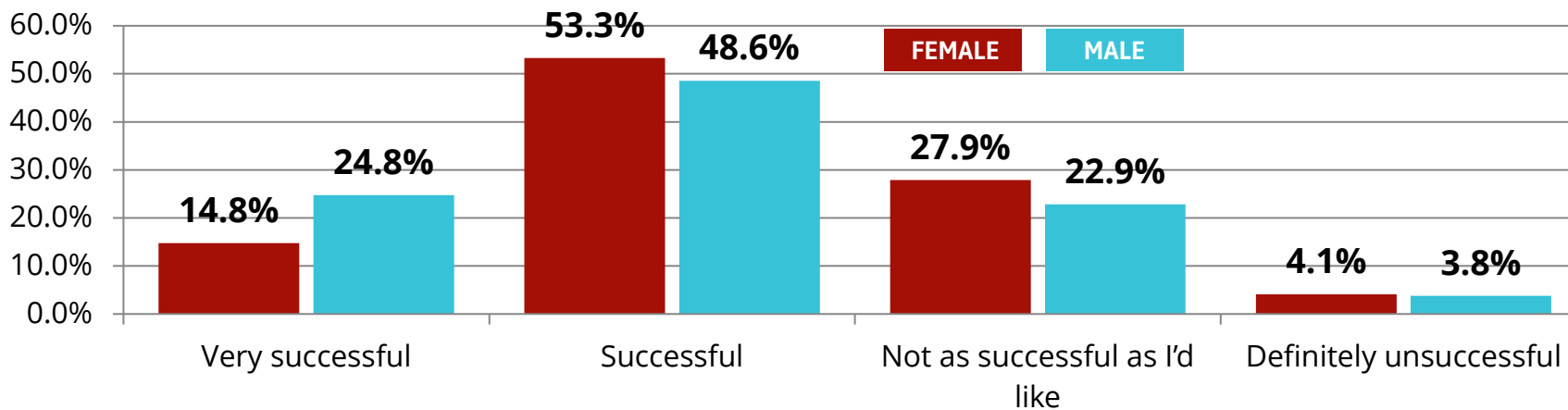
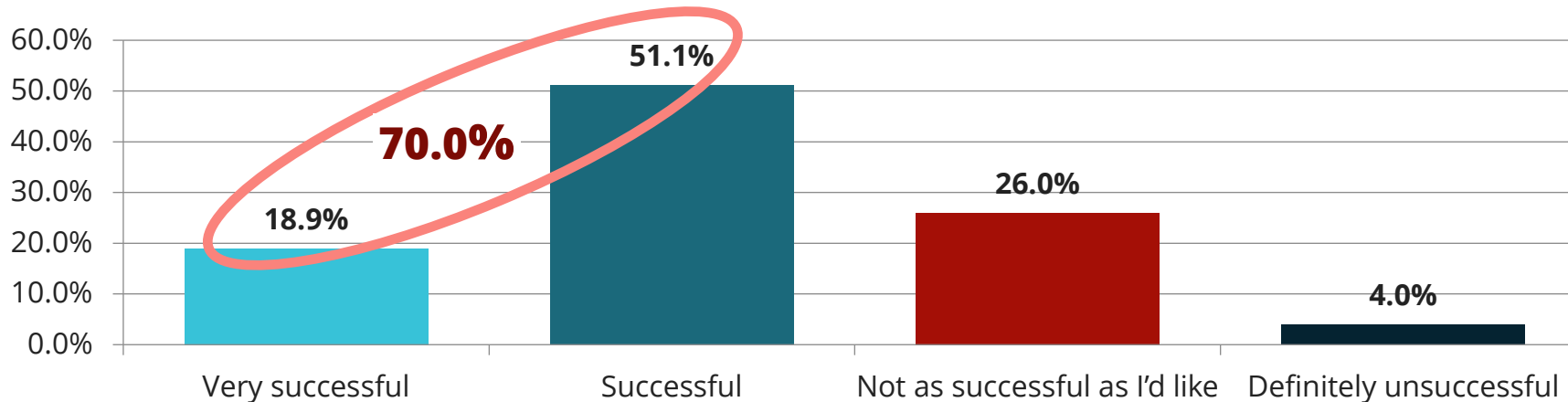
Which level of gardening experience do you have?



Note: 75.8% characterize themselves as Casual gardeners compared to 49.4% last year.

Success

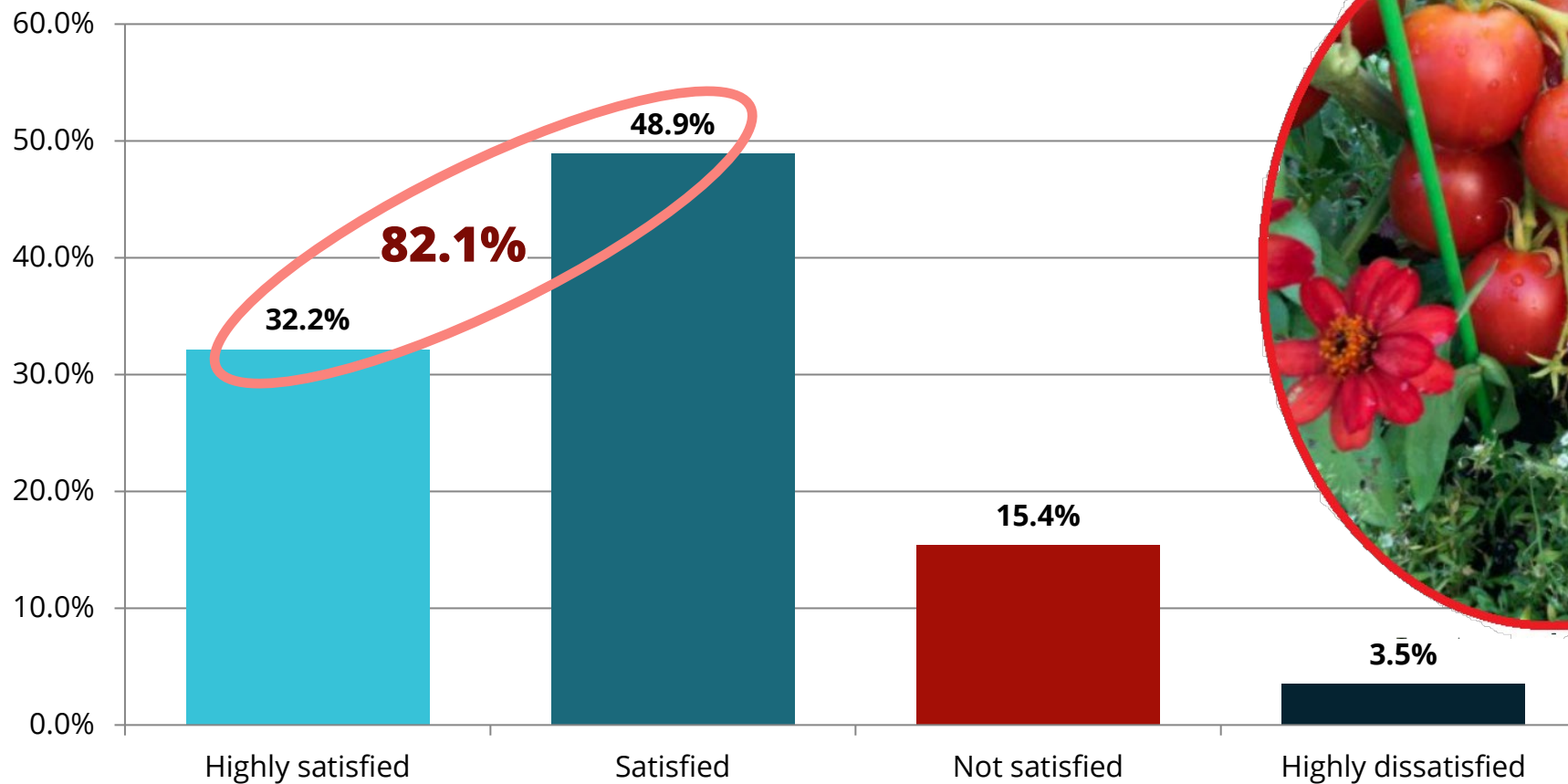
Did you feel successful with your garden activities in 2024?



Note: Similar feelings of success compared to last year.

Quality

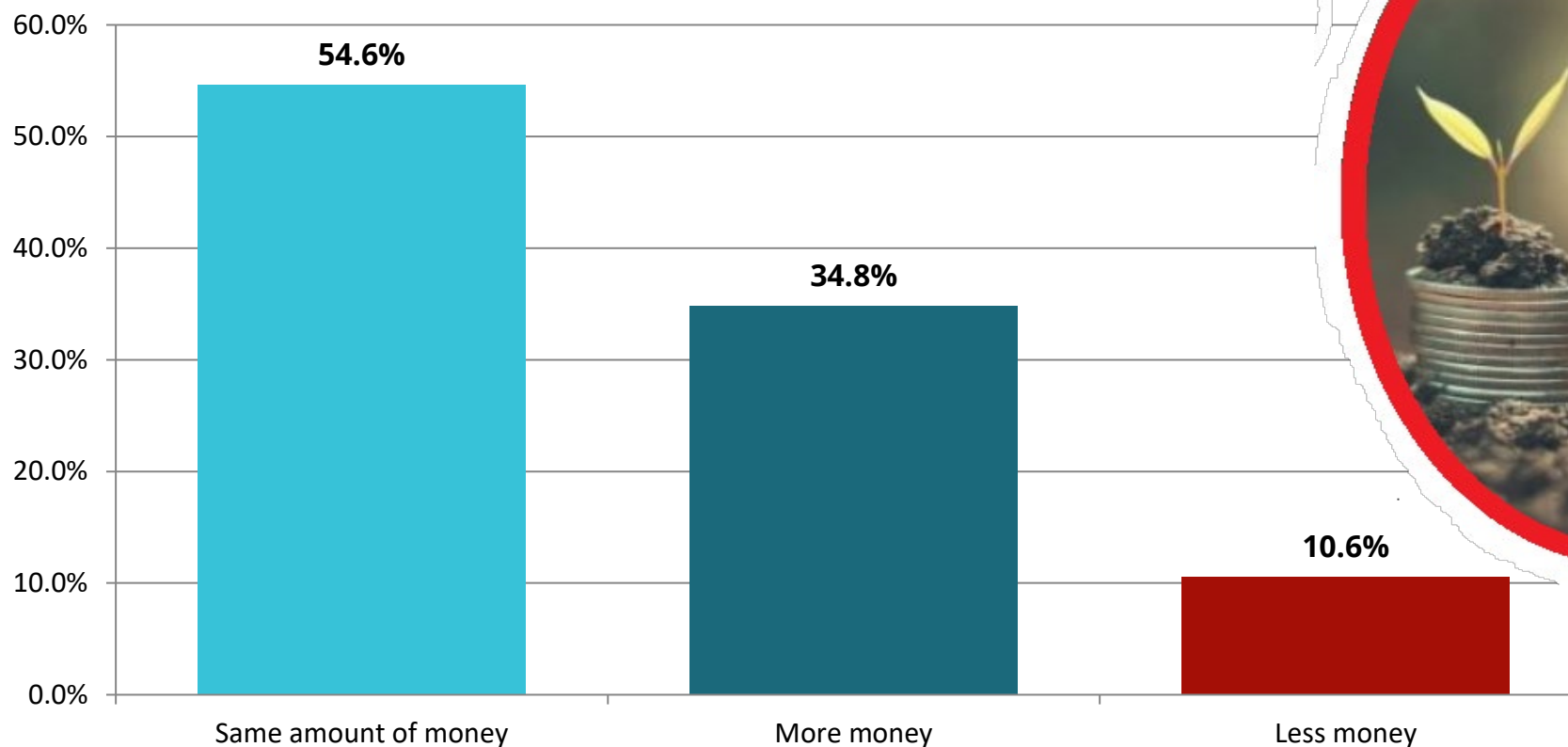
How satisfied were you with the quality of the flowers, fruits and vegetables you grew in 2024 turned out?



Note: Similar feelings of satisfaction compared to last year.

Money Spent Gardening

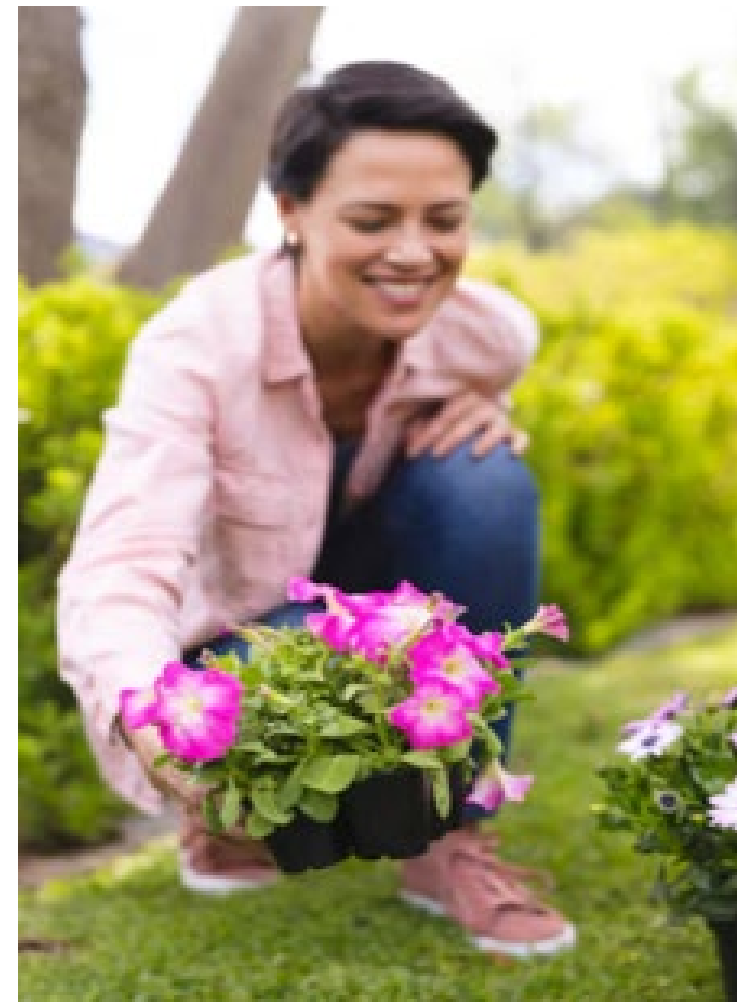
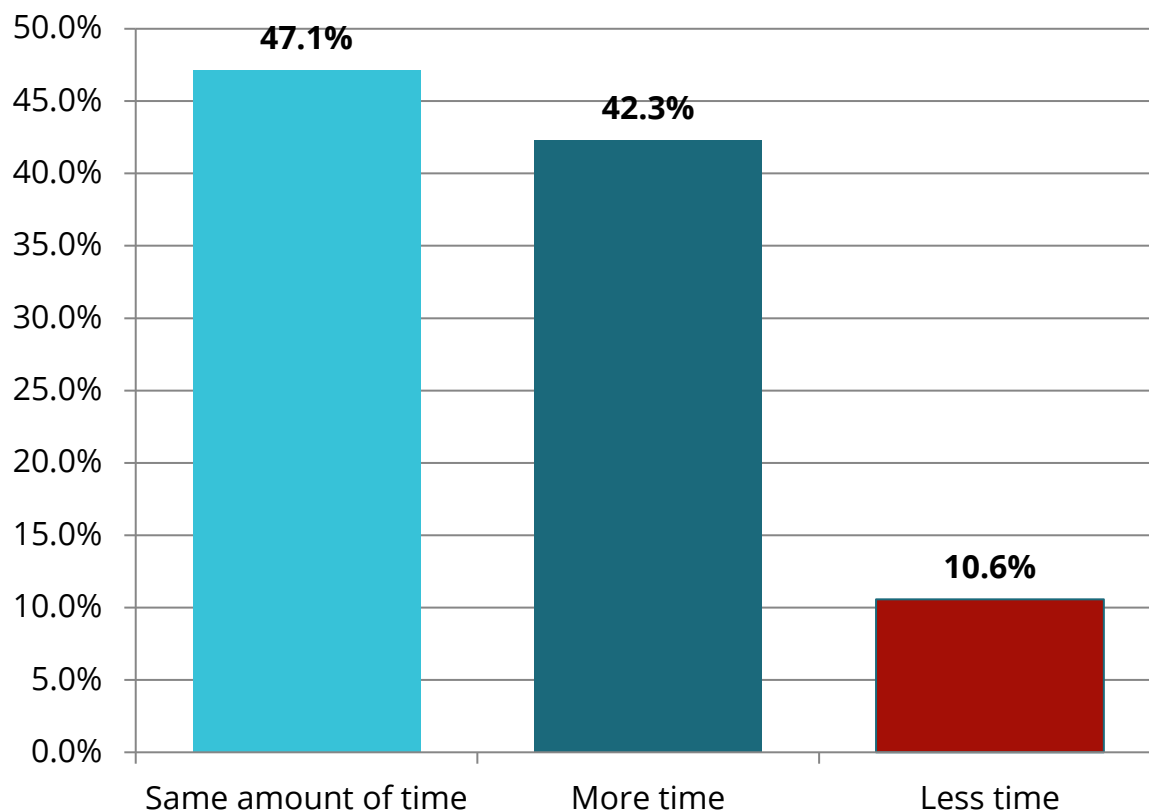
Are you likely to spend more or less money on gardening in 2025 compared to 2024?



Note: Spend more money in 2025 is down from 48.3% last year. Spending same amount is up from 40.5% last year.

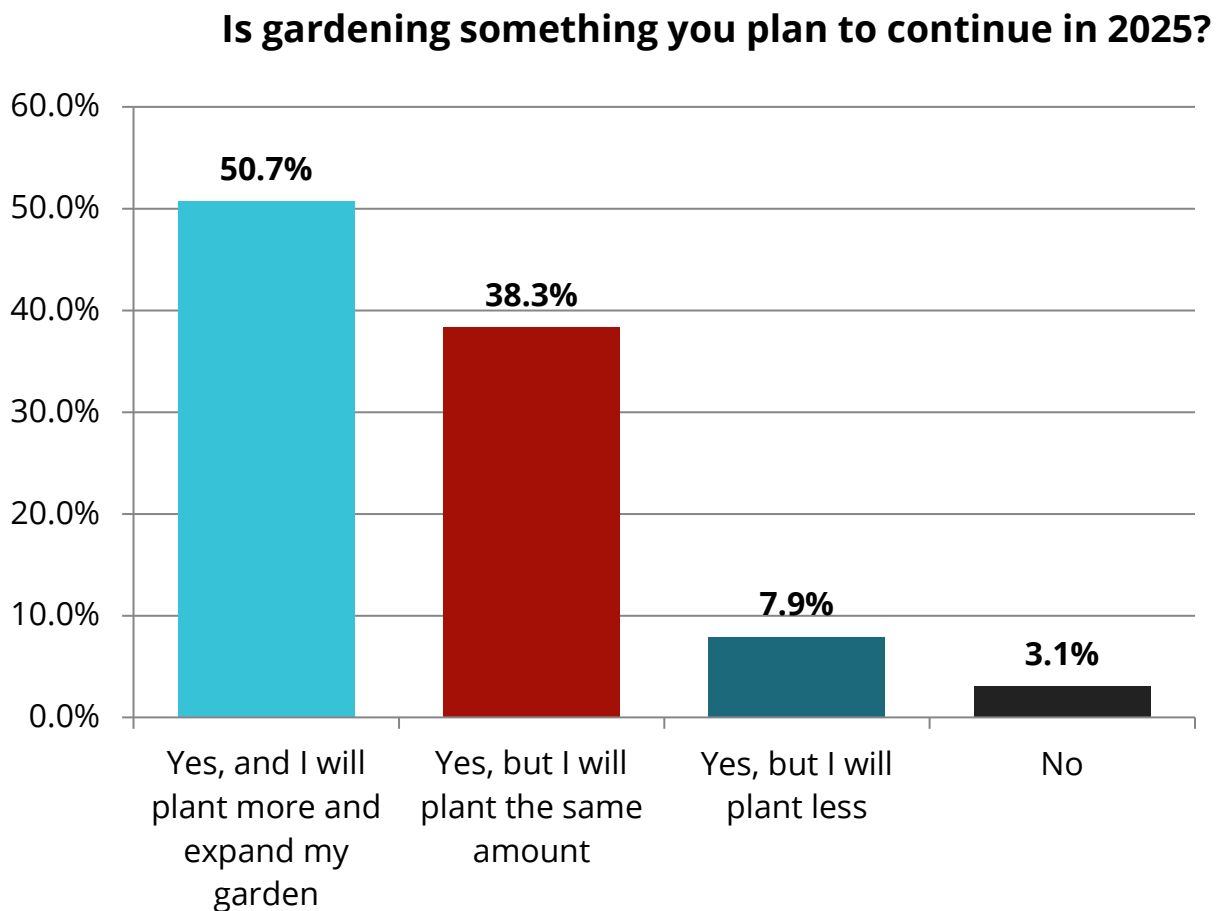
Time Spent Gardening

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



Note: Spending same amount of time up from 34.5% last year. Spending more time down from 52.1% last year.

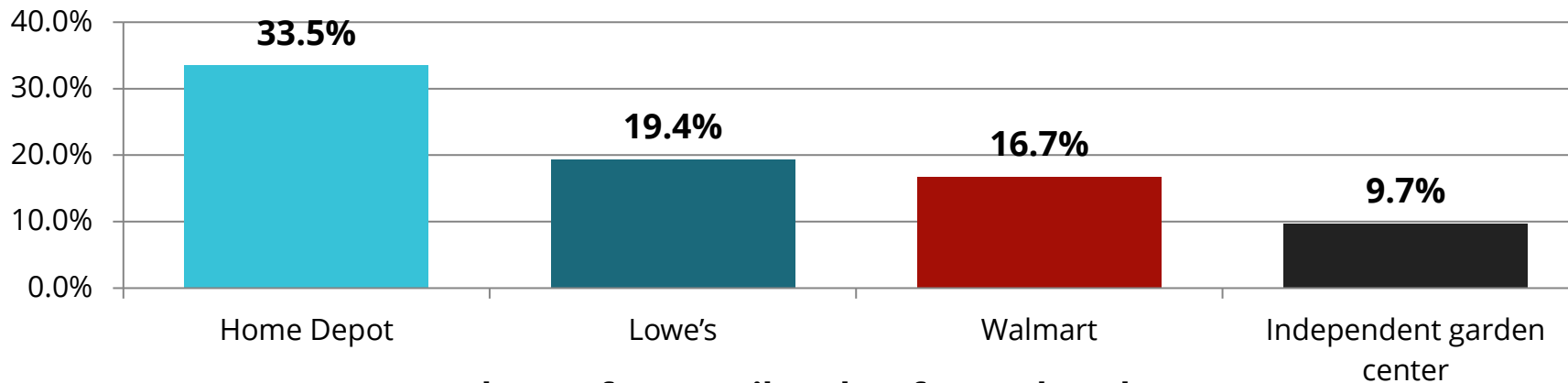
Continue Gardening



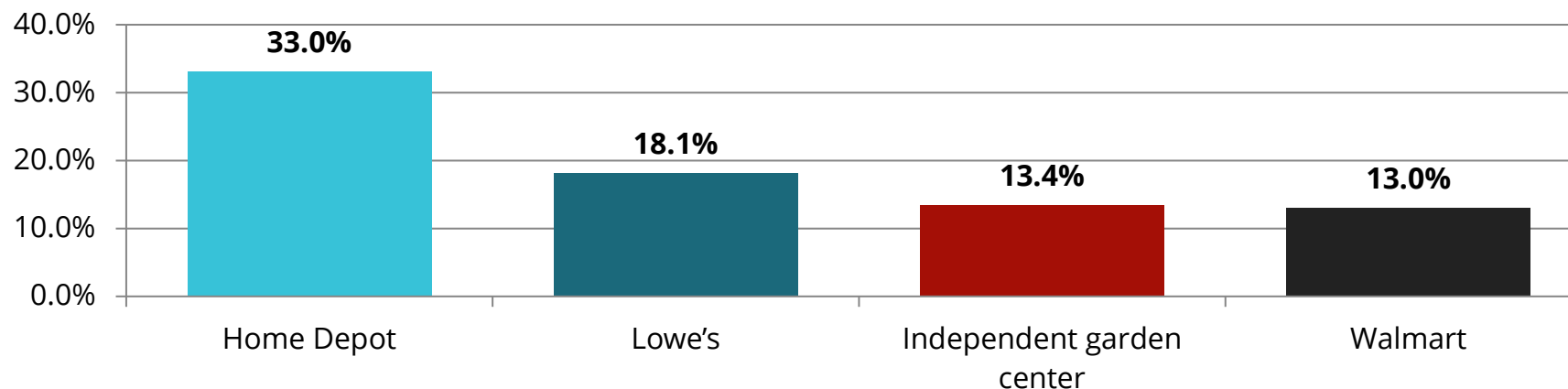
Note: Plant more and expand garden down from 69.7% last year. Plant the same amount up from 21% last year.

Preferred Retailers

The top four retail outlets for your gardening supplies (i.e. seeds, fertilizers, pesticides, equipment, etc.) in 2024?



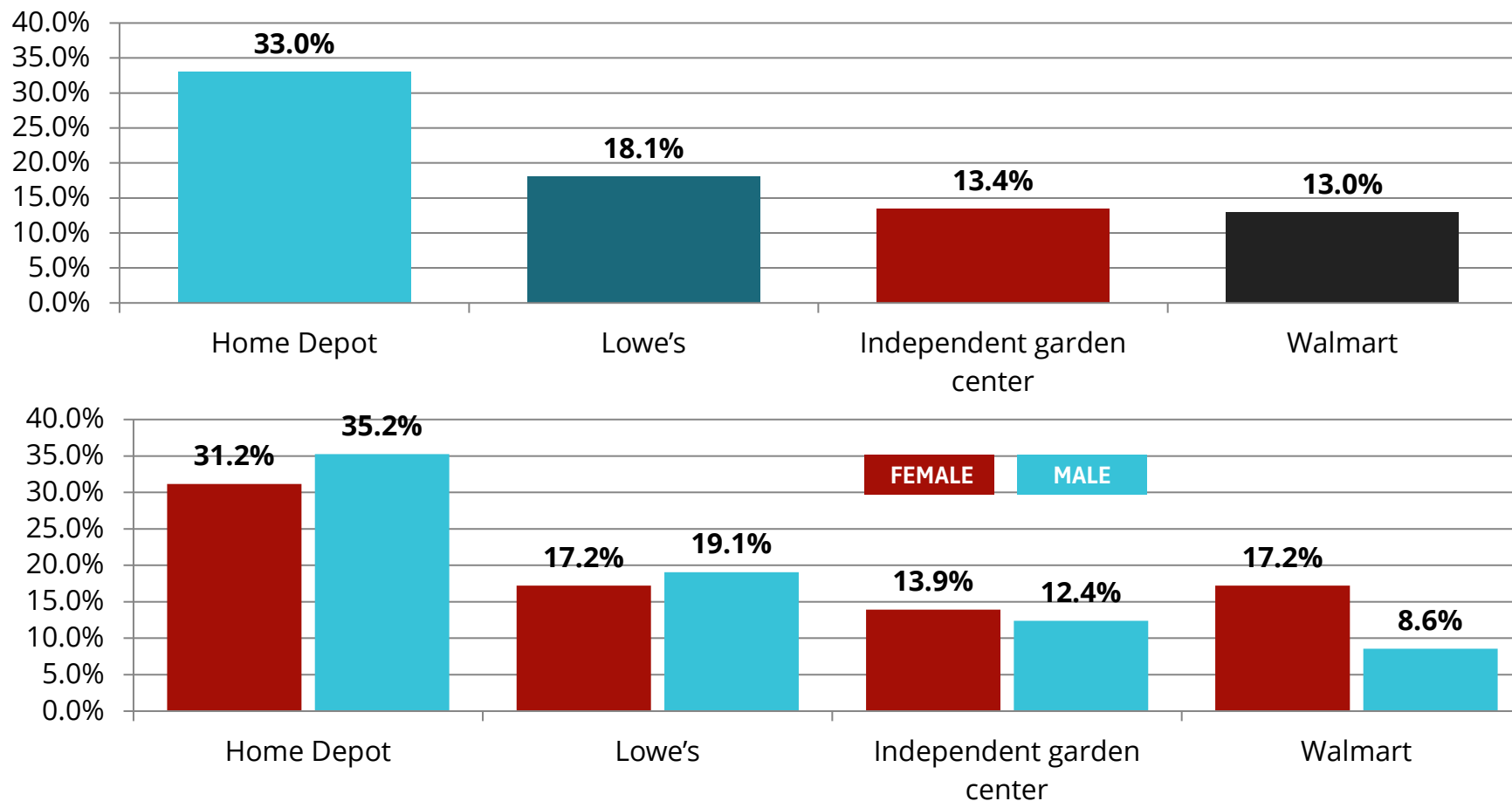
The top four retail outlets for garden plants



***Note: Lowe's garden supplies down 7.2 percentage points and plants down 8.5 percentage points from last year.
Home Depot garden supplies down 4 percentage points but plants up 6 percentage points from last year.
IGC garden supplies up 1.2 percentage points and plants up 2.1 percentage points from last year.***

Preferred Retailers

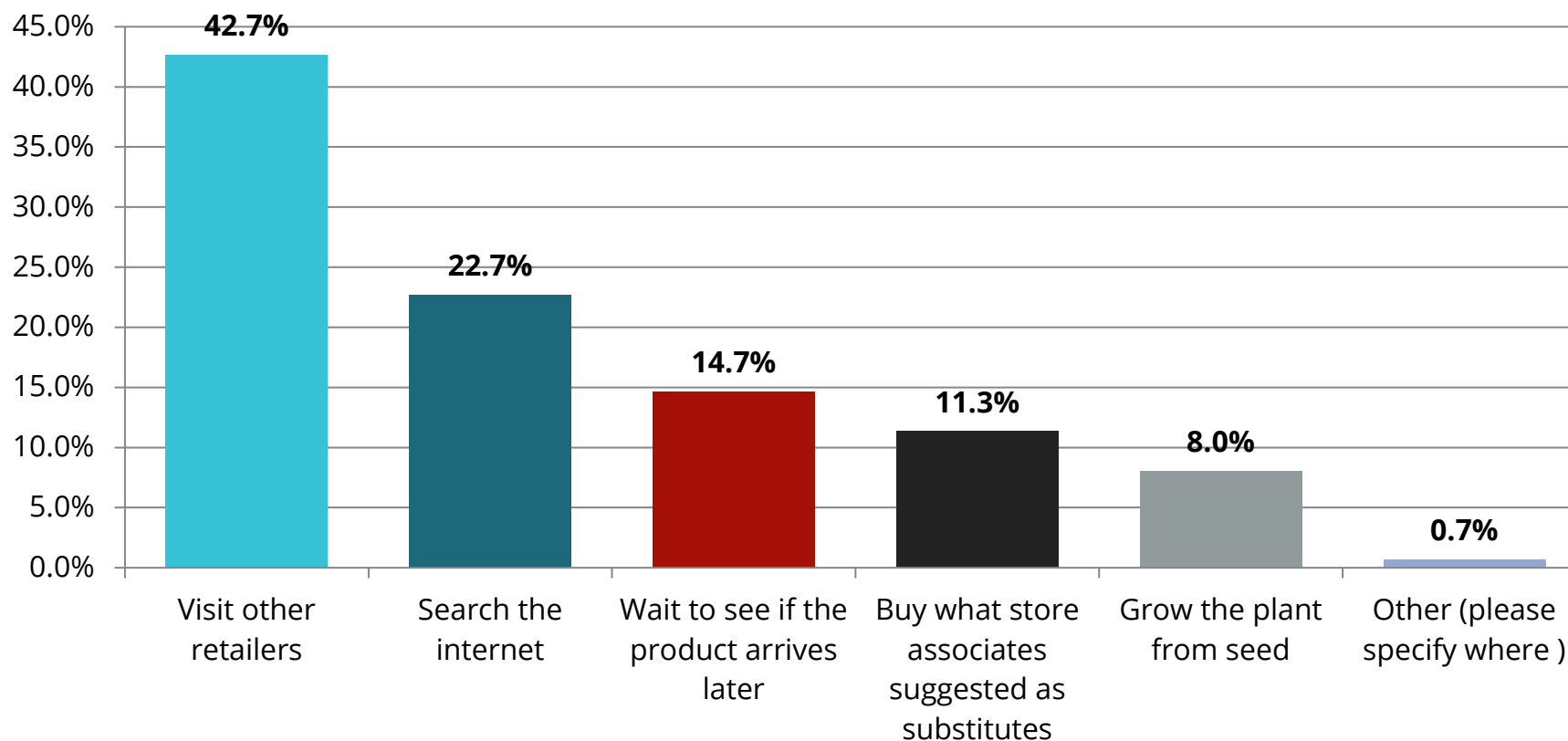
The top four retail outlets for garden plants in 2024



***Note: Males buying plants at Home Depot increased 8.2 percentage points from last year.
Females buying plants at Lowe's decreased 8.8 percentage points from last year.
Males buying plants at IGCs increased 3.3 percentage points from last year.***

Finding the Plant You Want

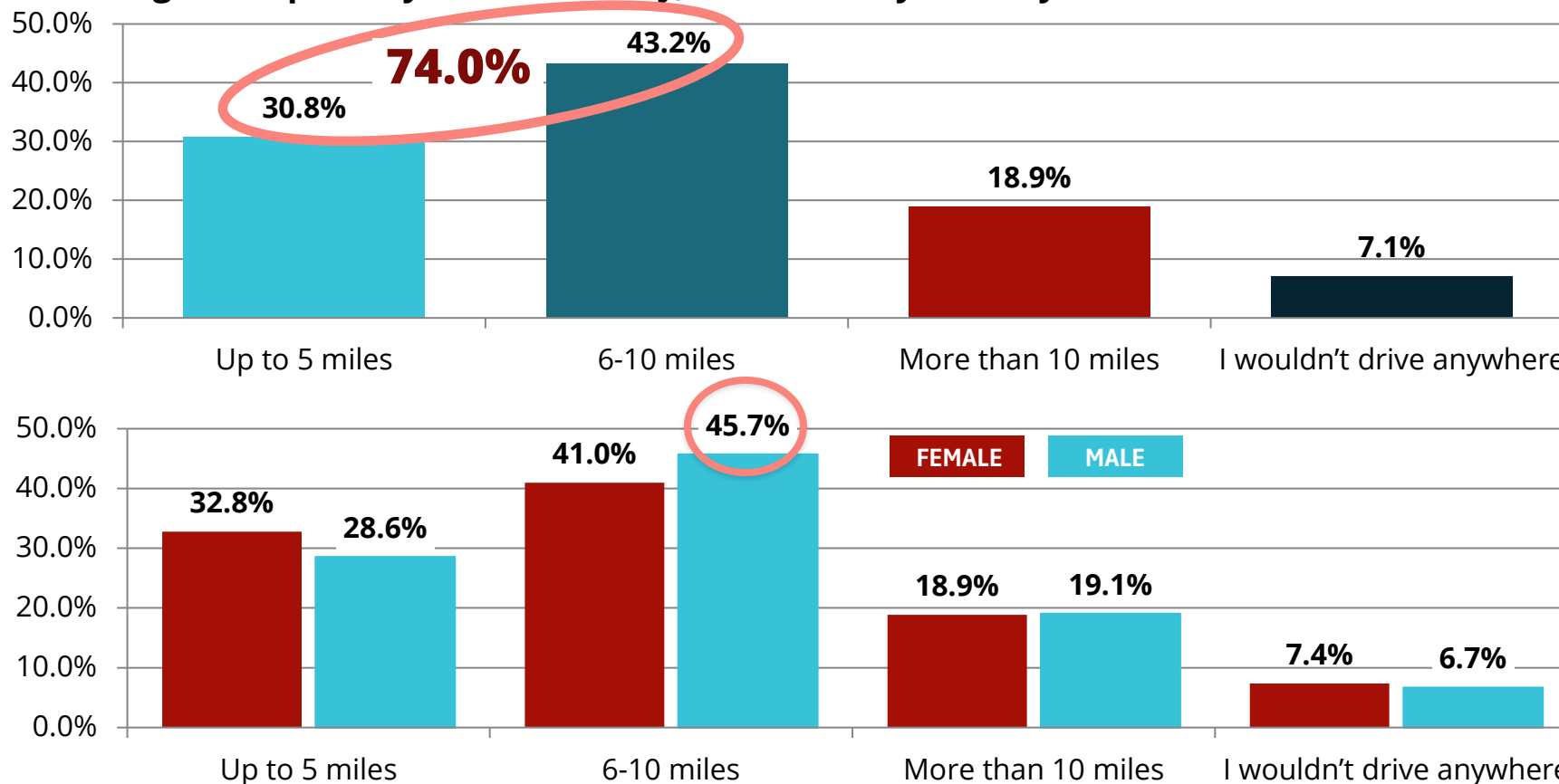
If retailers you regularly shop did not have the variety or kinds of plants that you wanted to buy in 2024, what did you do?



Note: Visit other retailers increased from 35.6%, search internet decreased from 27.7%, and buy what store associates suggest as substitutes decreased from 21.4% last year.

Finding the Plant You Want

If the retailer you regularly shop doesn't have the color of flowers or the varieties of vegetable plants you want to buy, how far are you likely to drive to find them?

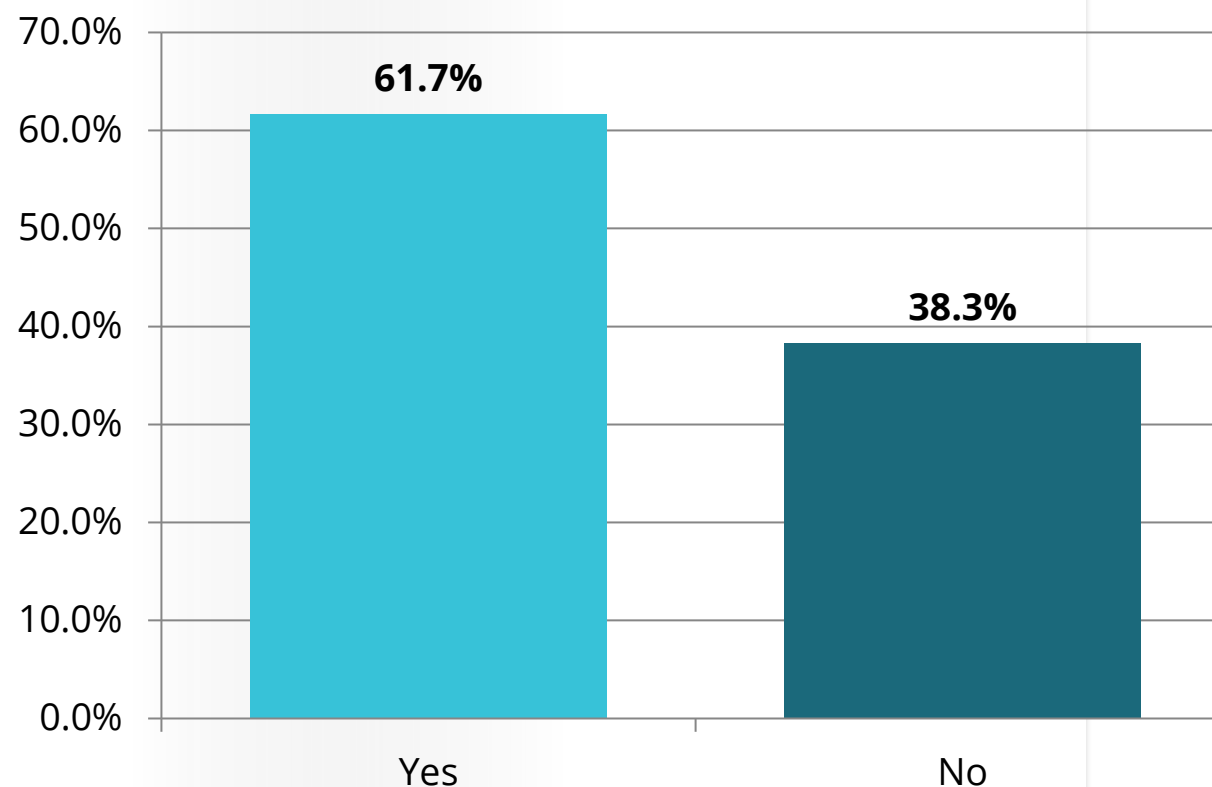


Note: Nearly 3/4 will travel up to 10 miles to get the color or variety of plant they want. Similar to last year.

Pay More for Plant You Want

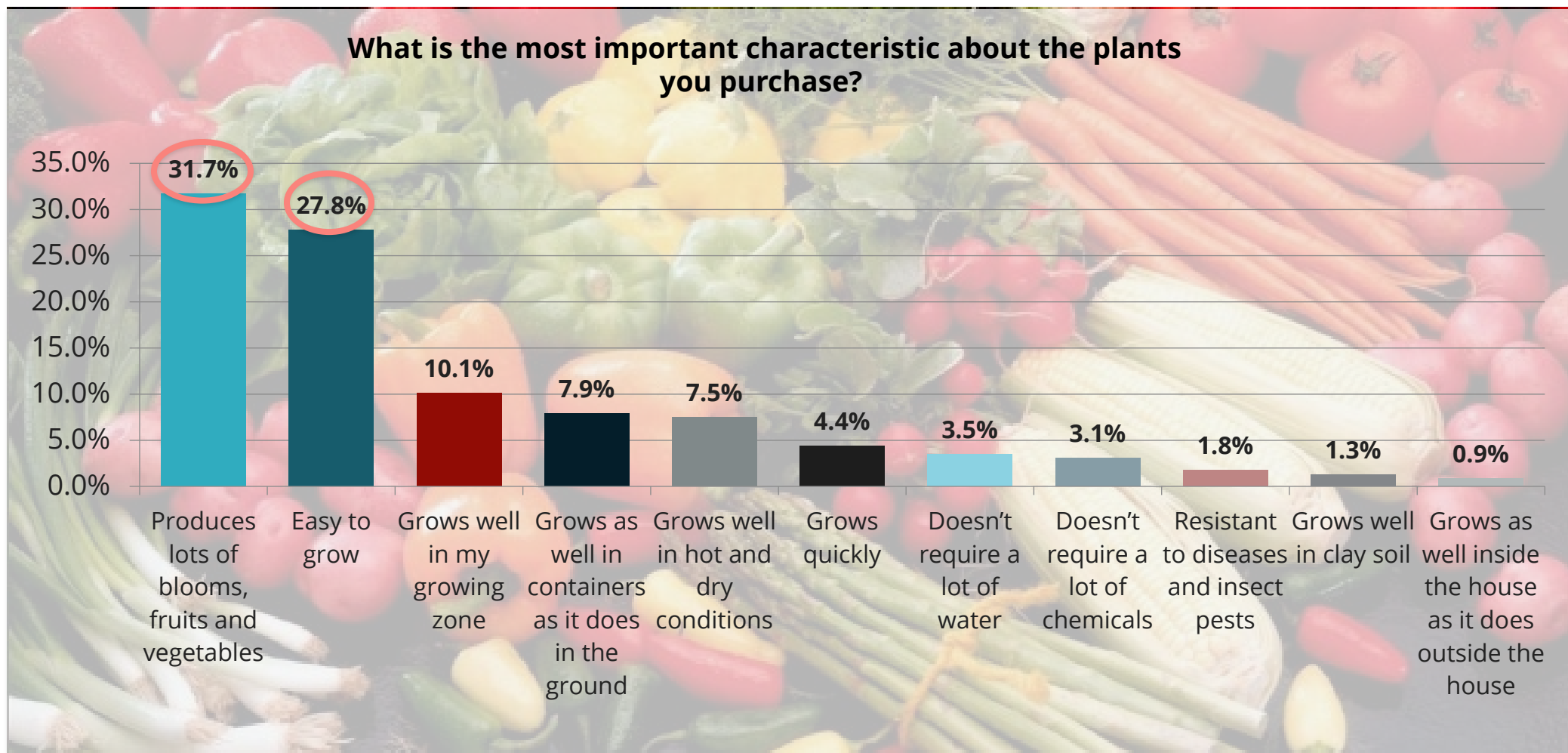


Are you likely to pay more for the specific color of flower or variety of vegetable plant you want?



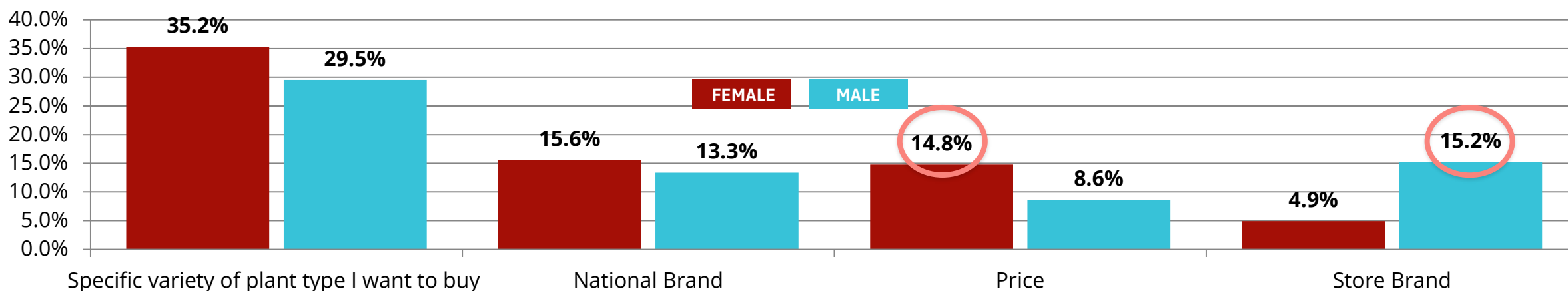
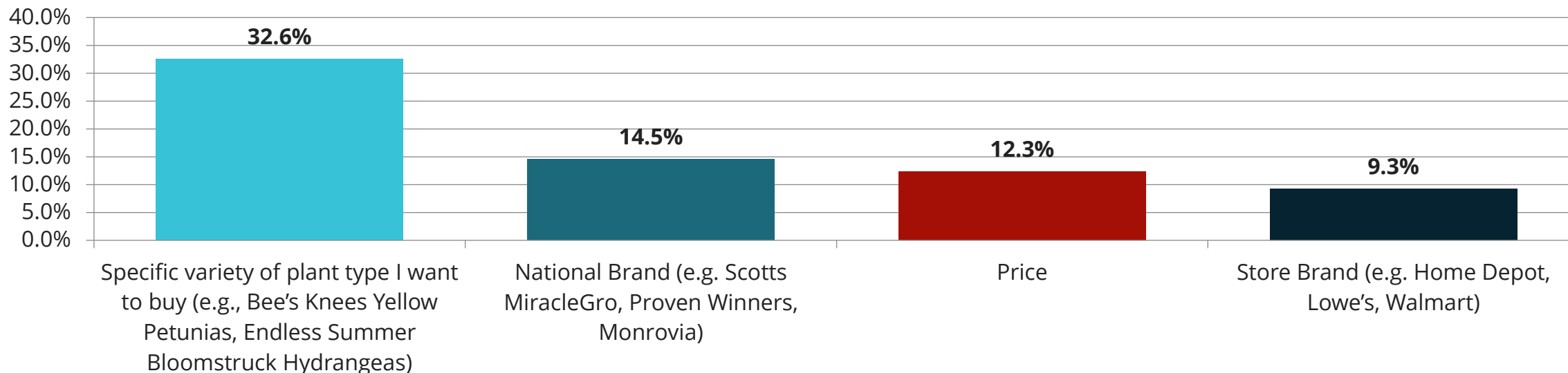
Note: Pay more for the specific color or variety decreased from 74.5% last year. Unwilling to pay more increased 25.5% from last year.

Desired Plant Characteristics



Brand vs. Variety

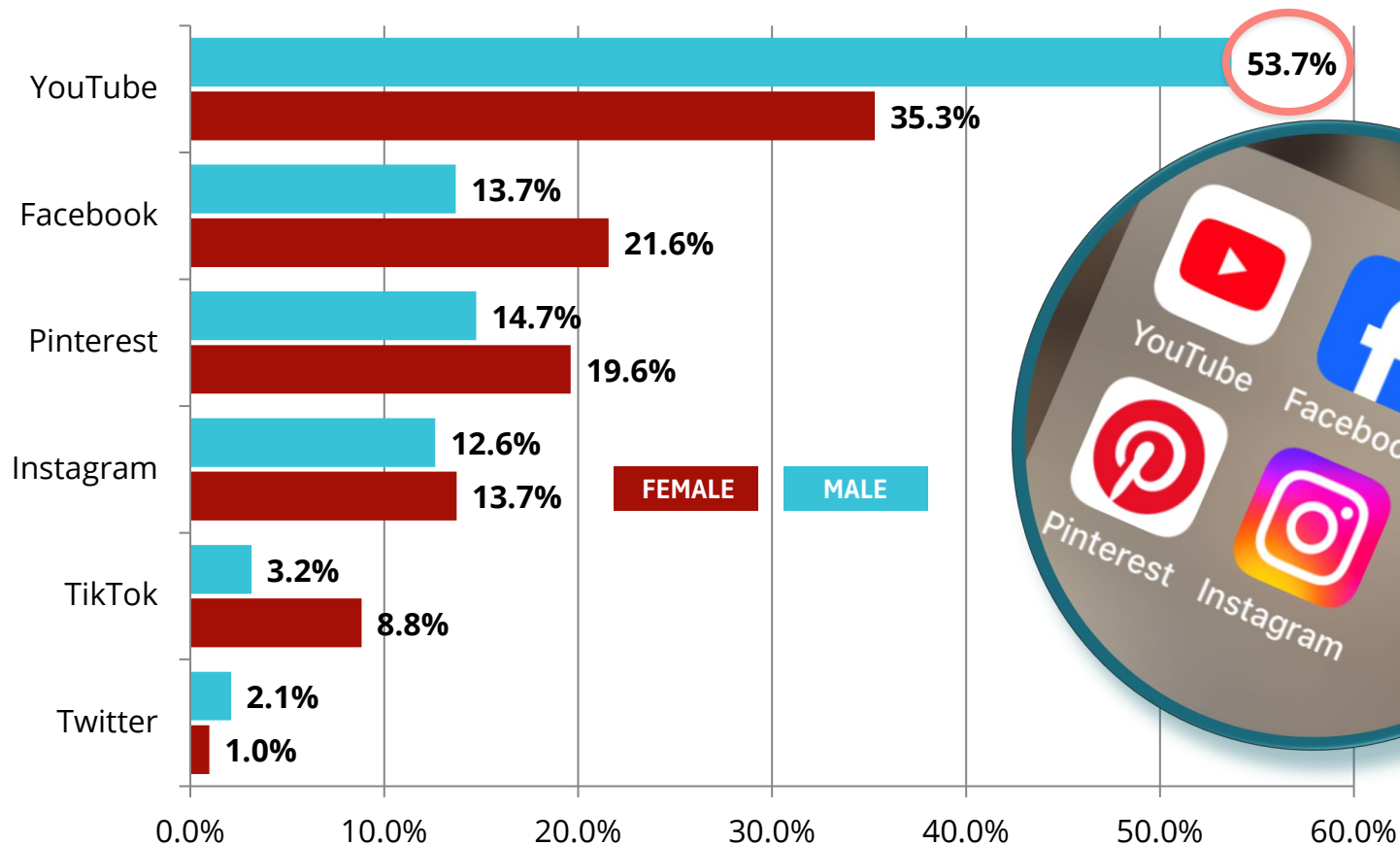
What are the three most important factors in your plant purchase decision?



Note: Last year, top three factors using weighted scoring (points for first, second third, fourth) were national brand (39.1%), specific variety of plant (32.9%) and store brand (28%.) Price more important to females. Store brand more important to males.

Social Media Preferences

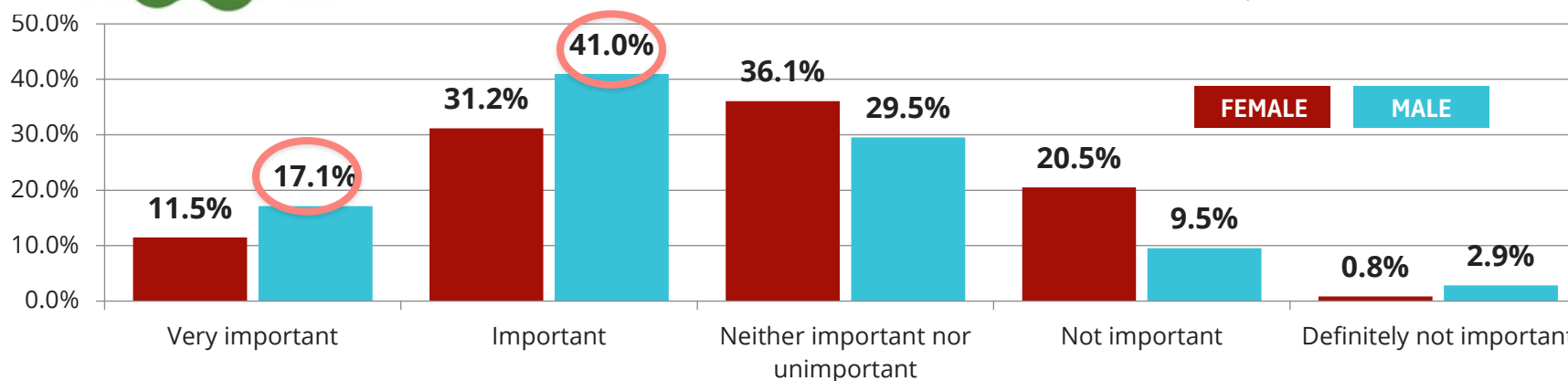
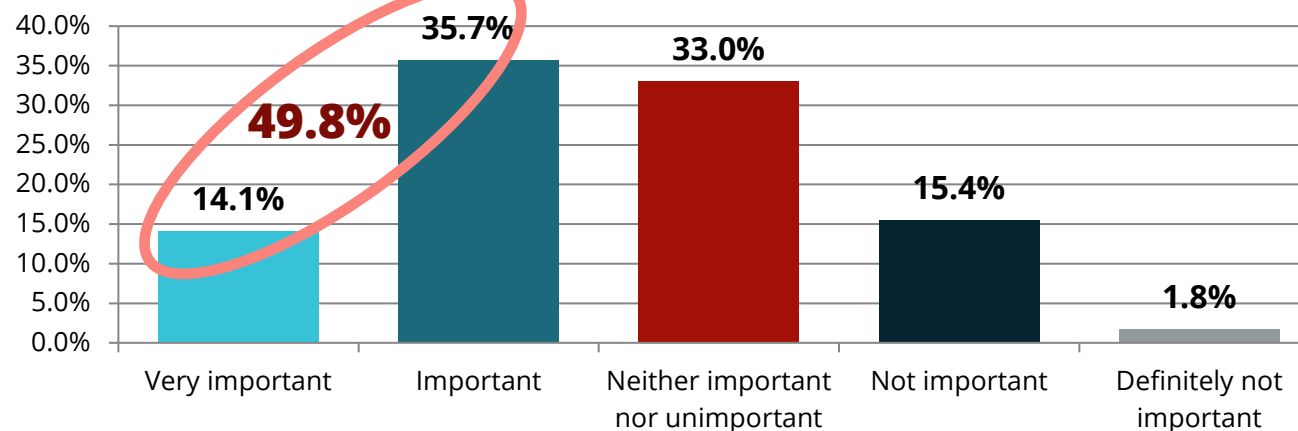
What are the most important social mediums you use to learn about new plants and gardening supplies.



Organically Grown



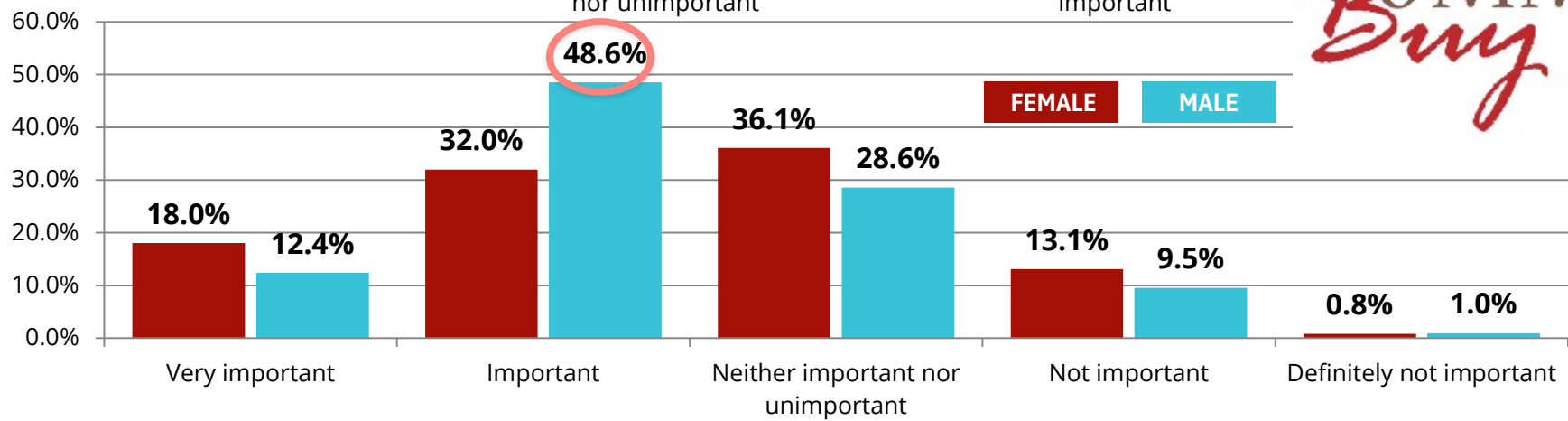
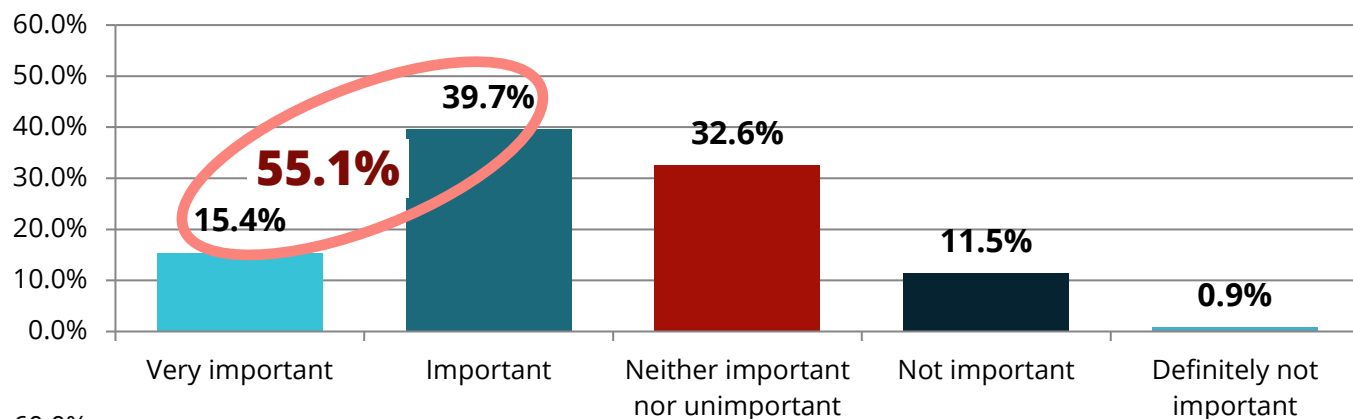
How important is it to you that the garden plants you buy are grown organically?



Note: Importance of organic plants down from 68.6% last year. Organically grown plants more important to males.

Locally Grown

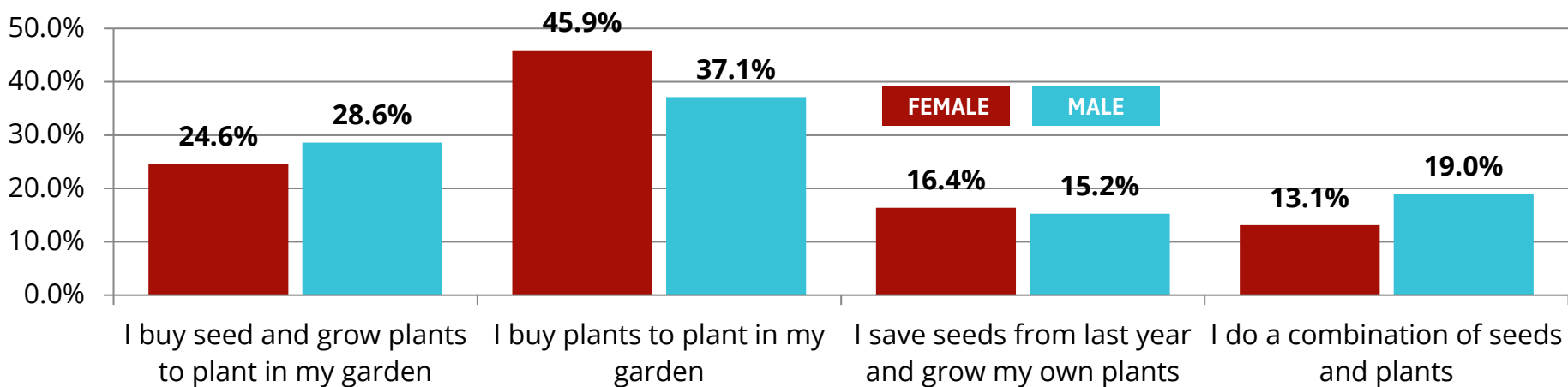
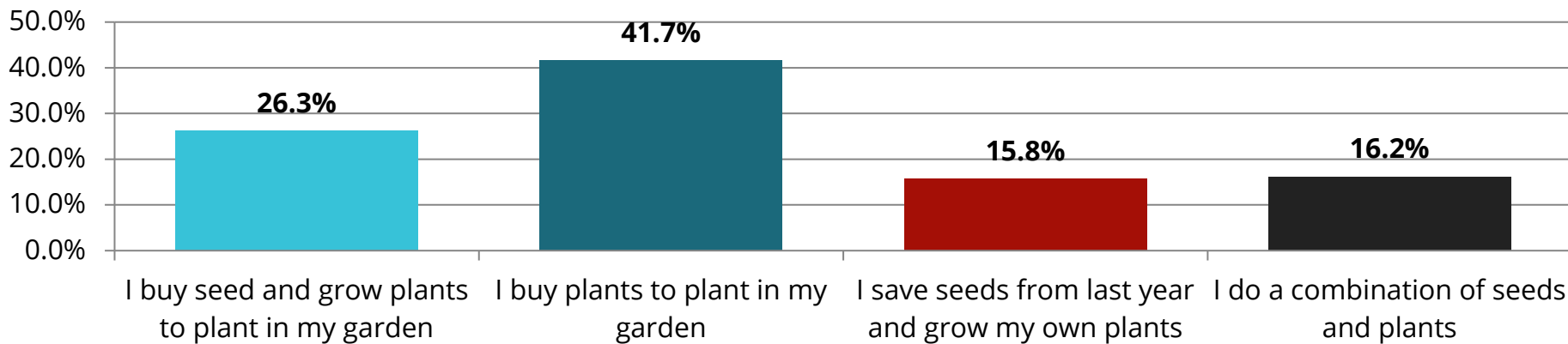
How important is it to you that the garden plants you buy are grown locally?



Note: Desire for locally grown plants from 70.6% last year. Locally grown more important for males.

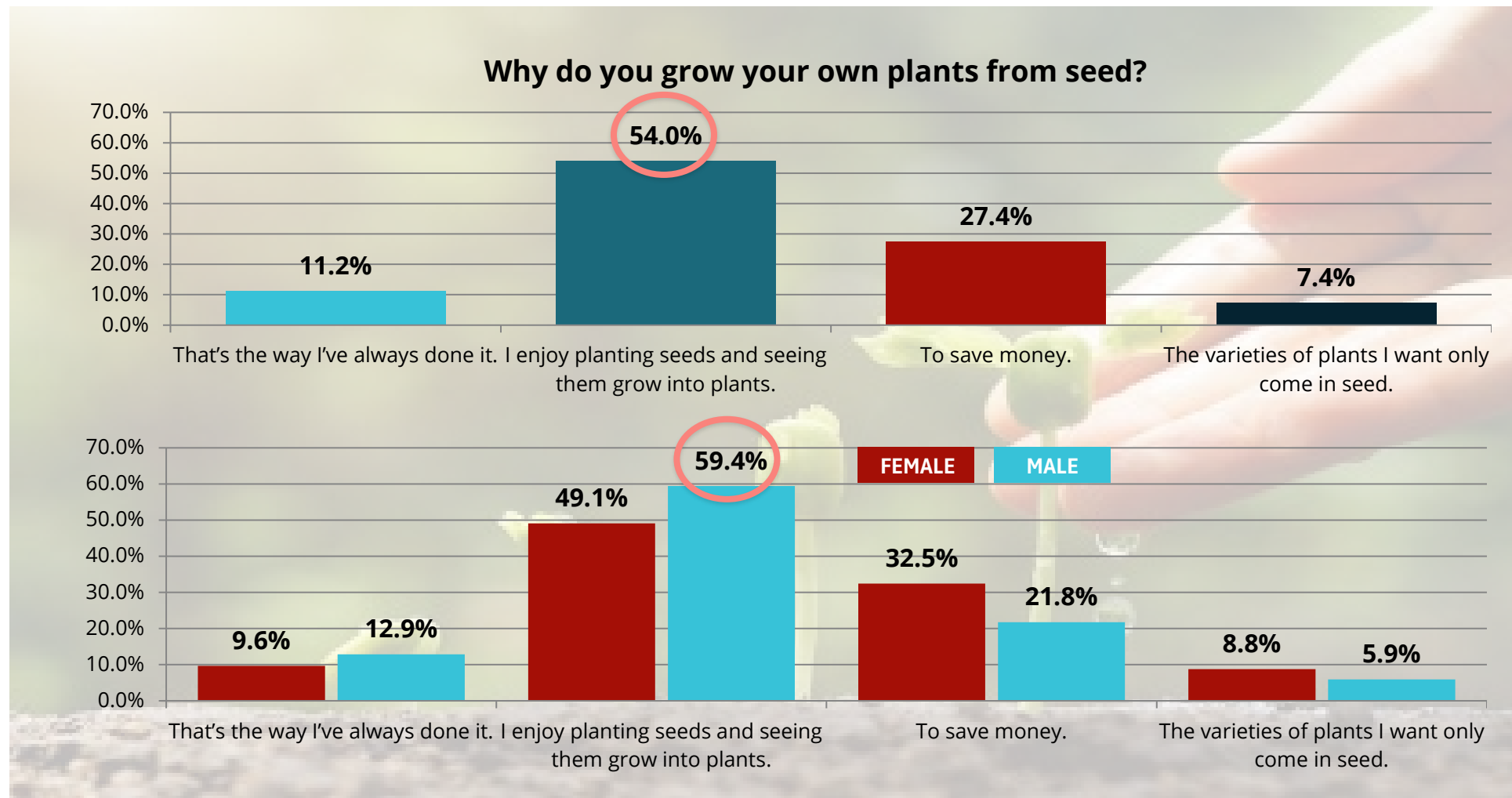
Seeds or Plants

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



Note: Buy seed and grow plants down from 48.3% last year. Buy plants down from 46% last year.

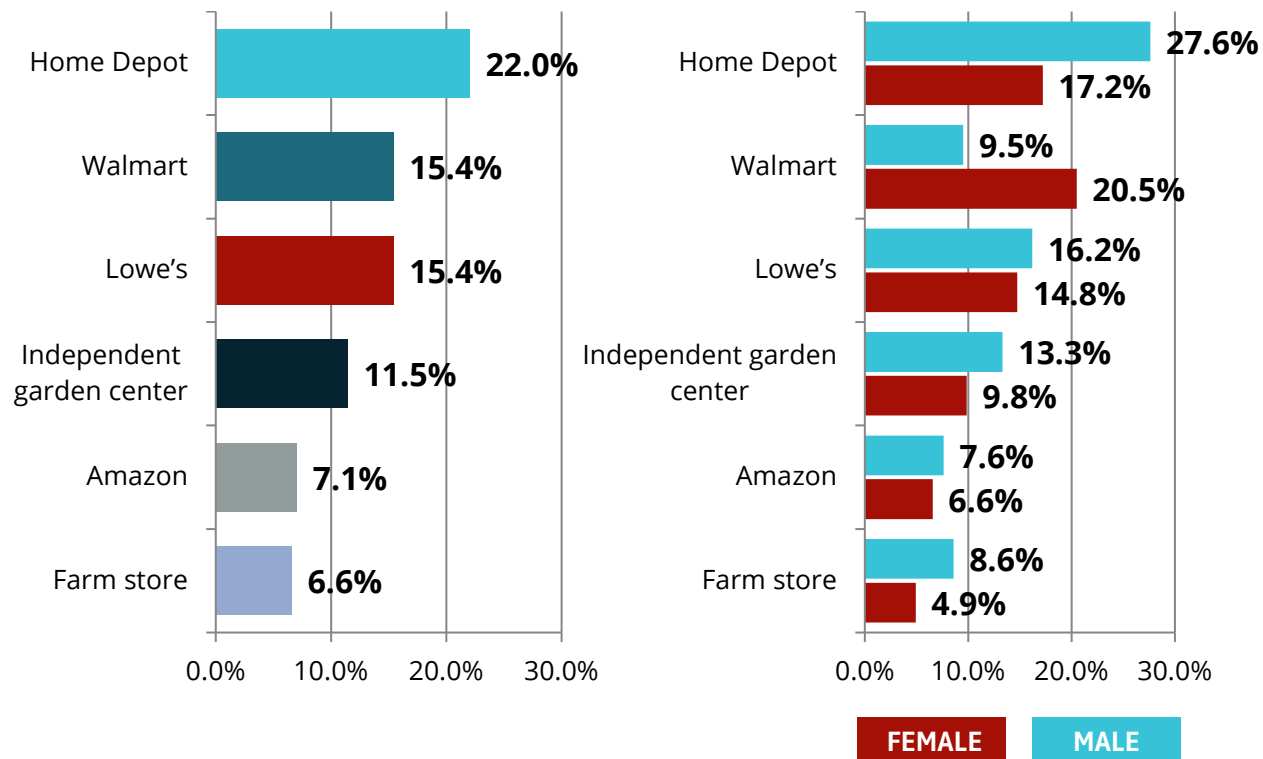
Plants from Seeds



New Gardener Trend

Purchase location

If you grow your own plants from seed, where did you buy most of your garden seeds in 2024? (Top 6 displayed)



Note: Walmart and Lowe's were top two seed purchase locations last year.

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 500s.

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.