



2026 Axiom Gardening Outlook Study



About the Study

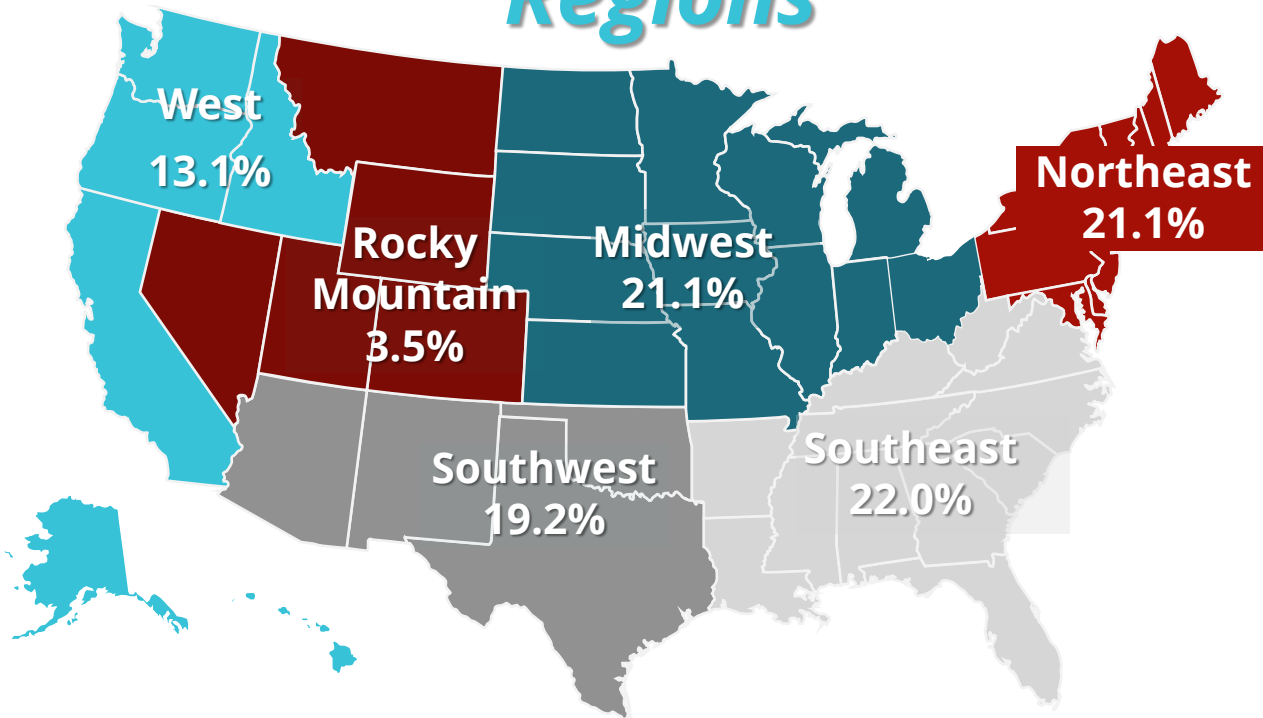
Our goal with this industry annual research is to learn more about how much money and time home gardeners spent on their gardens in 2025, and how they view the 2026 gardening season.



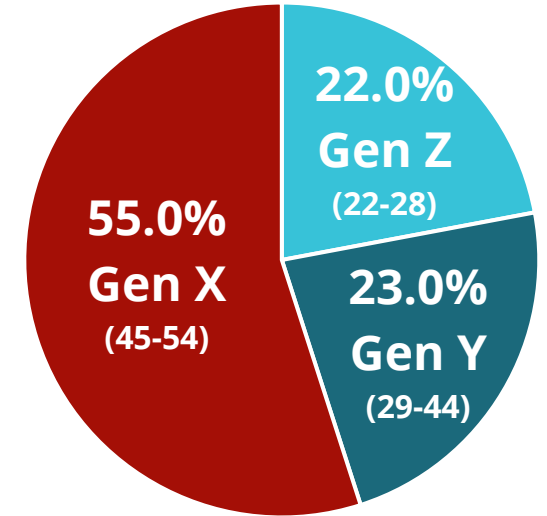
Mike Reiber
CEO & Founder

Demographics

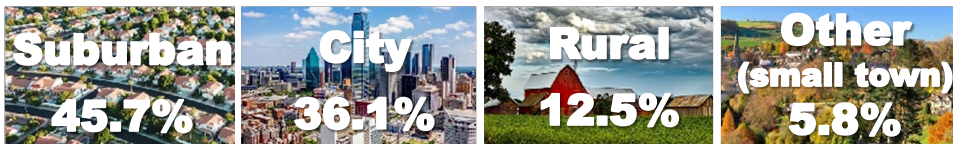
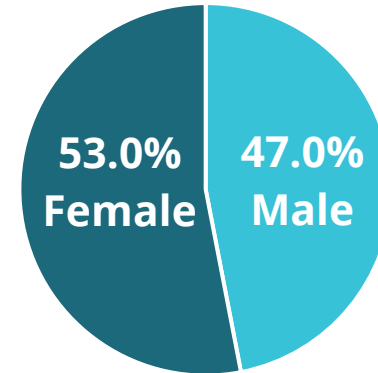
Regions



Age



Gender



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

Executive Summary

Time Gardening in 2025

- **34% spent 50% “more time”** gardening in 2025. Total increase in 2025 vs. 2024 is 27%.
- **12% spent “100% more time”** in 2025. Total increase in 2025 vs. 2024 is 41%.
- **Gen Y (66.7%) leads age segments in “more time”** spent gardening in 2025. But Gen Z follows closely at 63.8%.
- **30.7% felt “very successful”** gardening in 2025. Total increase from 2024-2025 is 19.5%.
- **31.3% see time as the #2 barrier** to gardening more in the future.
- **Working more and weather** top 2 reasons for spending less time gardening in 2025. **NOTE: work and weather issues decreased in 2025 vs. 2024 and 2023.**

Gardening Spending in 2025

- **49.5% spent “more money”** in 2025. Total increase in 2025 vs. 2024 is 11.5%.
- **Gen Y (61.1%) leads age segments in “more money”** spent and is significantly higher than Gen X (43%) in 2025.
- **Groceries, travel and eating out** top 3 reasons among respondents who “spent less” on gardening in 2025.
- **“Money/budget” (33.5%)** cited the #1 barrier to gardening more in 2025.

Garden Spending and Time in 2026

- **42.8% expect to “spend more”** money gardening in 2026.
- **Gen Y (63.9%) leads age segments** which expect to “spend more” money gardening in 2026 – significantly higher than Gen X (31.4%).
- **50.2% expect to spend “more time”** gardening in 2026. Total increase in 2025 vs. 2024 is 13%.
- **Gen Y (66.7%) and Gen Z (65.2%) virtually tied** as the top age segment which expects to spend “more time” gardening in 2026.
- **63.6% plan to “plant more and expand my garden”** in 2025. Total increase is 13.8% in 2025 vs. 2024.
- **38% of respondents highly satisfied** with the “quality of their flowers, fruits and vegetables in 2025. **30.7% “very successful.**
- **45.7% want “more blooms, fruits and vegetables.”** Total increase in 2025 vs. 2024 is 17.8%.
- **Top 3 garden projects for 2026** include: increasing “curb appeal” (60.1%), creating vegetable gardens (50.3%) and adding automatic watering system (41.6%).

Key Information Sources

- **Top 2 “places to learn about new plants and garden supplies”** include: IGCS (22%) and websites (19.8%). **Total increase is 31% for IGCS** in 2025 vs. 2024. **Total decrease for websites is 29.2%** in 2025 vs. 2024.
- **Google Lens (41.5%) is “most important smart phone app** to learn about new plants” -- more than double all other response options.

Executive Summary





Executive Summary

Mass Merchant & Online Purchases

- **Home Depot #1 purchase outlet for garden supplies and plants in 2025 but down significantly vs. 2024 data.**
 - H.D. garden supplies 2025 (24.6%) and 2024 (32.2%). Total decrease is 23.6% for 2025 vs. 2024.
 - H.D. garden plants 2025 (23.6%) and 2024 (33.9%). Total decrease is 30.4% for 2025 vs. 2024.
- **Walmart and Lowe's down slightly** in 2025 vs. 2024 for both garden supplies and garden plants.
- **Online purchases of garden products declined slightly** in 2025.
- Top 3 reasons in 2025 for online purchasing include: price (33.6%), time savings (29.4%) and wider selection (28.2%).

IGC Purchases

- **IGCs surpass websites in 2025 as #1 source** "to learn about new plants and garden supplies."
- **IGCs (30.3%) #1 purchase outlet** for "highest quality plants."
- **Inspiration (37.1%) #1 driver** to "increase time and money spent at IGCs."
- **39.3% make 4-7 IGC visits** per the 2025 gardening season.
- **39% spent 30+ minutes** during each IGC visit.
- **Top 3 needs for visiting IGCs** include: "more plant choices" (28.1%), "new plant varieties" (16.0%), "help choosing the right plant" (13.1%).
- **IGCs #1 outlet (28.5%) for "most knowledgeable store associates** to answer gardening questions."

Garden Purchase Habits

- **55.2% have a shopping list** vs. 44.8% who are impulse buyers
- **77% "likely to pay more"** for the specific color or variety they want.
- **80.2% "highly likely or likely to shop other retailers"** to find color or variety they want.
- **52.1% willing to drive "6-10 miles"** to find desired color or variety.
- **36% cite "specific variety of plant type" as #1 decision factor** (similar to 2024.)
- **Price and highly descriptive tags increasingly important** in 2025 vs. 2024.
- "Lots of blooms and produce" remains most important characteristic about plants purchased but **declined by 37.2% in 2025 vs. 2024.**

AI Tools Clarify Feelings and Emotions about Gardening

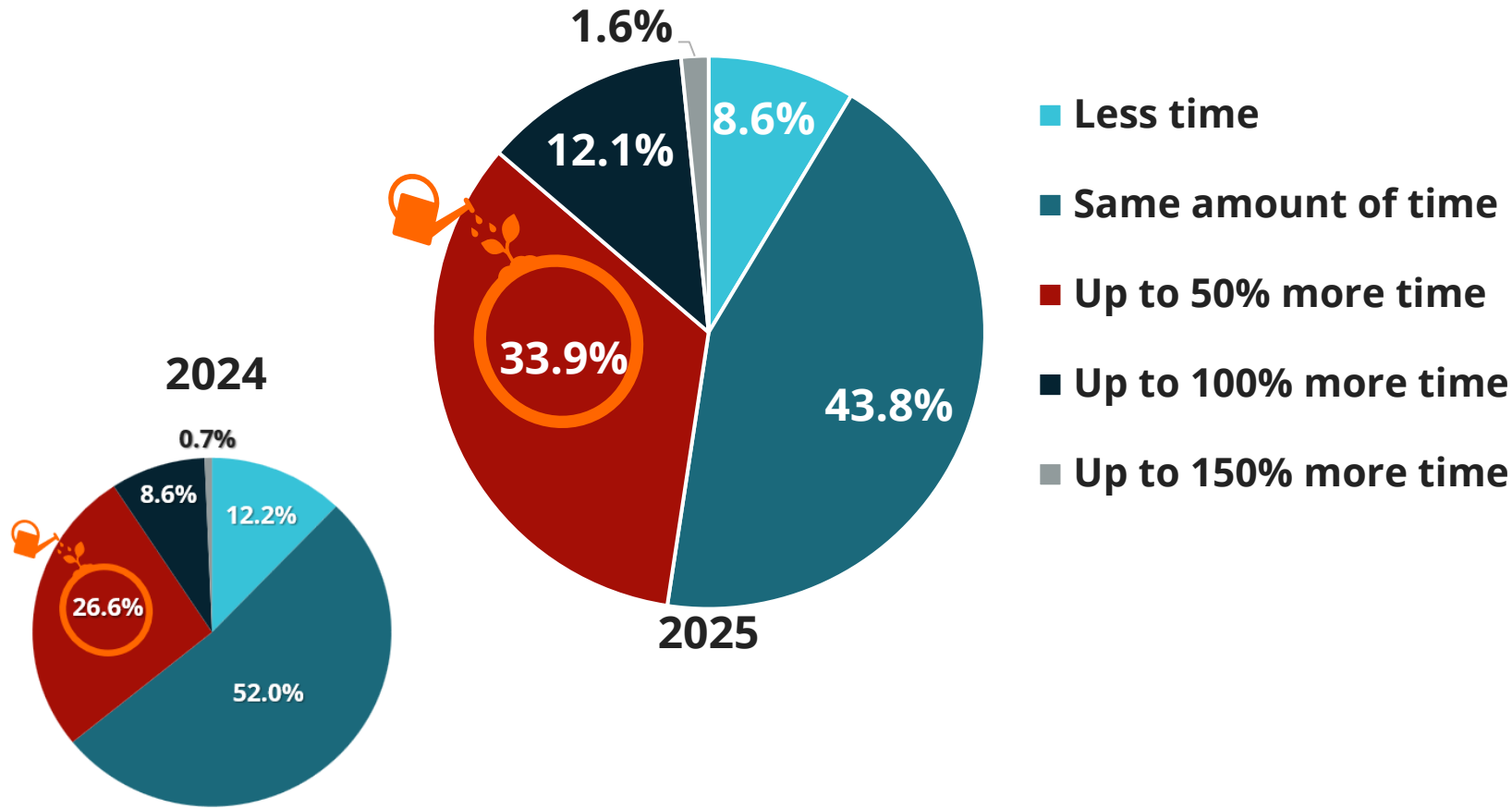
- **Personal satisfaction (21.7%), calmness/serenity (19.1%) and achievement/recognition (18.8%)** top open-ended responses about "how your garden makes you feel."
- **Makes my garden different (47.3%)** overwhelming #1 open-ended response about "what causes you to buy new plant varieties."
- **Distinctive plant choices (17.3%), plant and garden diversity (11.5%), neighborhood uniqueness (8.5%)** top 3 open-ended responses about "why do you like to buy new kinds of plants."

Executive Summary



More Time Spent in 2025

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



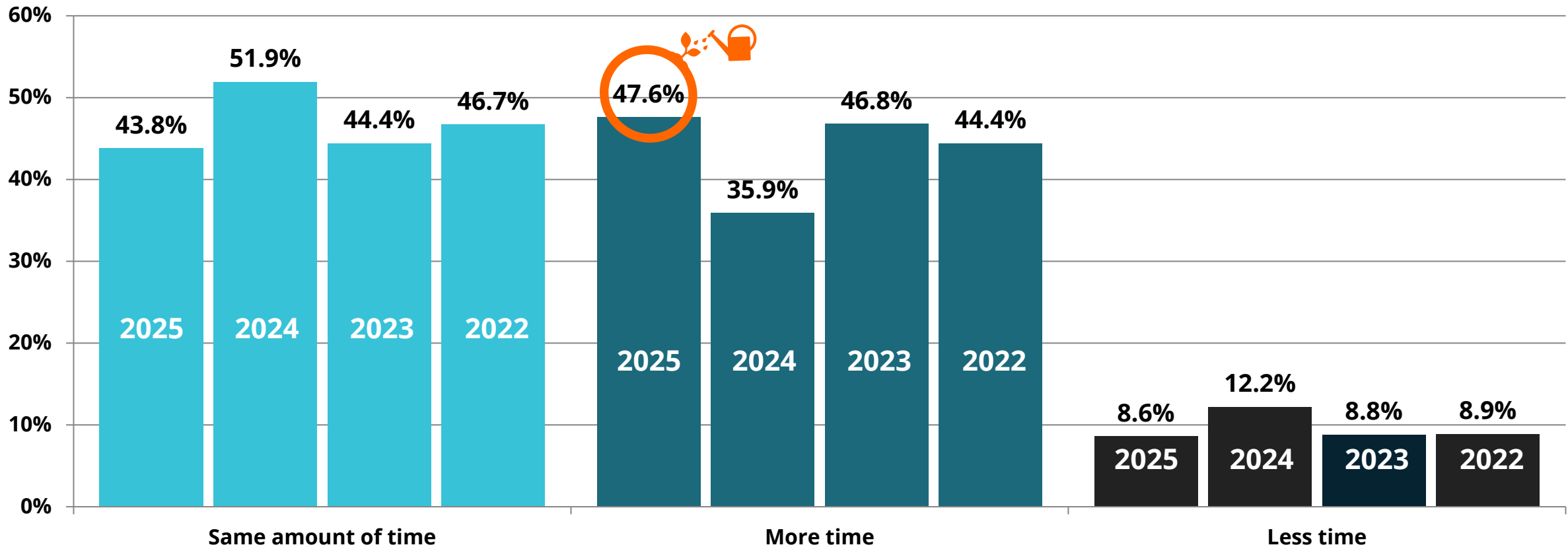
27% increase for "50% more time" from in 2025 vs. 2024 -- (33.9-26.6/26.6)

41% increase for "100% more time" in 2025 vs. 2024 -- (12.1-8.6/8.6)



More Time Spent Gardening in 2025

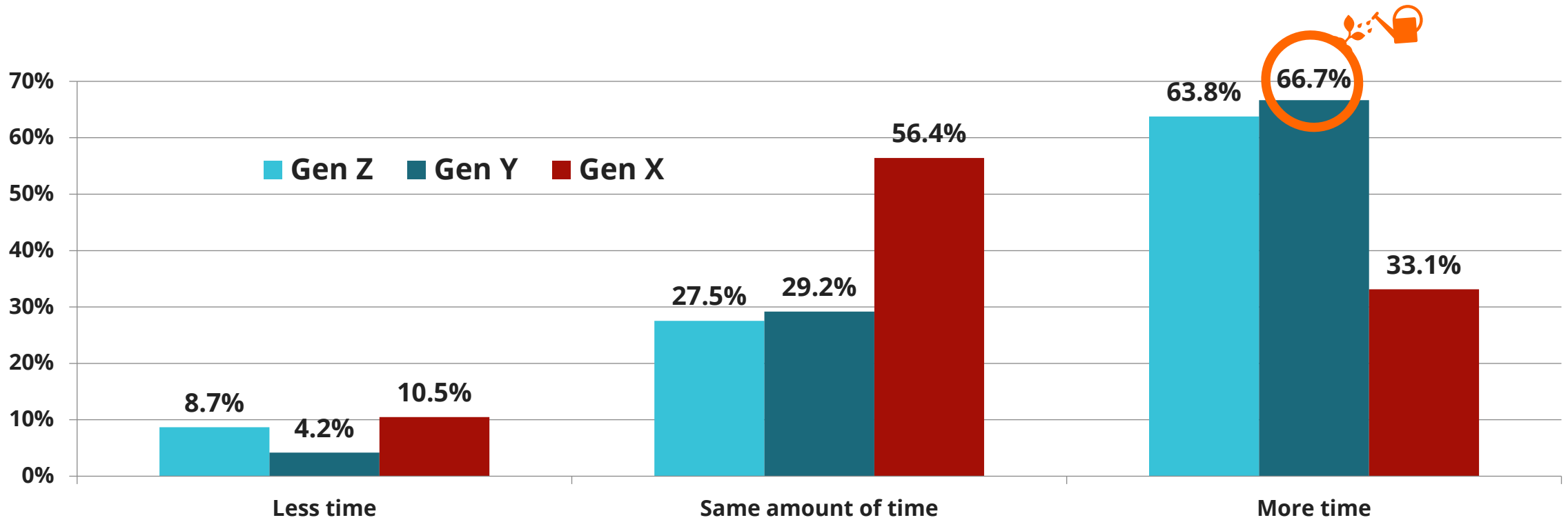
How much time did you spend on gardening this year, compared to last year?



Largest increase in "more time" spent gardening since 2022.

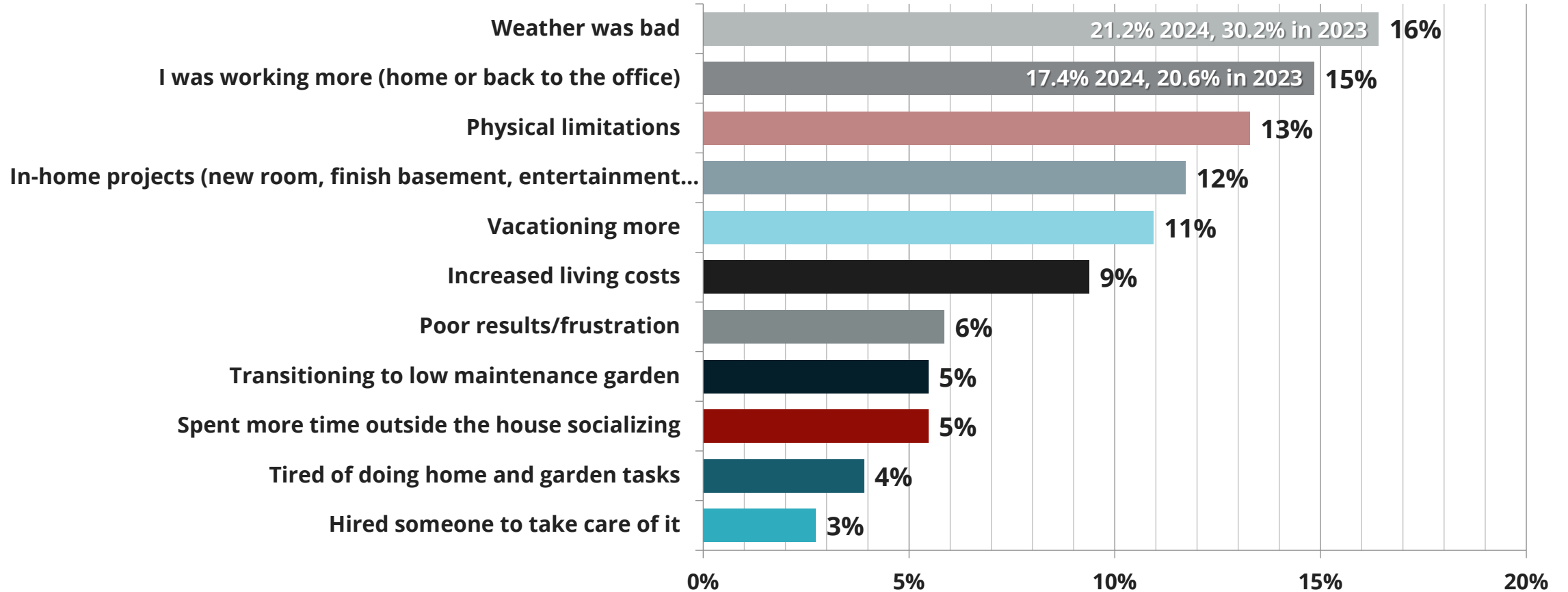
Gen Y Leads in More Time Spent in 2025

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



Work and Weather

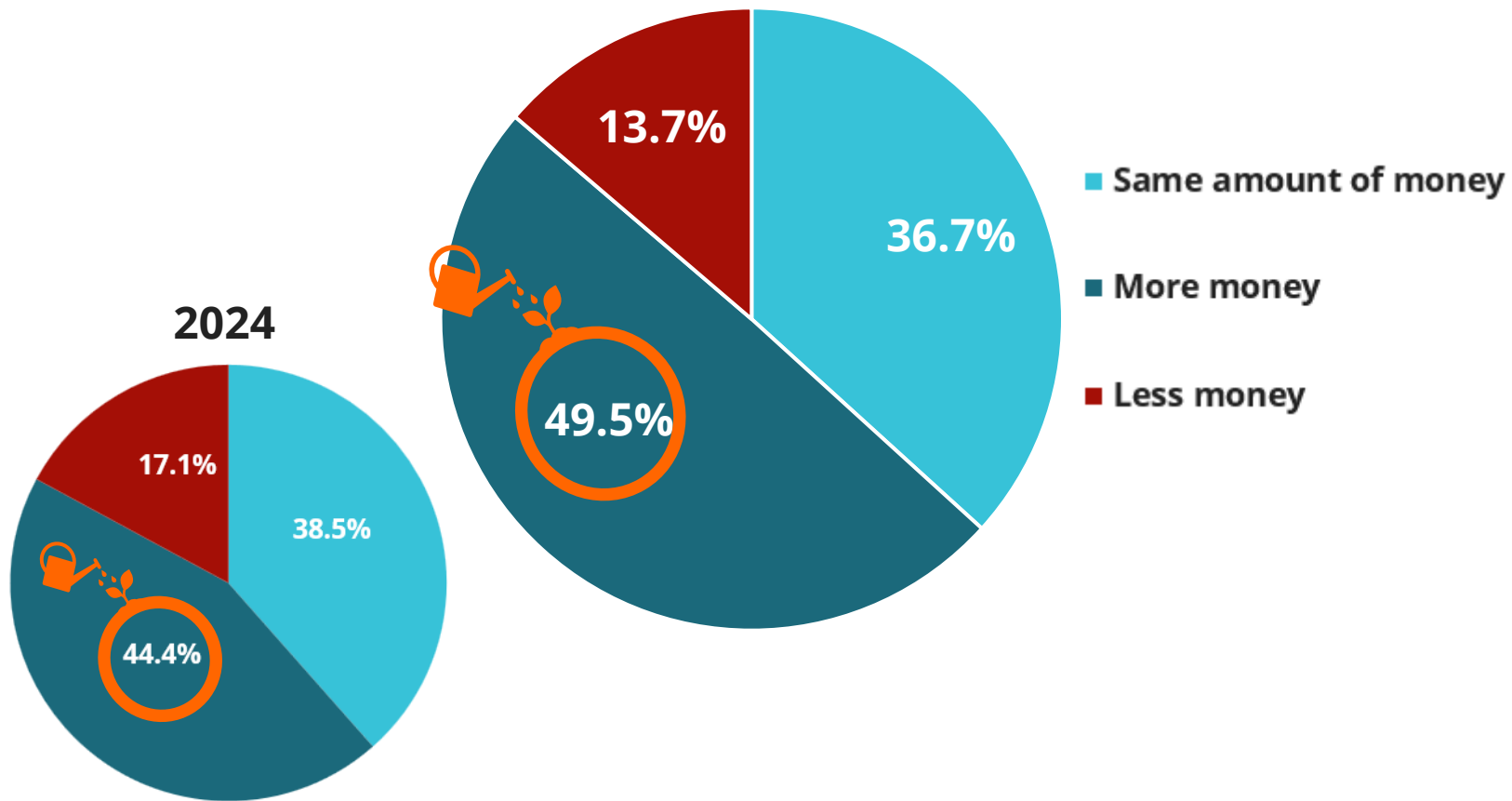
If you spent less time gardening in 2025, why?



Fewer 2025 weather and work issues likely increased time and money spent gardening in 2025.

More Money Spent in 2025

How much money did you spend on gardening in 2025, compared to 2024?

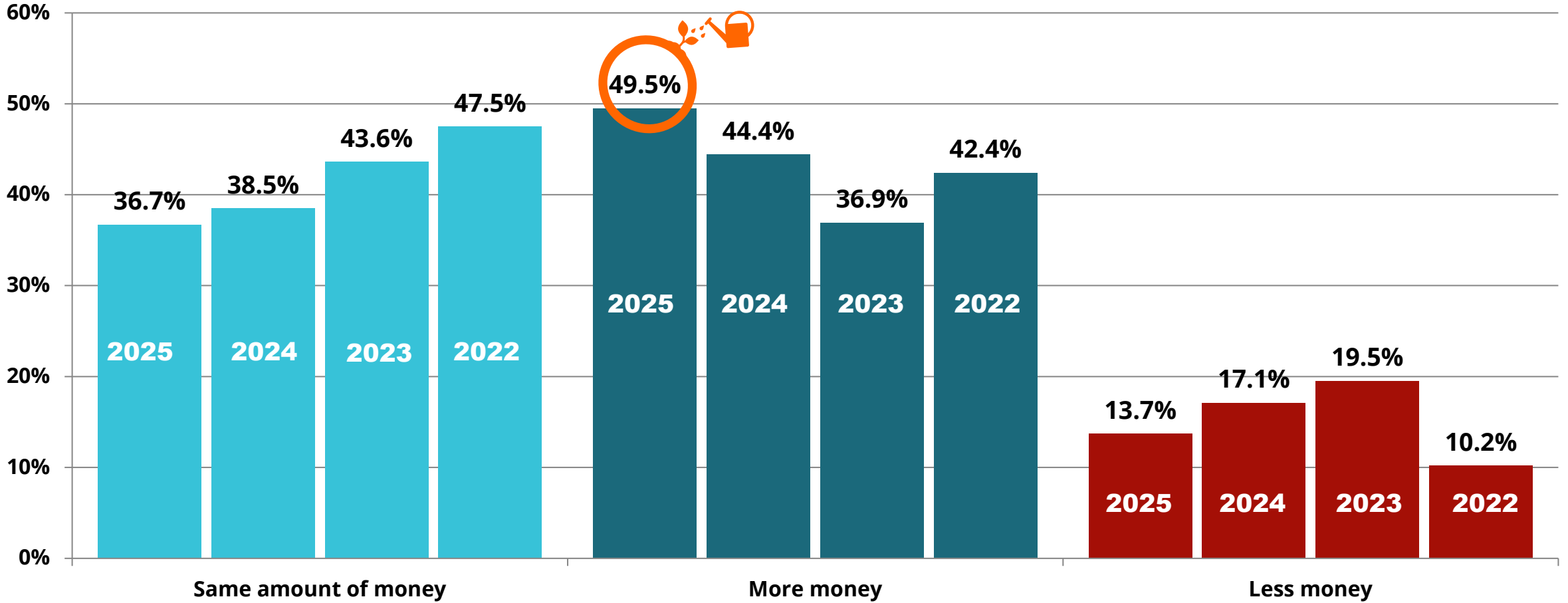


11.5% increase in "more money" spent in 2025 vs. 2024 -- (49.5-44.4/44.4)



More Money Spent in 2025

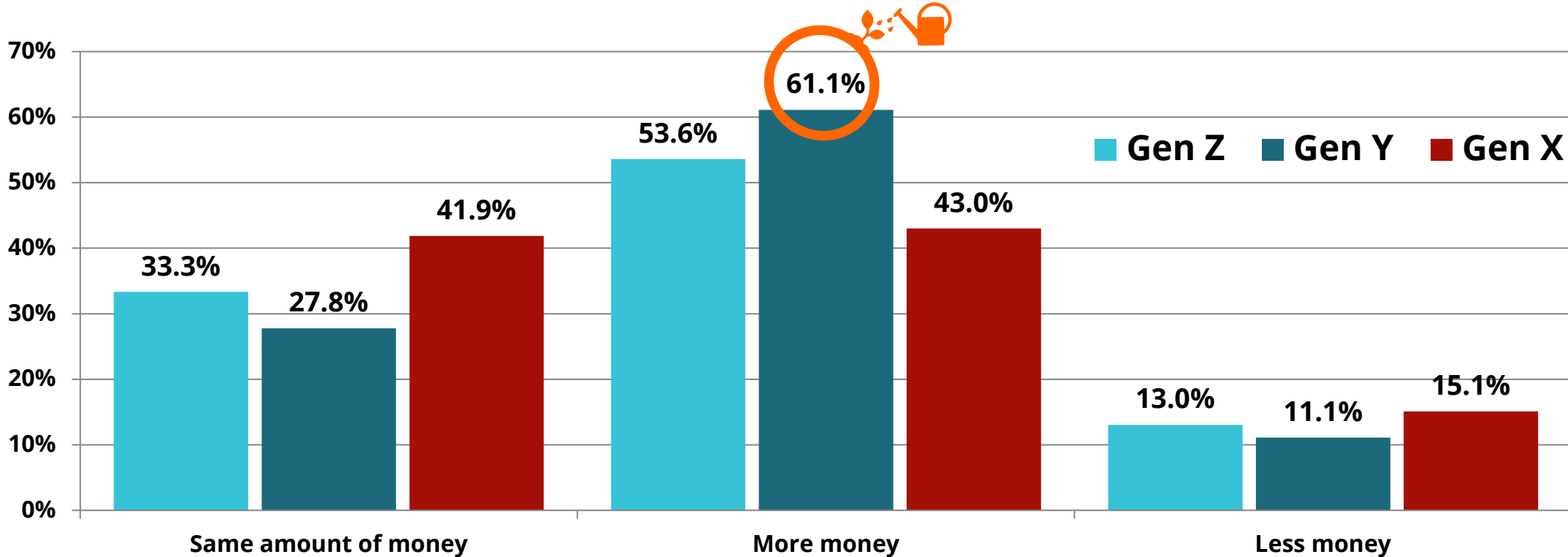
How much money did you spend on gardening in 2025, compared to 2024?



Highest increase in "more money" spent gardening since 2022.

Gen Y Leads in More Money Spent

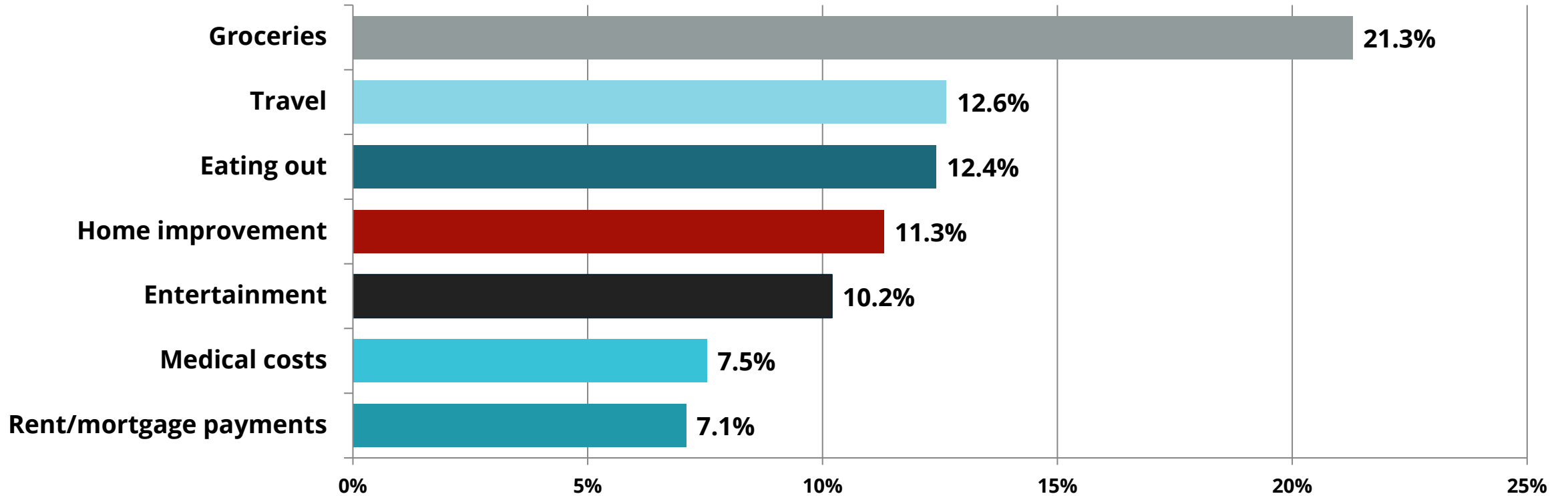
How much money did you spend on gardening in 2025, compared to 2024?



Gen Y respondents spending "more money" significantly higher than Gen X.

Groceries, Travel, Eating Out

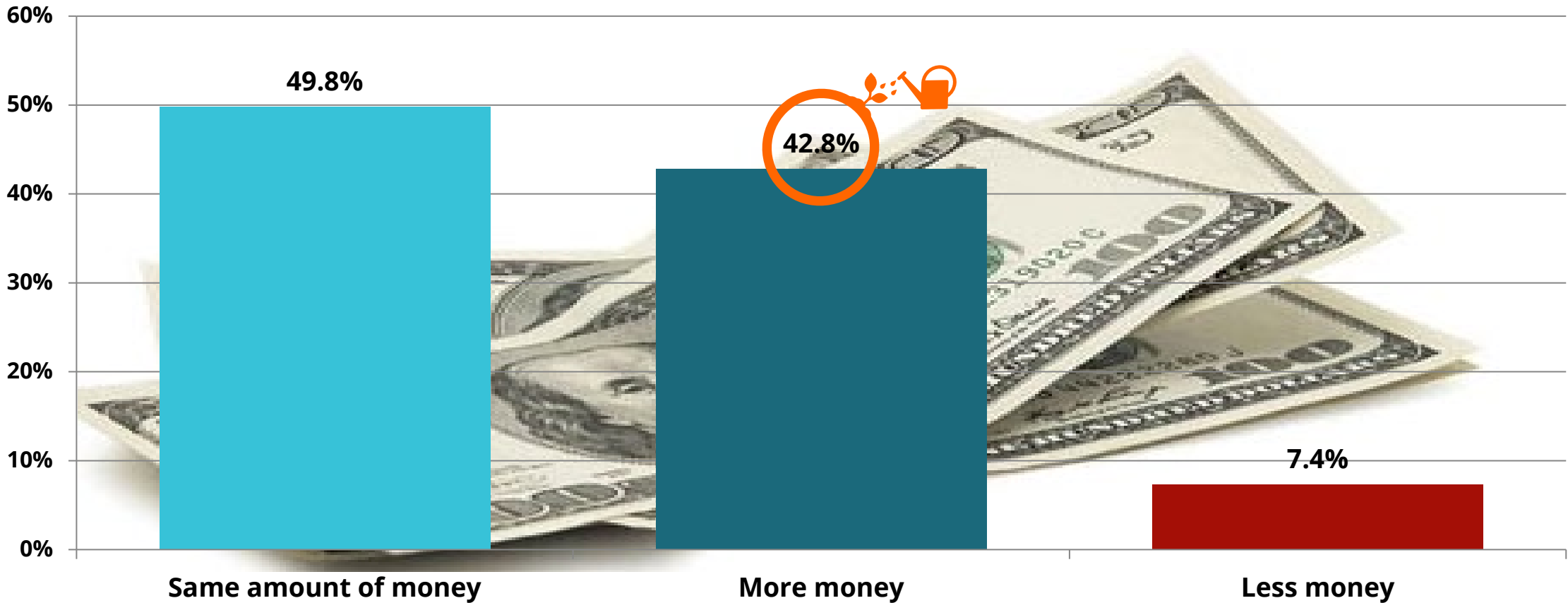
If you spent less money on gardening in 2025, what did you spend it on?



Similar to findings from 2024.

42.8% Expect to Spend More in 2026

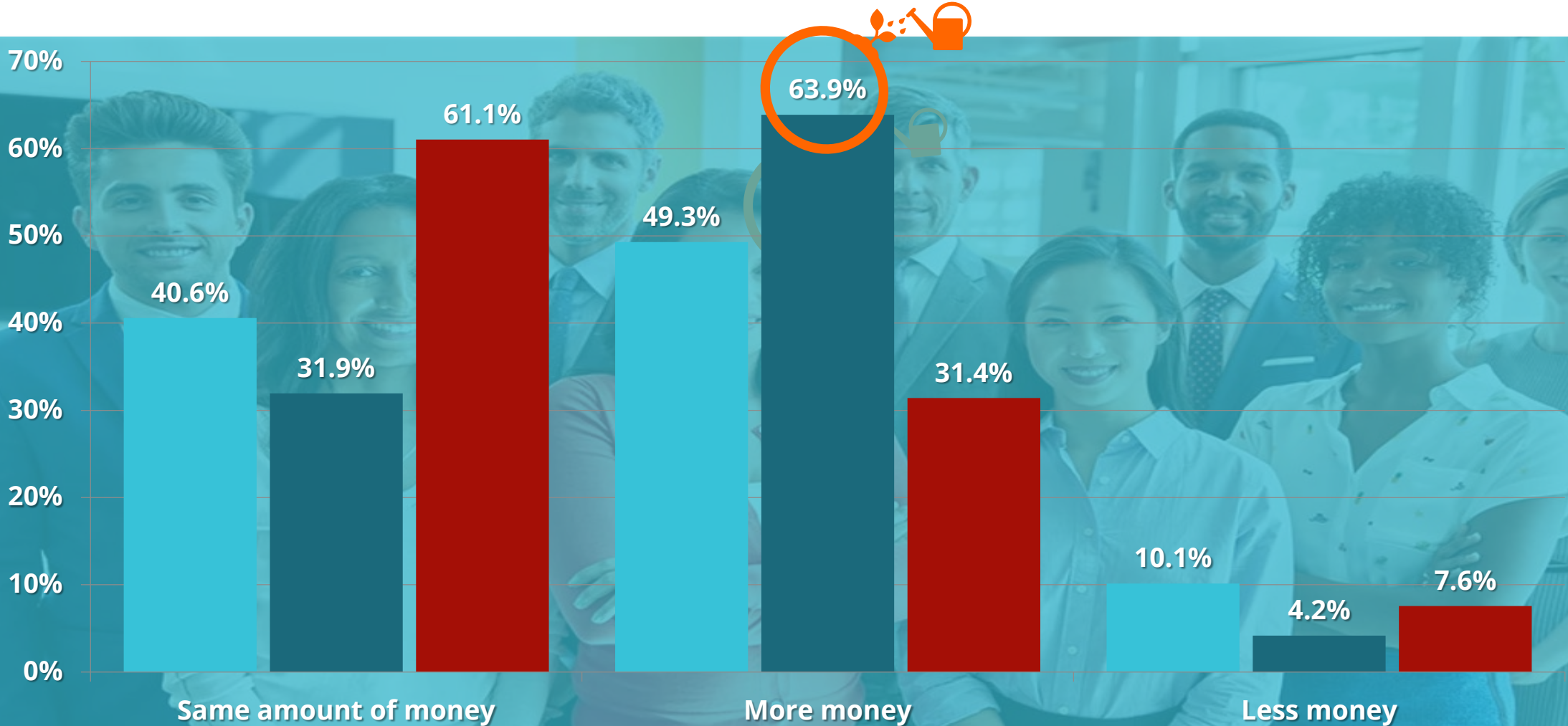
Are you likely to spend more or less money on gardening in 2026 compared to 2025?



Gen Y Spending Much More in 2026

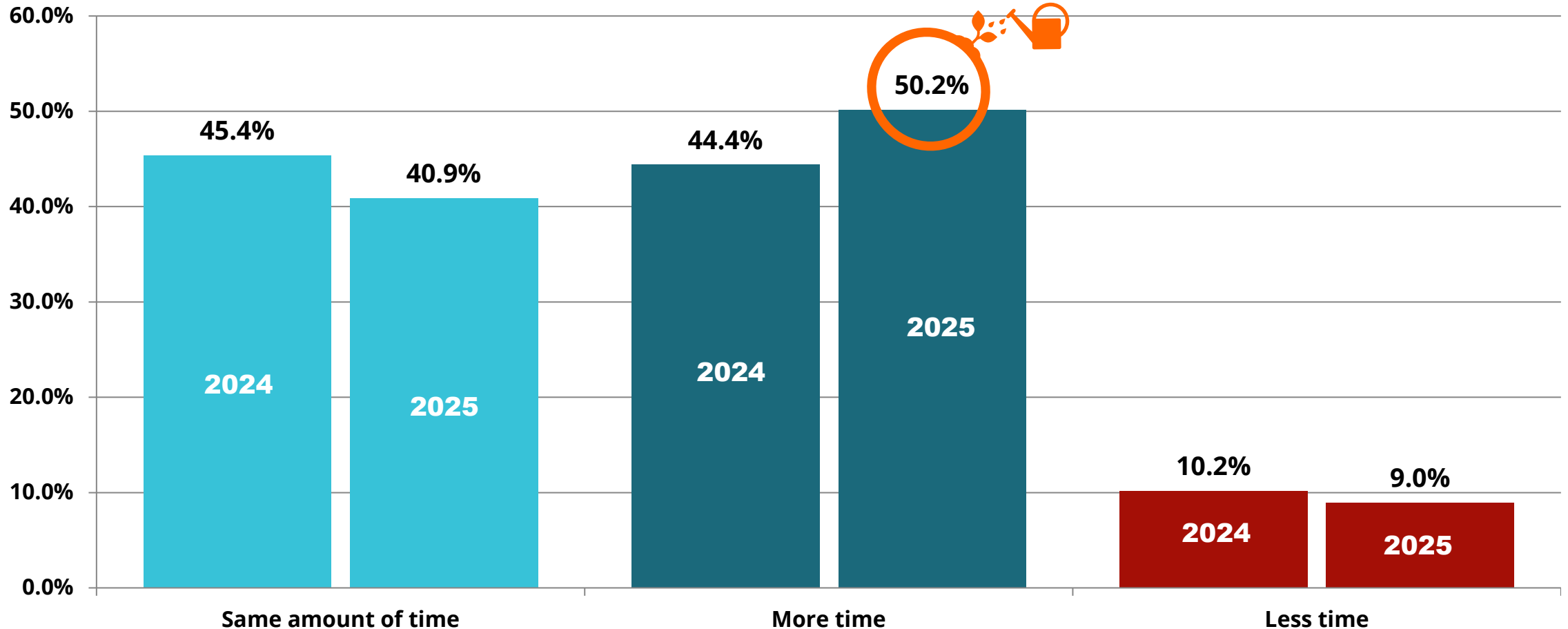
Are you likely to spend more or less money on gardening in 2026 compared to 2025?

■ Gen Z ■ Gen Y ■ Gen X



More Time Gardening in 2026

How much time do you expect to spend gardening in 2026 compared to 2025?

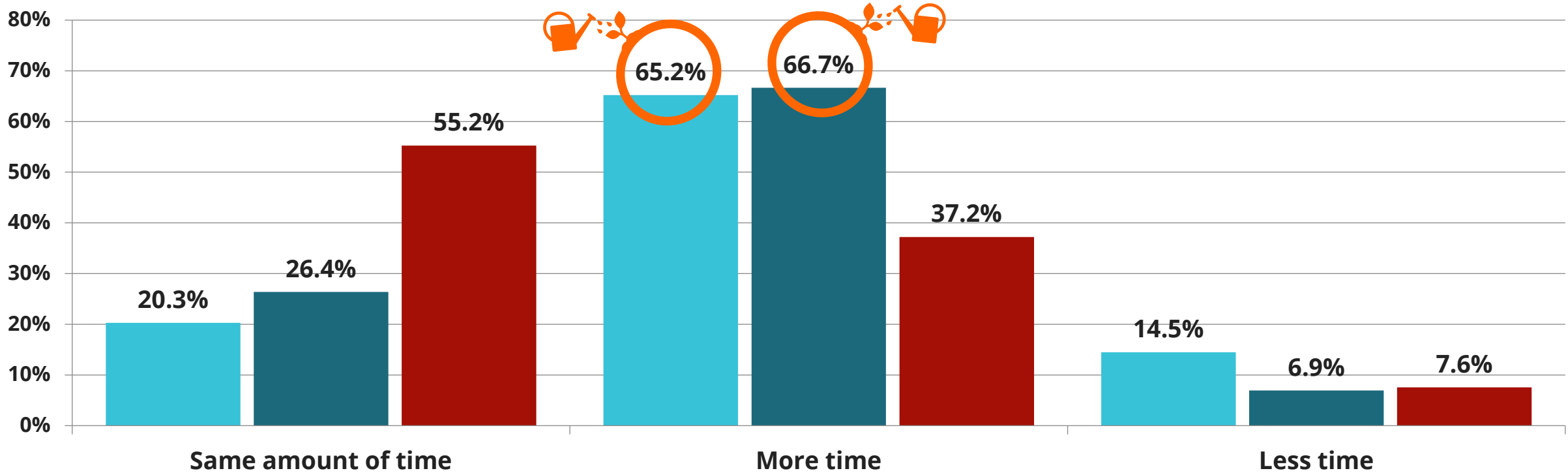


13% increase in respondents expecting to spend more time gardening in 2026 -- (50.2-44.4/44.4)

Gen Z, Gen Y Expect More Time in 2026

How much time do you expect to spend gardening in 2026 compared to 2025?

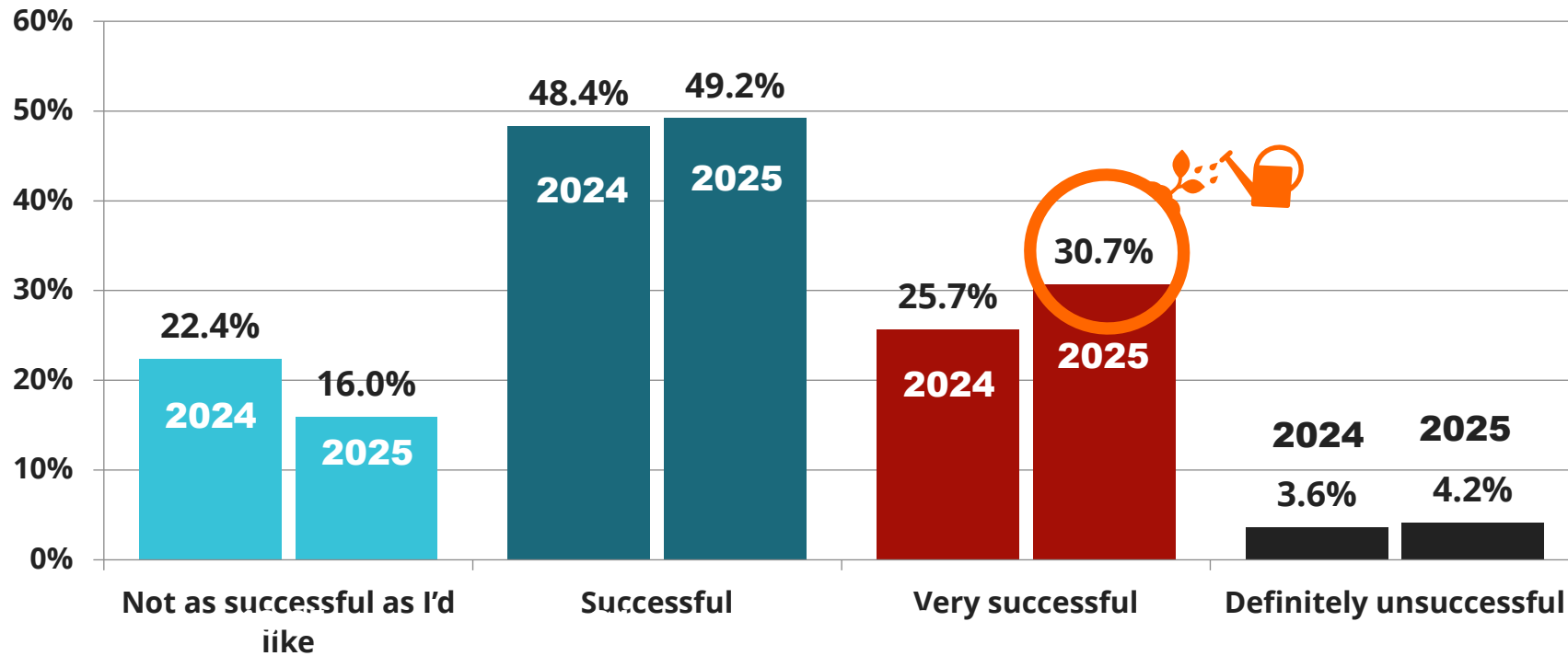
■ Gen Z ■ Gen Y ■ Gen X



Gen Y and Gen Z virtually tied for expecting to spend "more time" gardening in 2026.

More Garden Success in 2025

Did you feel successful with your garden activities in 2025?

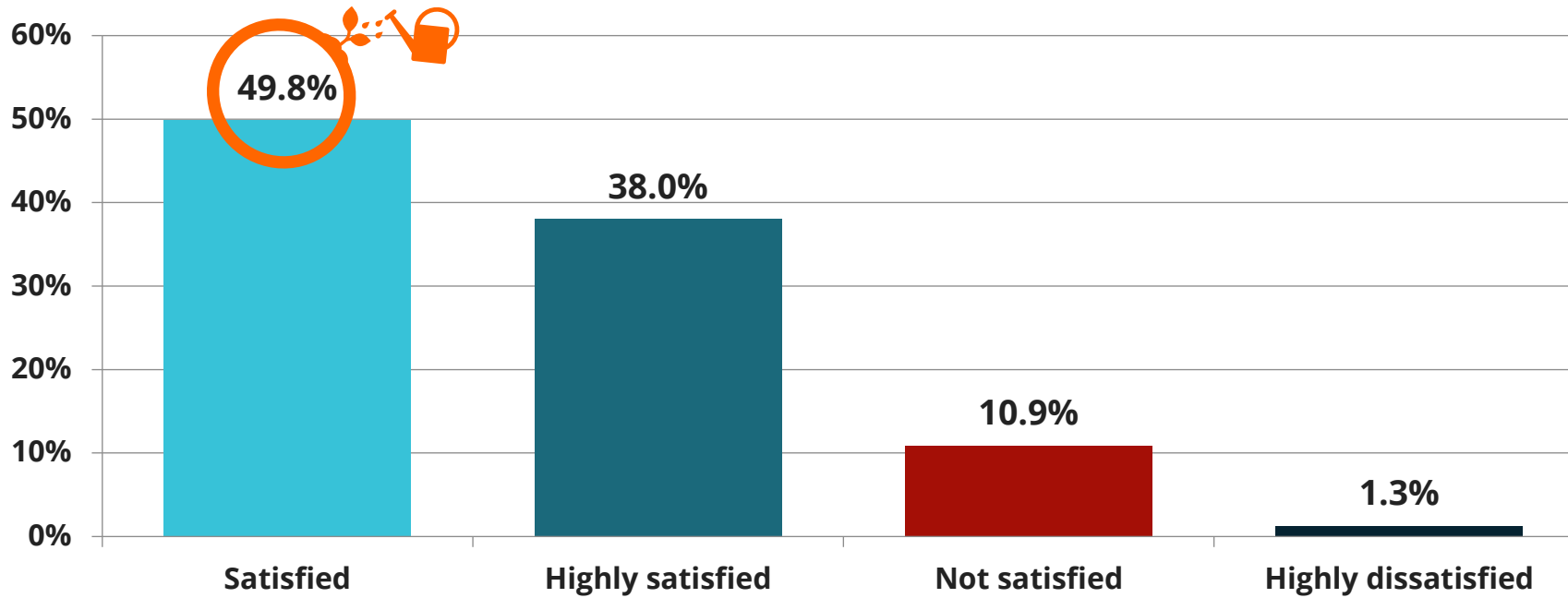


19.5% increase in "very successful" in 2025 vs. 2024 -- (30.7-25.7/25.7)



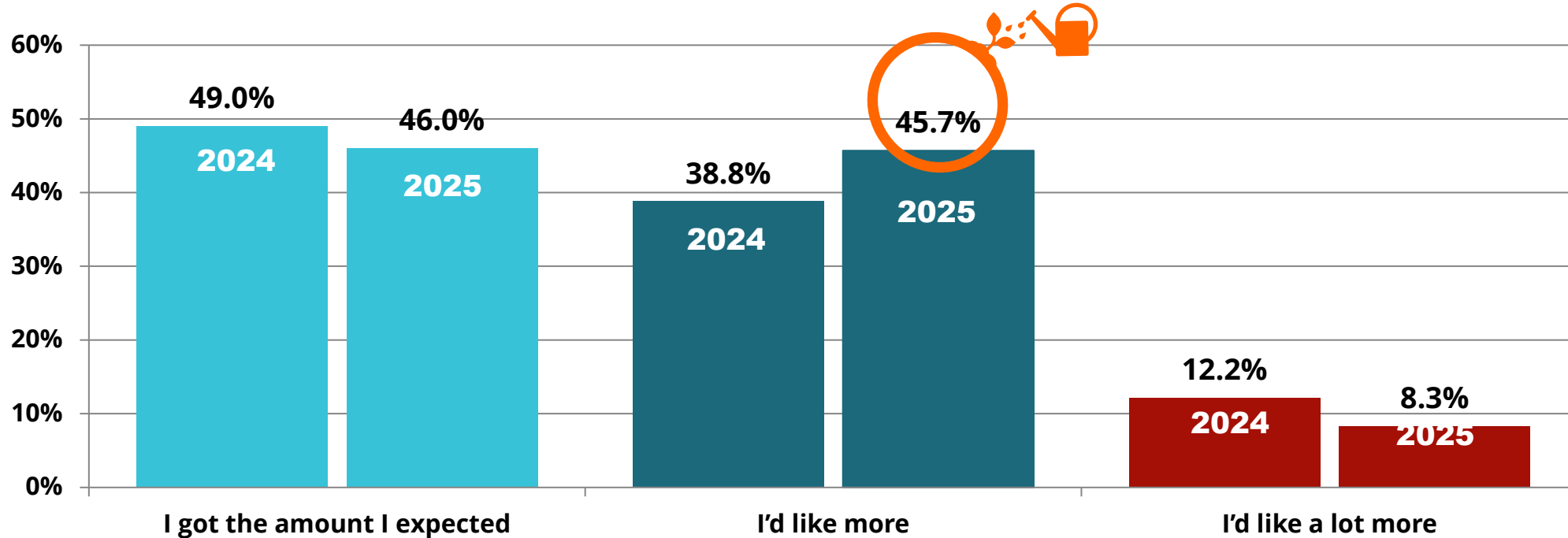
High Satisfaction in 2025

How satisfied were you with the quality of the flowers, fruits and vegetables you grew in 2025 turned out?



But I Want More

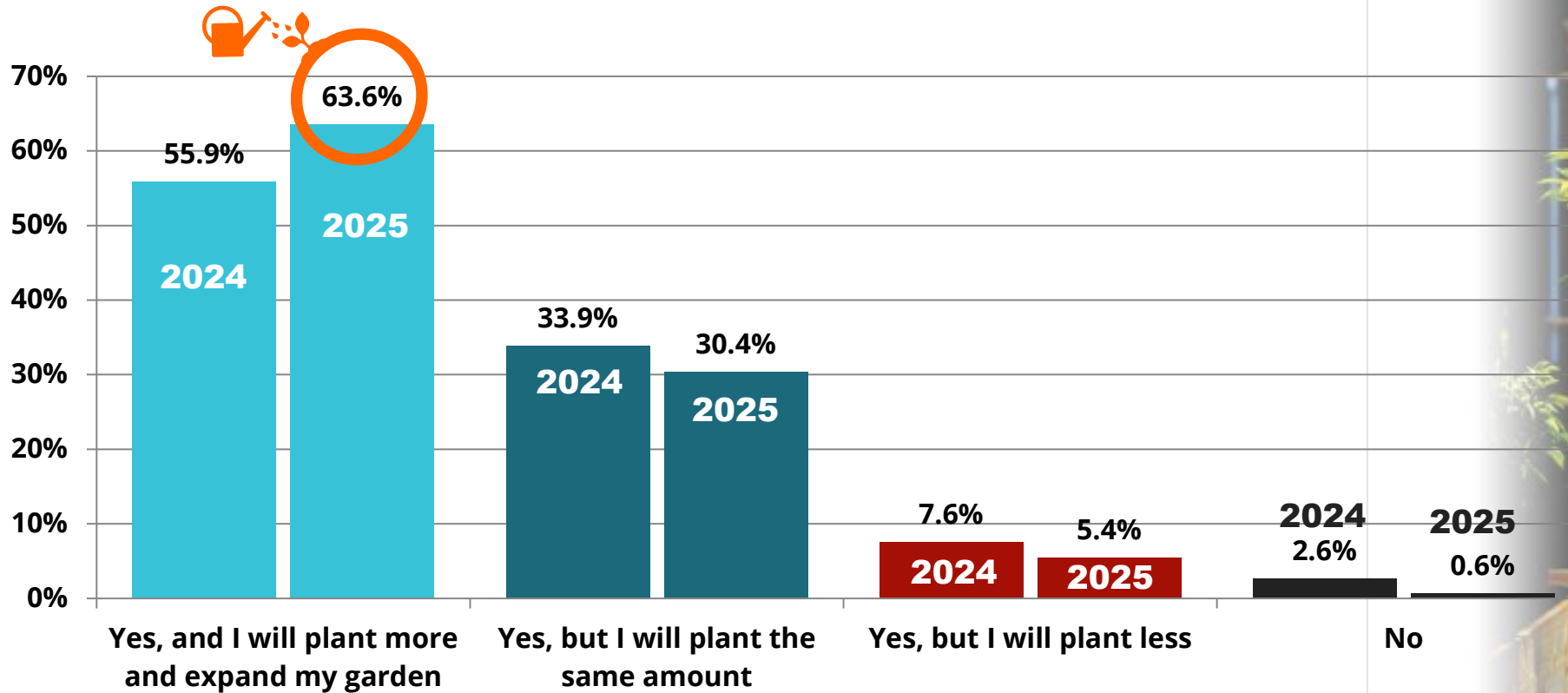
What phrase best reflects your feelings on the amounts of flower blooms, fruits and vegetables that you grew in 2025?



17.8% increase in desire for more "blooms, fruits and vegetables" in 2025 vs. 2024 -- (45.7-38.8/38.8)

Plant More in 2026

Is gardening something you plan to continue in 2026?

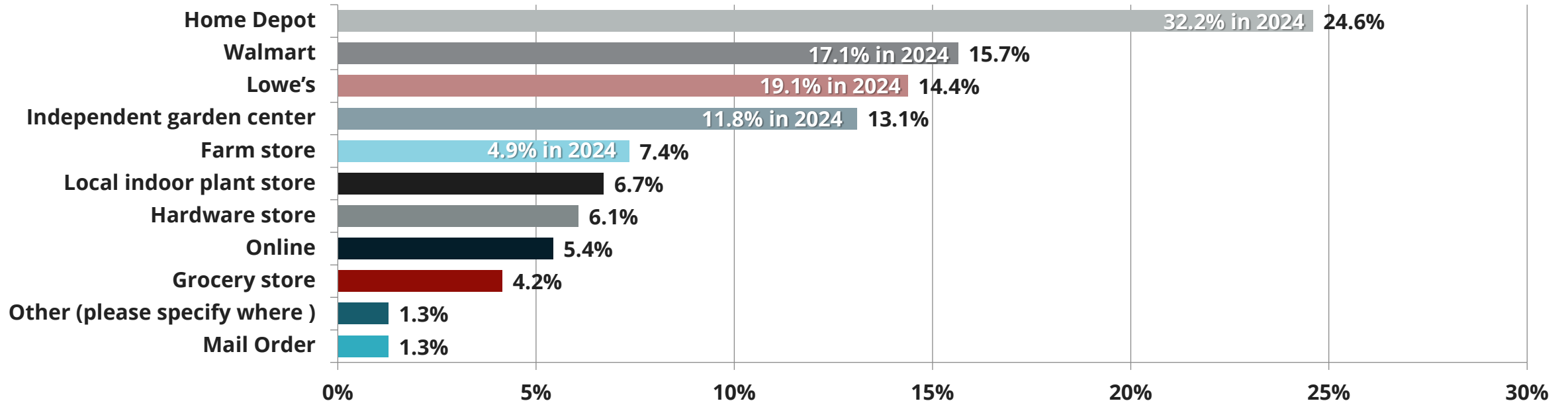


13.8% increase in “plant more and expand my garden” in 2025 vs. 2024 -- (63.6-55.9/55.9)



Home Depot Leads But

Where did you buy most of your gardening supplies (i.e. seeds, fertilizers, pesticides, equipment, etc.) in 2025? (check one)

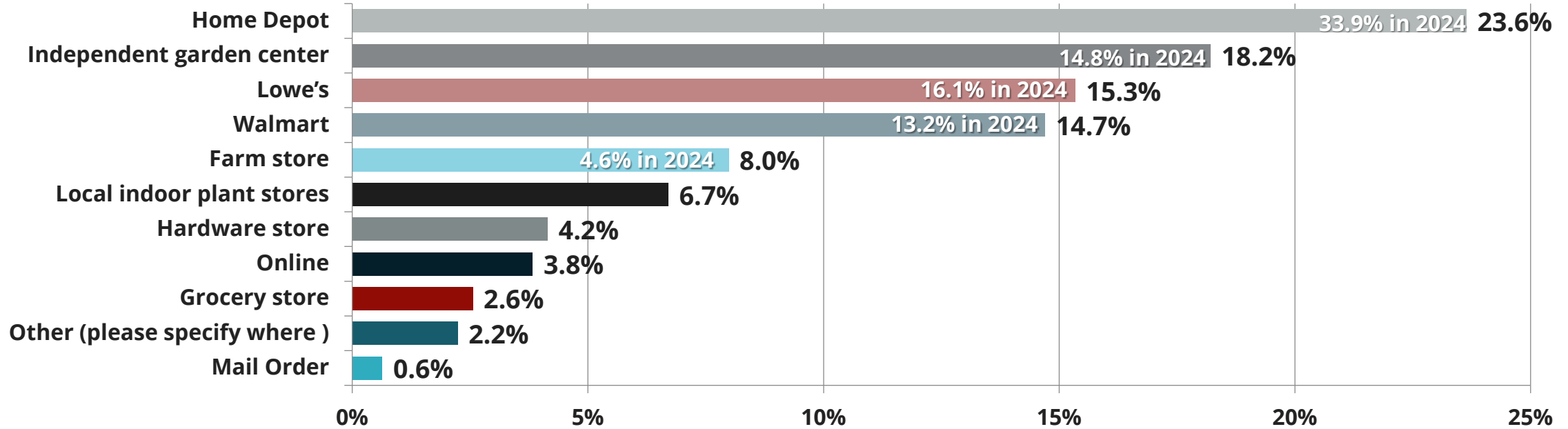


Home Depot leads, however, share is declining. IGCs and farm stores increasing share.



Home Depot Leads But

Where did you buy most of your garden plants in 2025?

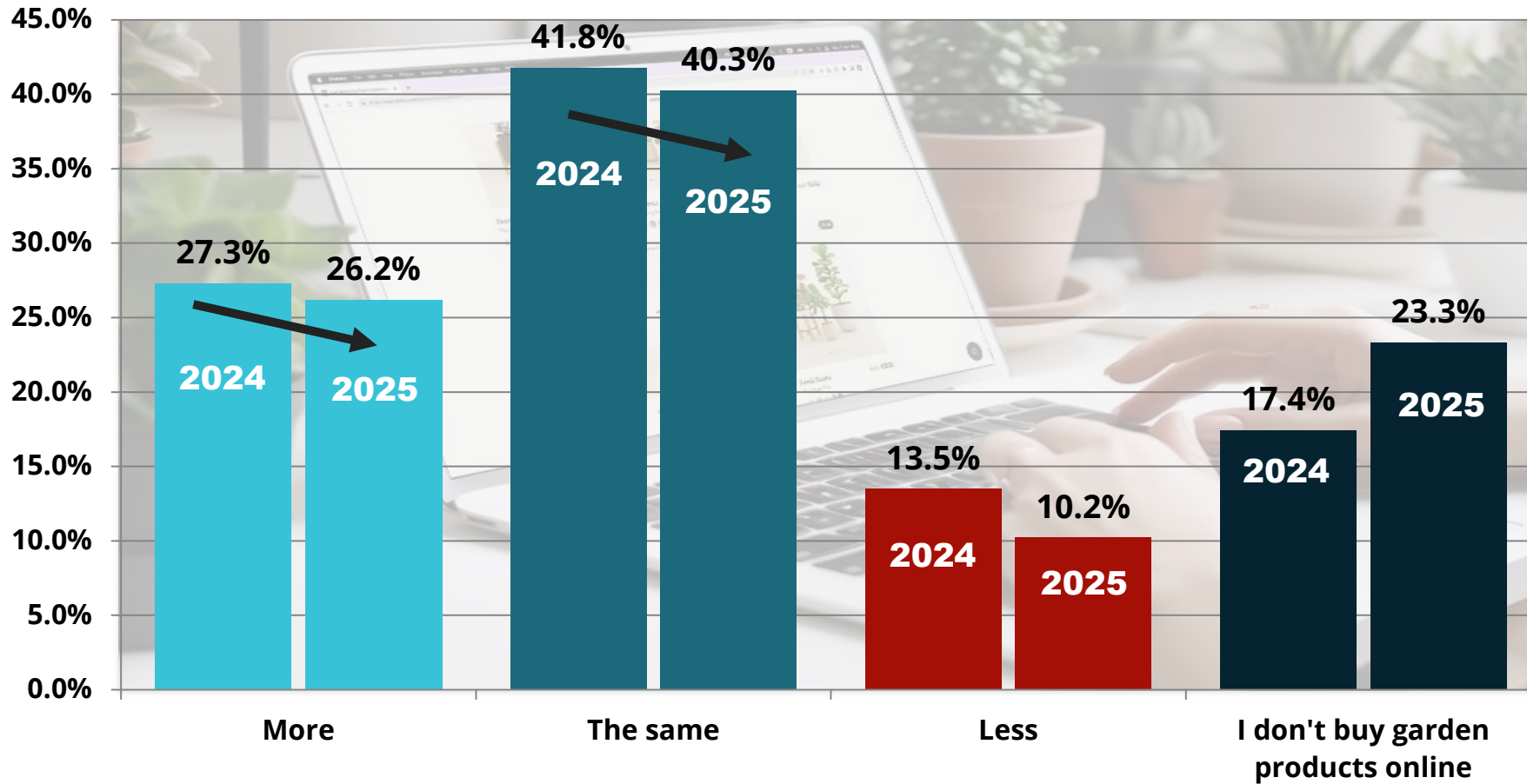


Home Depot leads, however, share is declining. IGCs and farm stores increasing share.



Online Purchasing

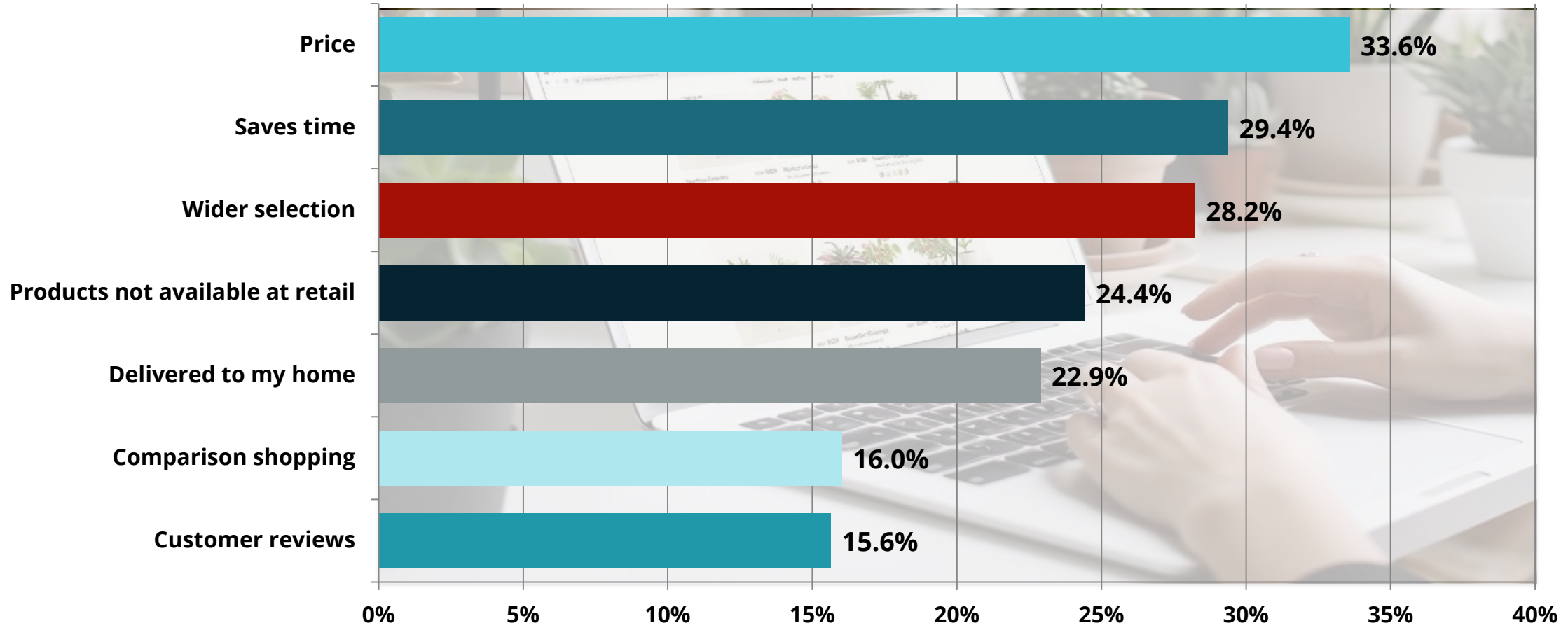
In the past few years are you buying more or less garden products online?



Slight declines of online purchases in 2025. One-quarter of 2025 respondents don't buy online.

Online Purchasing

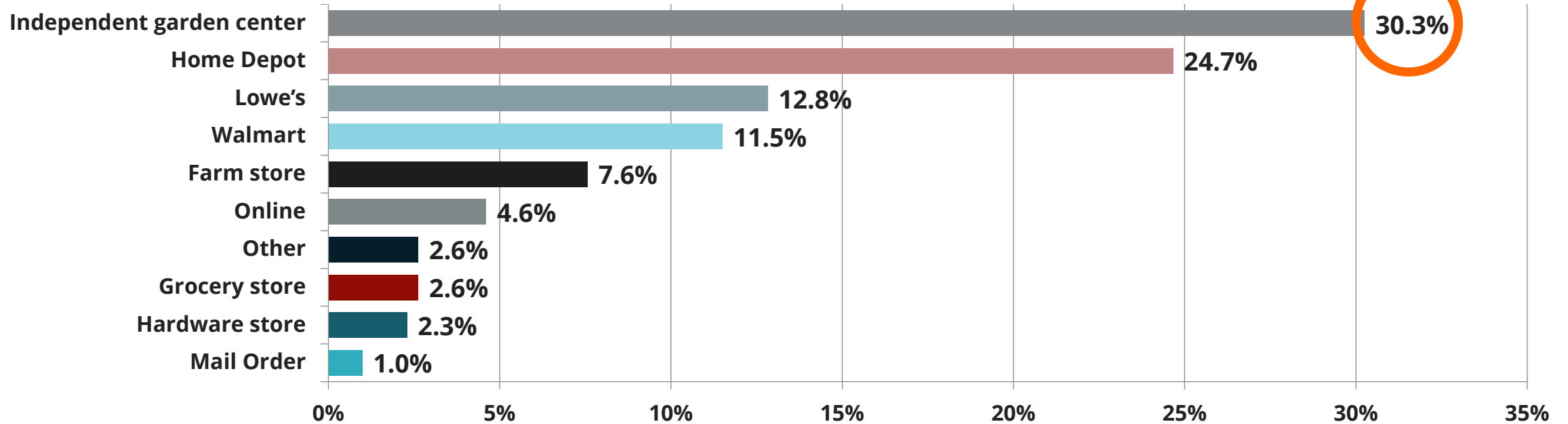
Why are you buying garden products online?



Price, time savings and wide selection top 3 reasons for buying online.

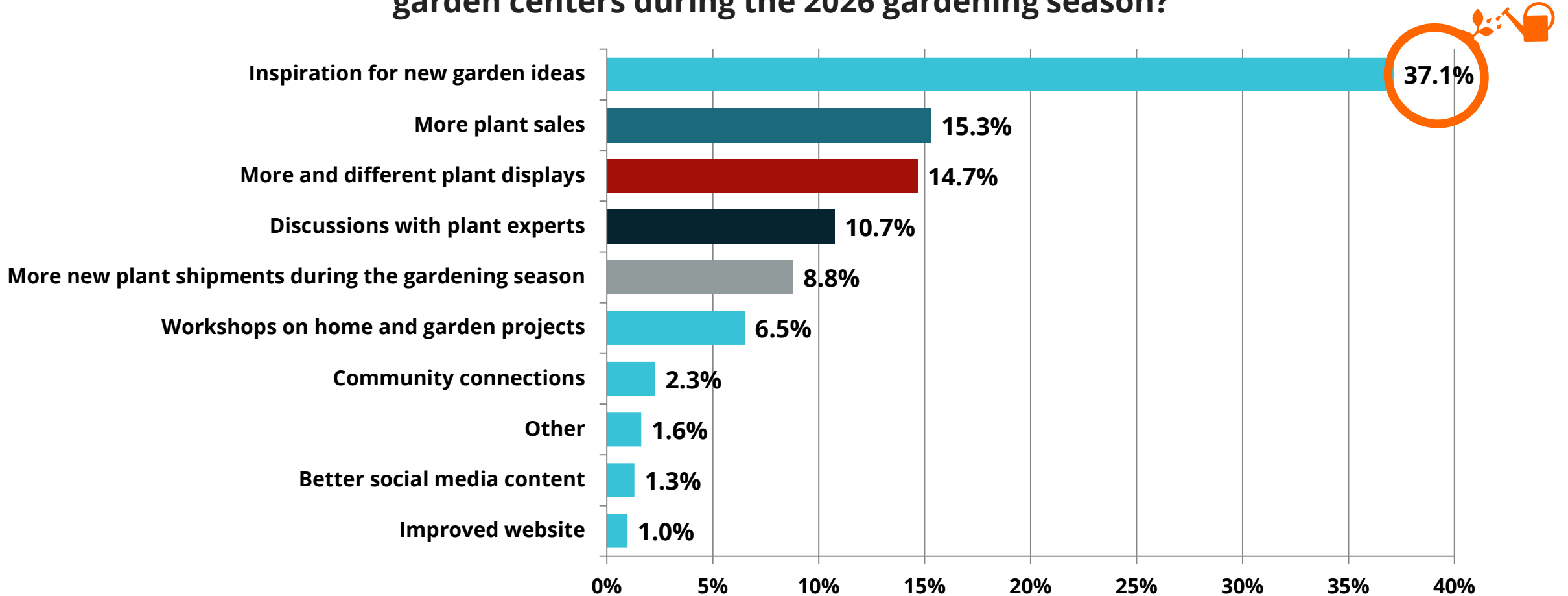
Highest Quality Plants at IGCs

Where do you find the highest quality plants?



Inspiration Most Important Driver

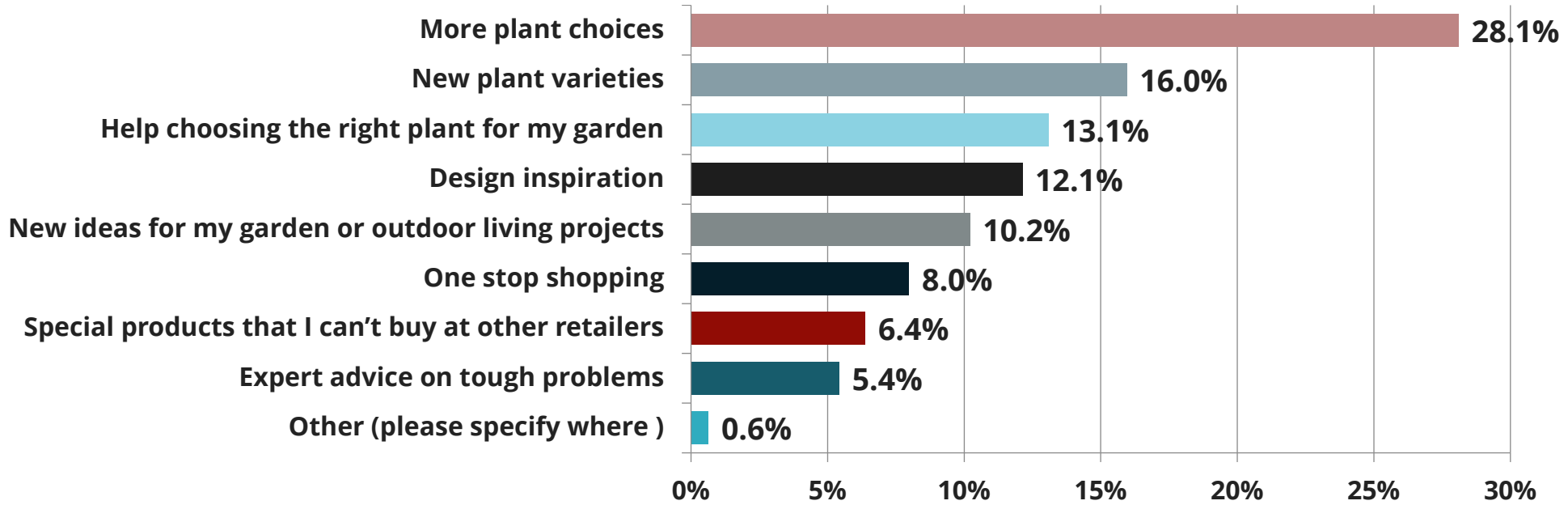
What would make you want to spend more time and money at local independent garden centers during the 2026 gardening season?



Inspiration for new garden ideas increases time and money spent at IGCs.

Plant Choices, Variety, Advice

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

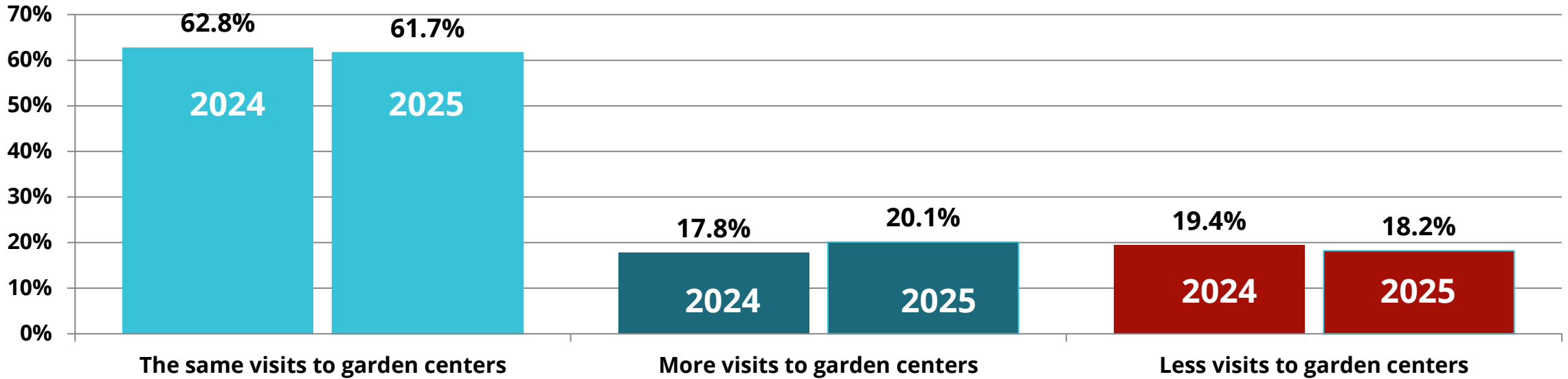


More plant choices, new plants, plant advice top 3 needs fulfilled by IGCs.



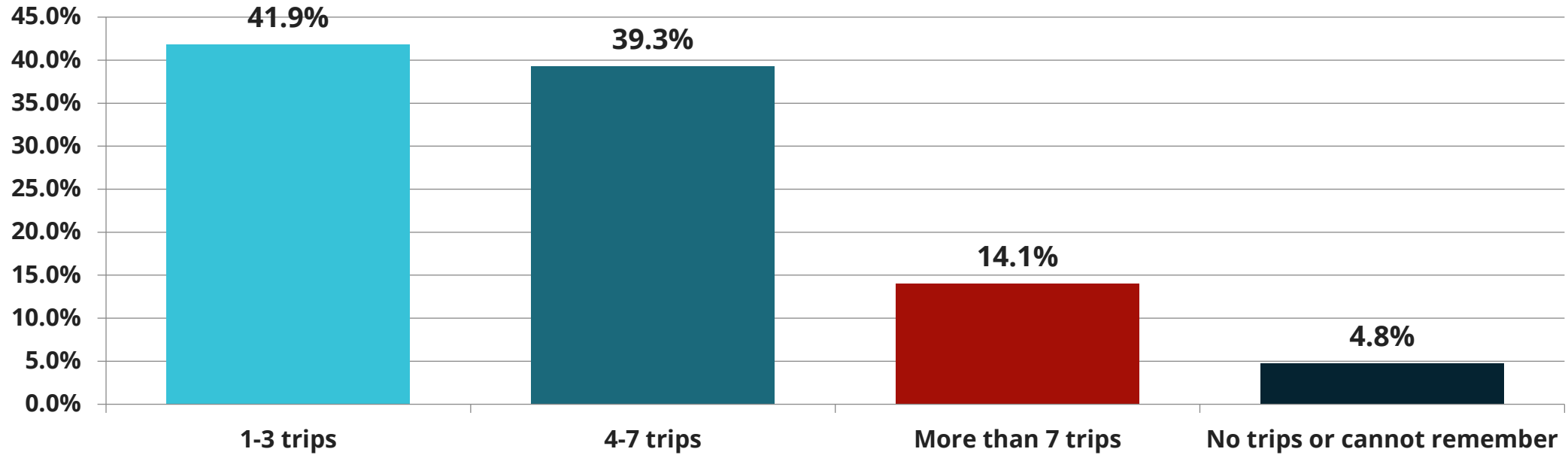
Similar Visits to IGCs in 2025

Compared to 2024, did you visit local independent garden centers more or less?



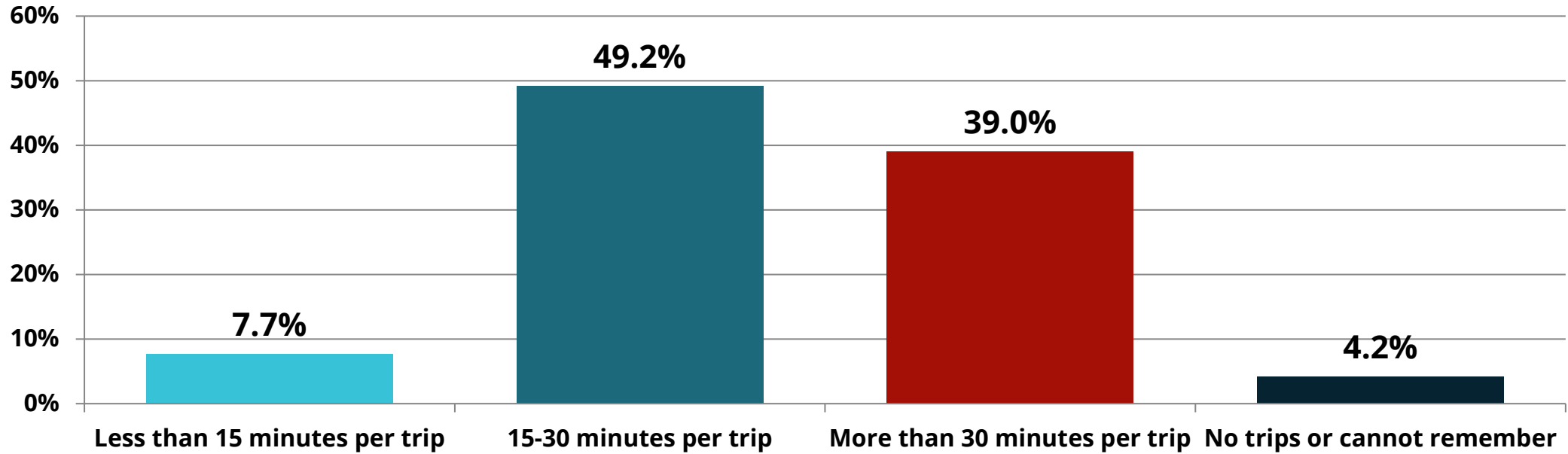
Separate Trips to IGCs in 2025

Approximately how many separate trips to local independent garden centers did you make during the 2025 gardening season?



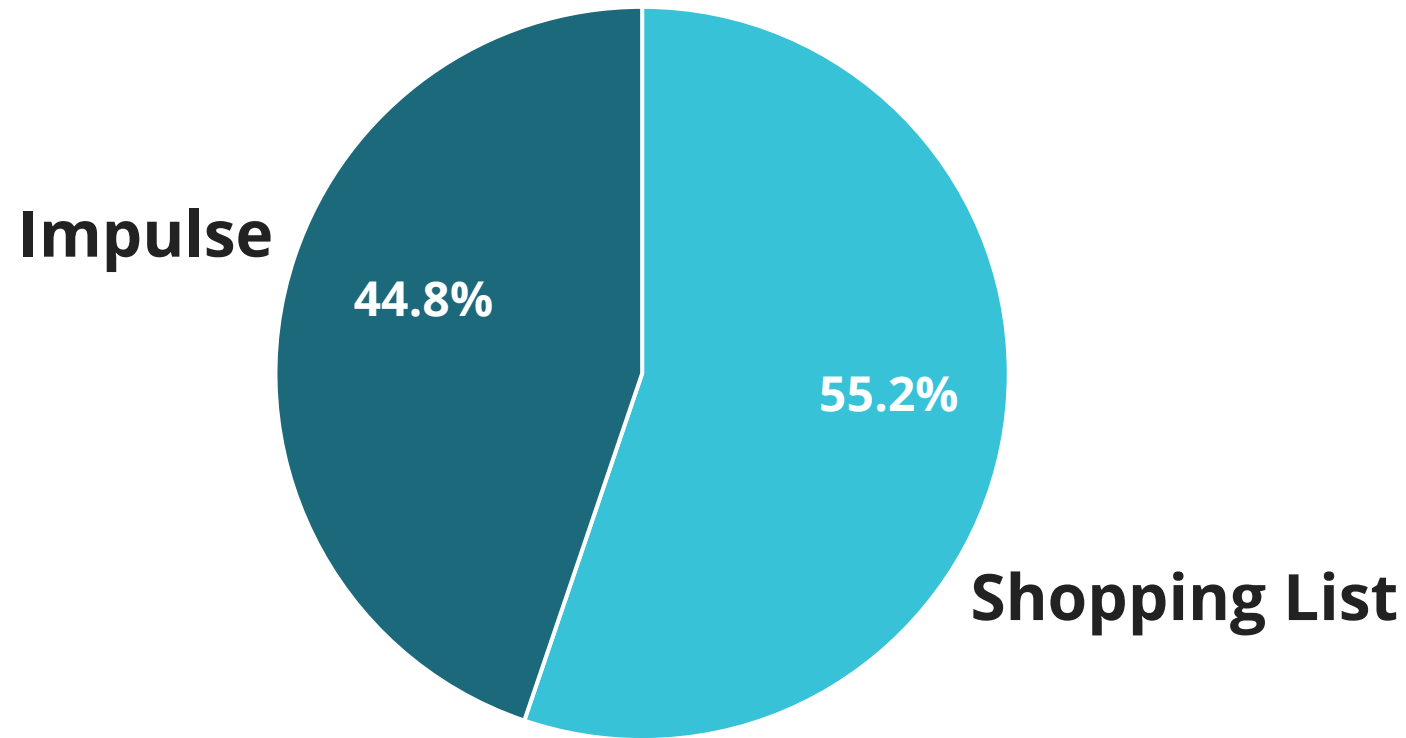
Time Spent Per Trip

What was the average time you spent for each trip to local independent garden centers during the 2025 gardening season?



Planned or Impulse Purchase

When you shop for plants and garden supplies, do you more often have a shopping list, or do you buy on impulse?

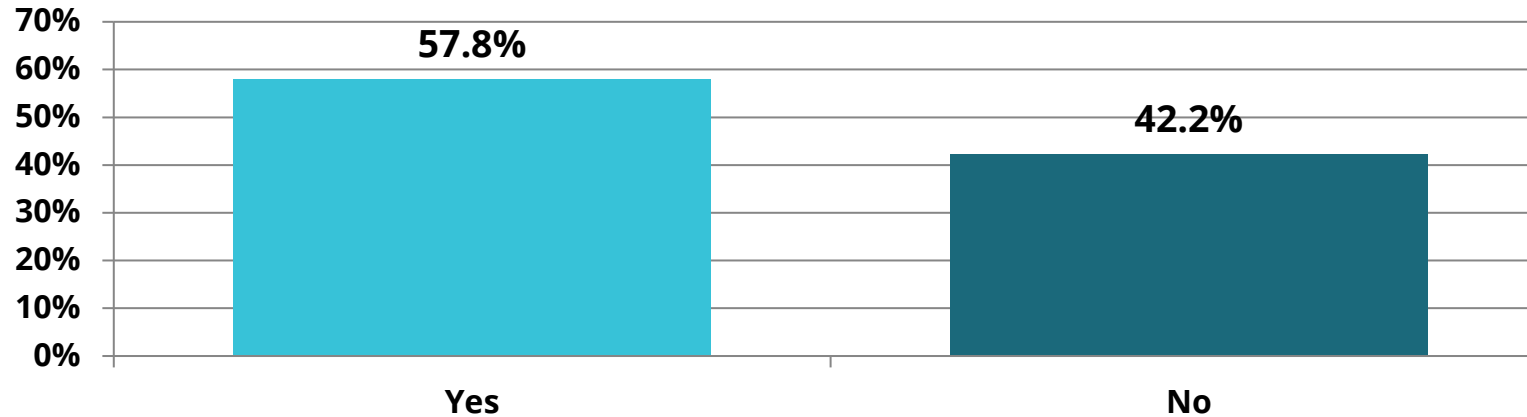


Respondents with a "shopping list" top impulse buyers in 2025.

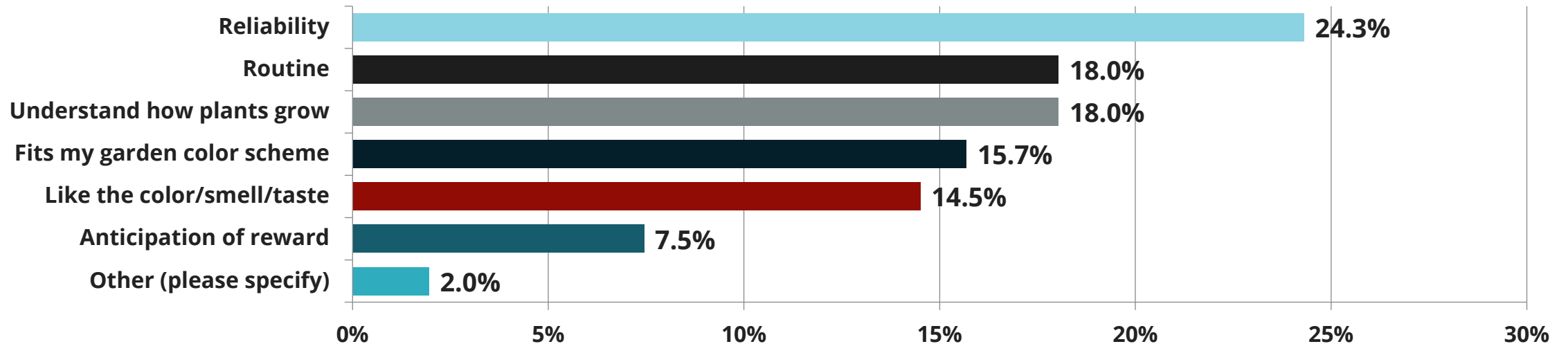


Most Purchase the Same Plants Each Year

Do you typically buy the same garden plants year after year?

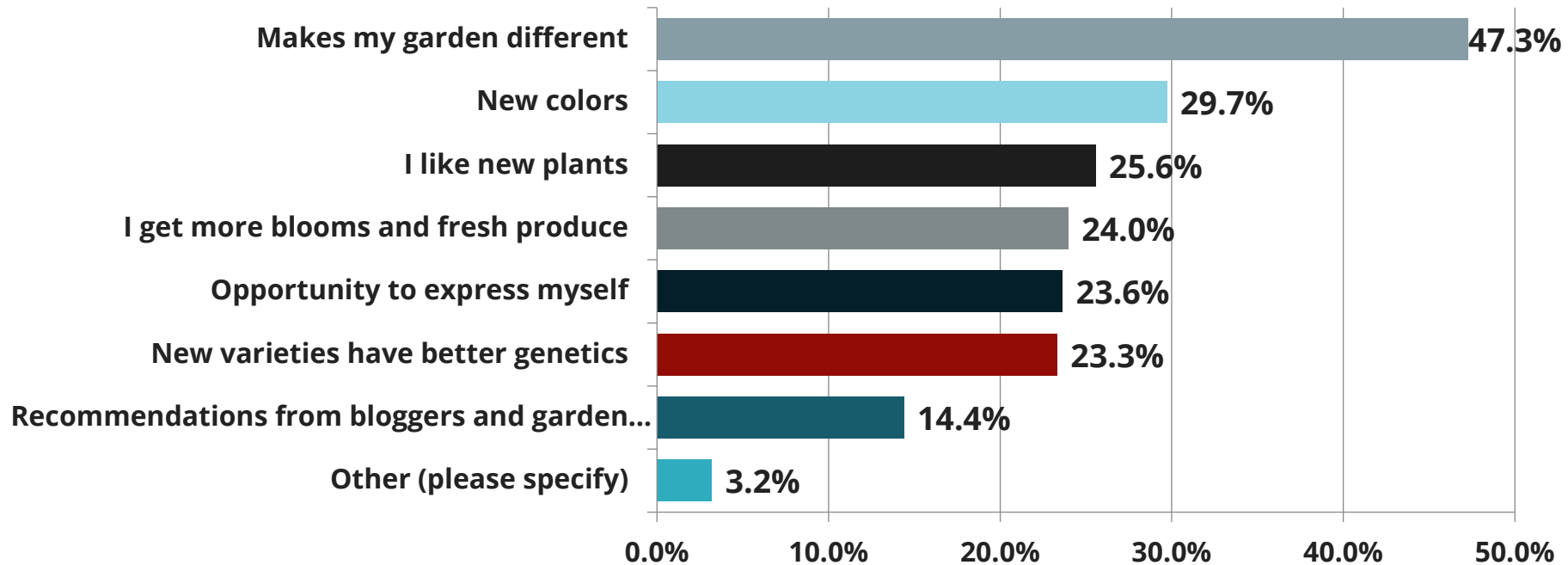


Why do you typically buy the same garden plants year after year?



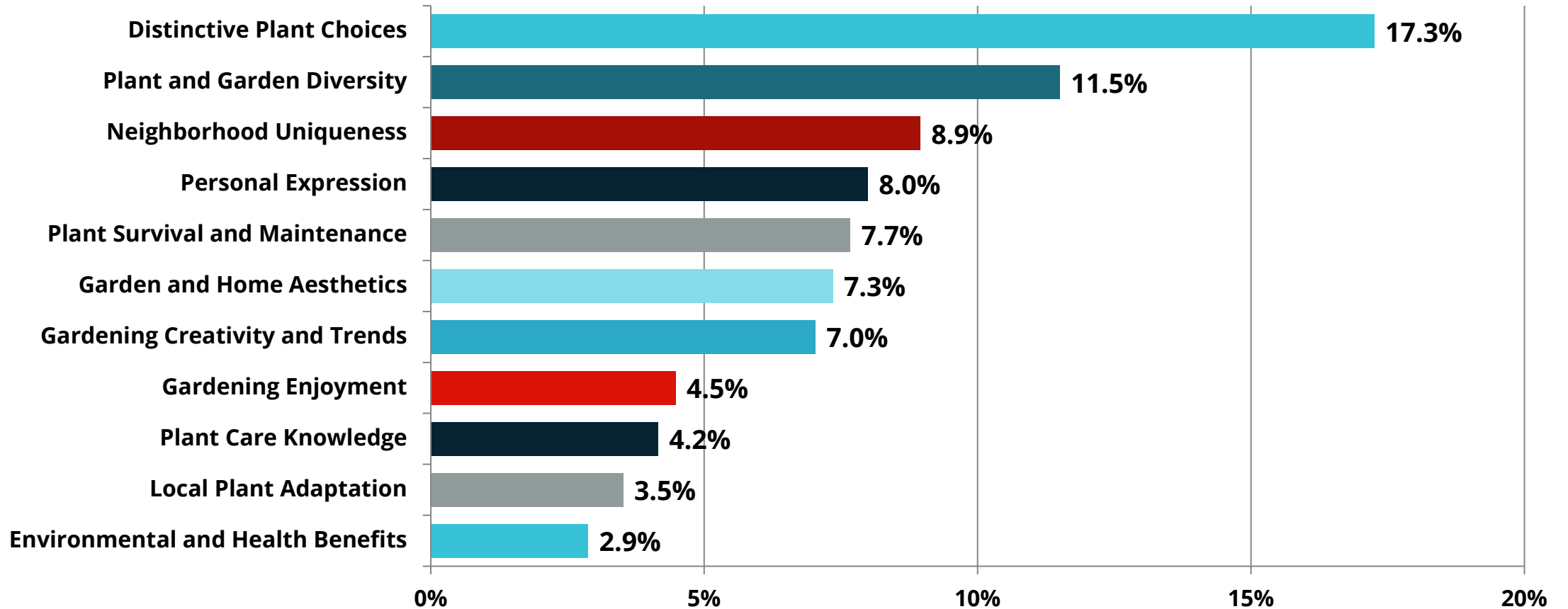
New Plants Differentiate

What causes you to buy new plant varieties that you've not grown in the past? (All open-ended question)



New Plants Distinctive & Diverse

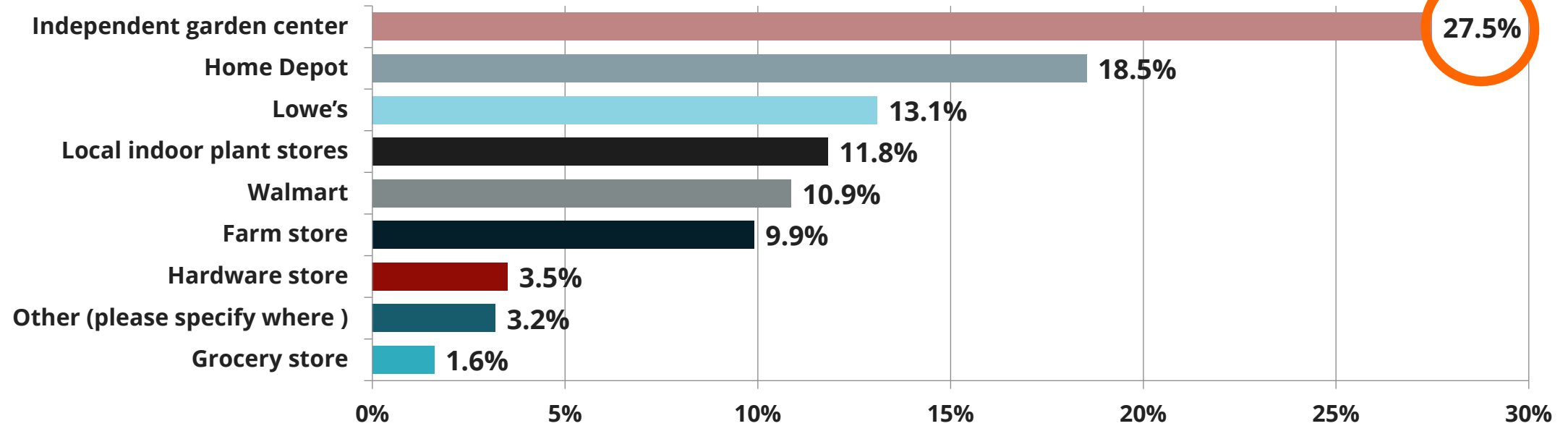
Why do you like to buy new kinds of plants? (All open-ended question)



New plants make gardens stand out and are a tool for personal expression, creativity and curb appeal.

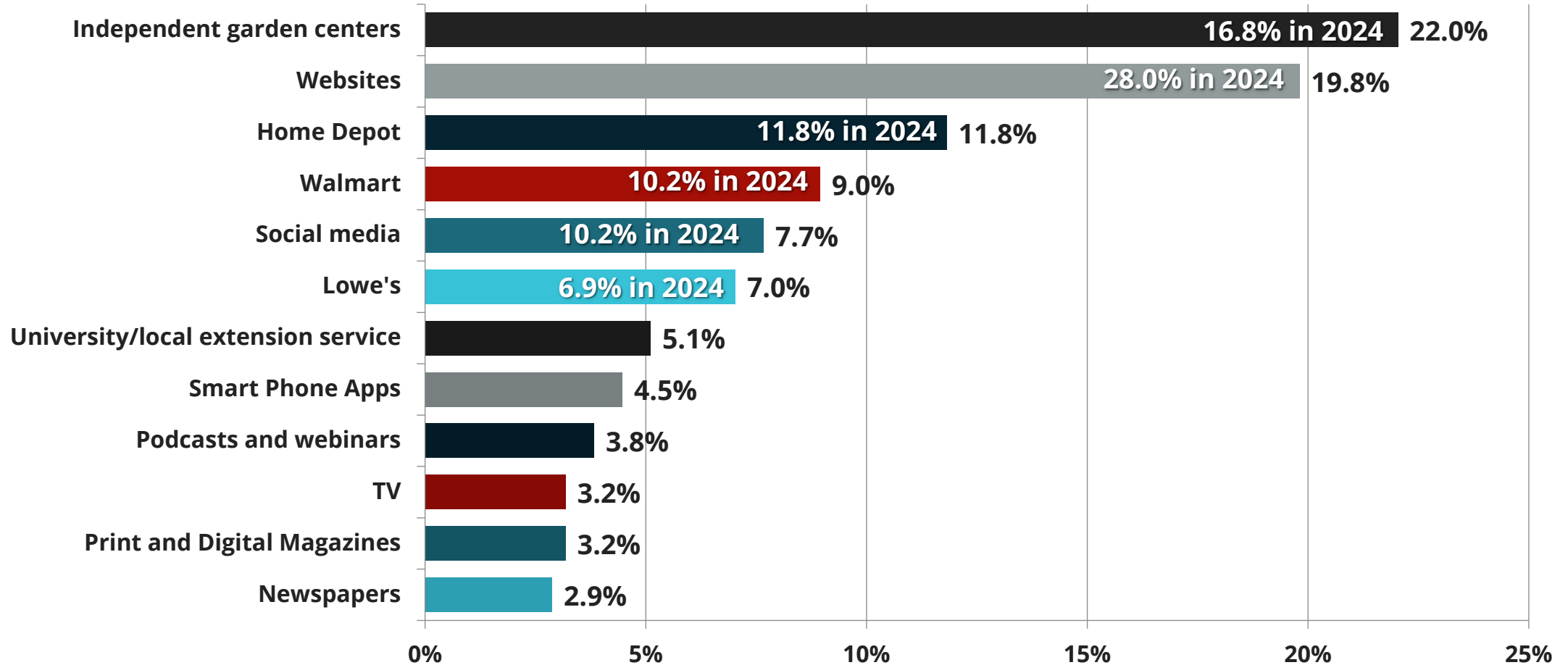
IGC Associates Most Knowledgeable

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



IGCs Top Garden Info Source

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

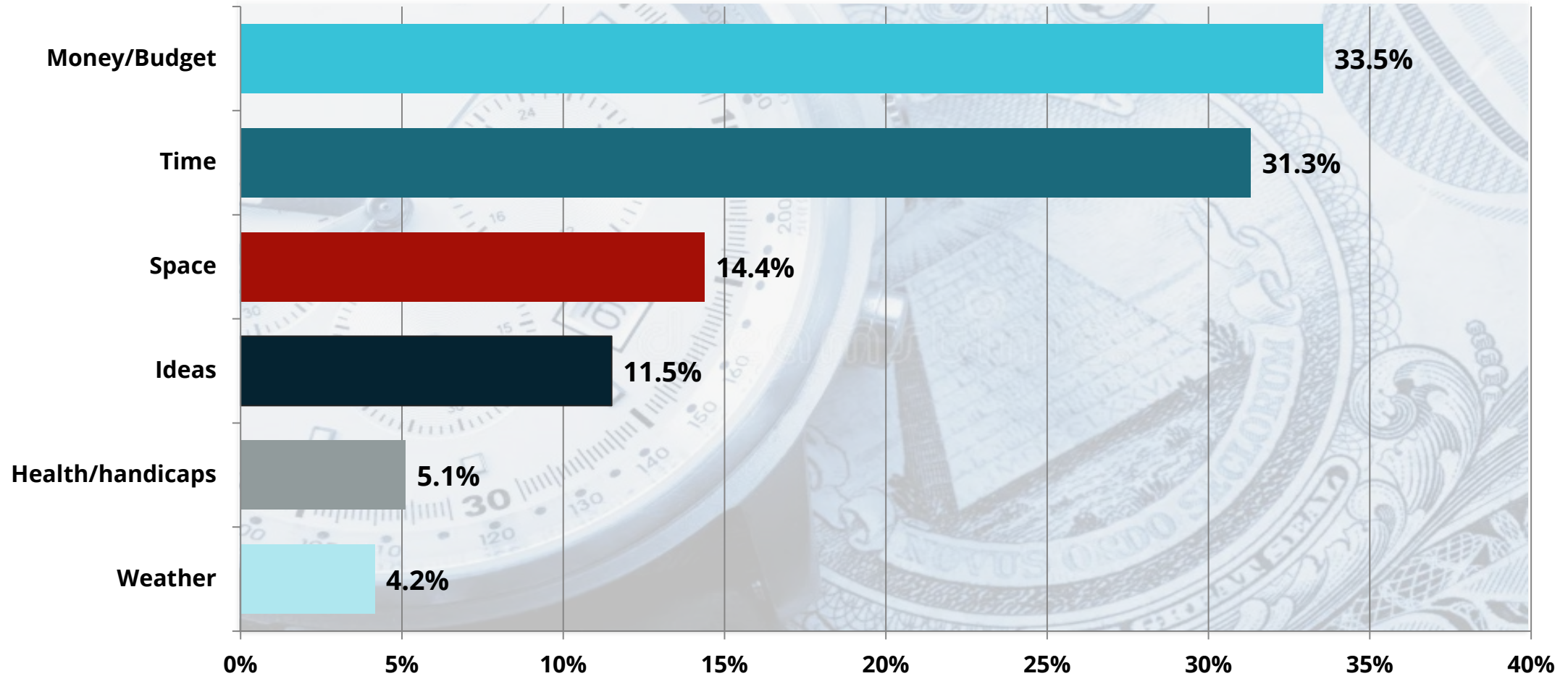


IGCs increased by 31% in 2025 vs. 2024 – (22-16.8/16.8).

Websites declined by 29.2% in 2025 vs. 2024 – (19.8-28/28)

Money and Time Limit Gardening

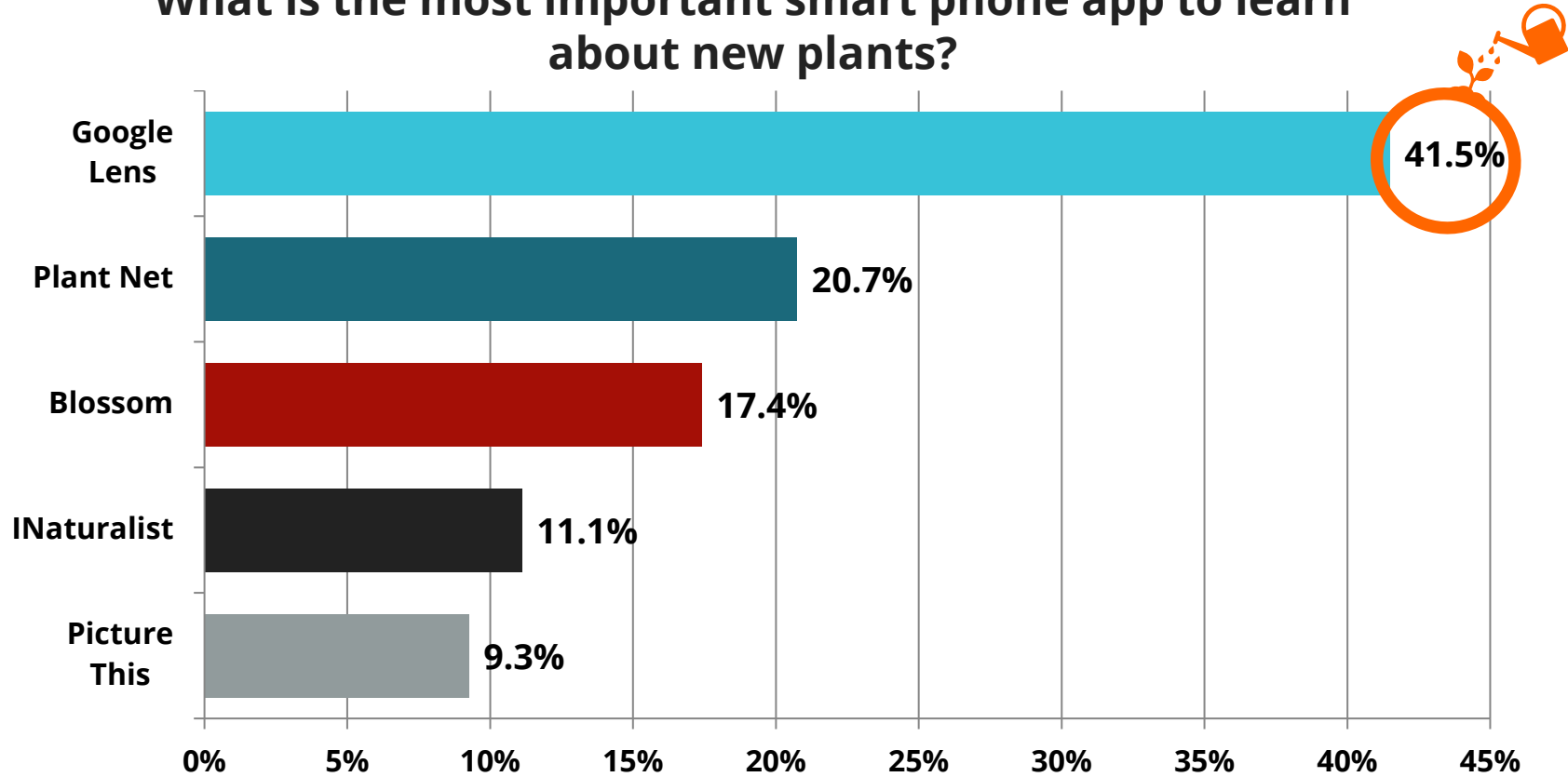
What is stopping you from gardening more?



Results similar to previous years.

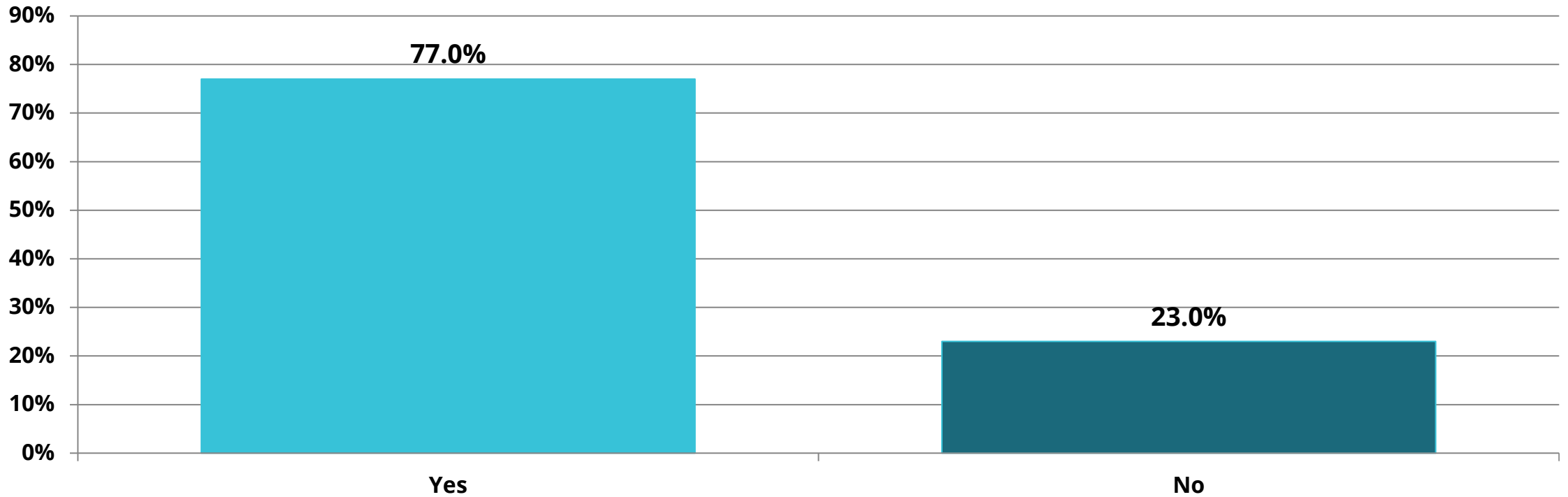
Google Lens Most Popular Smart Phone Apps

What is the most important smart phone app to learn about new plants?



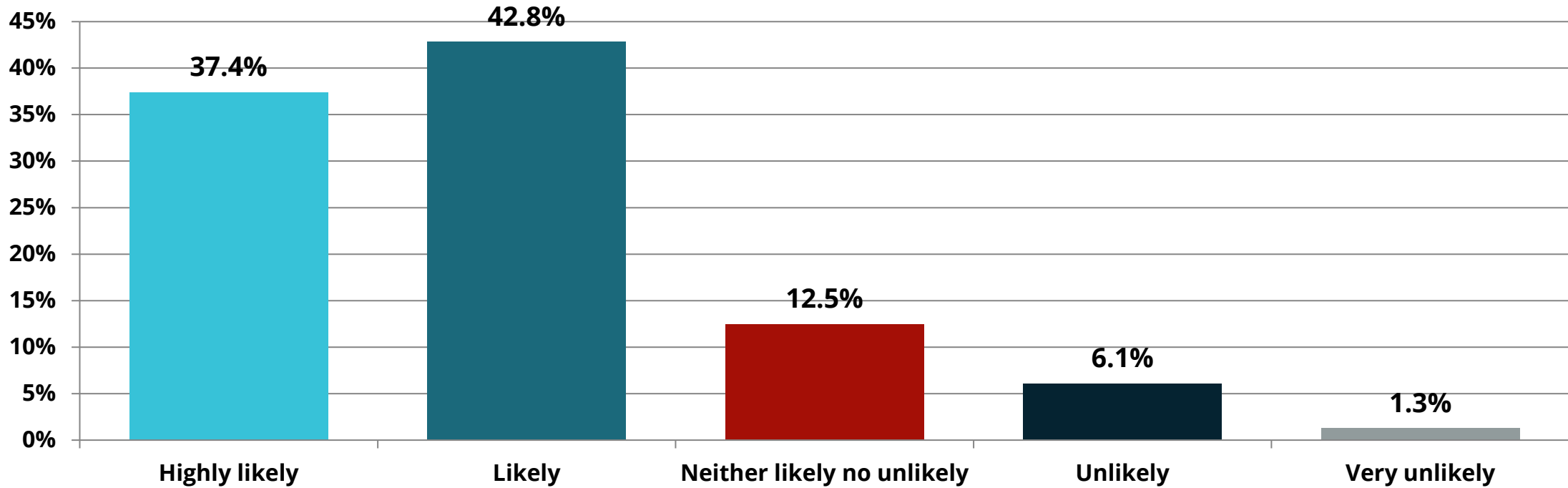
Pay More for Color and Variety

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



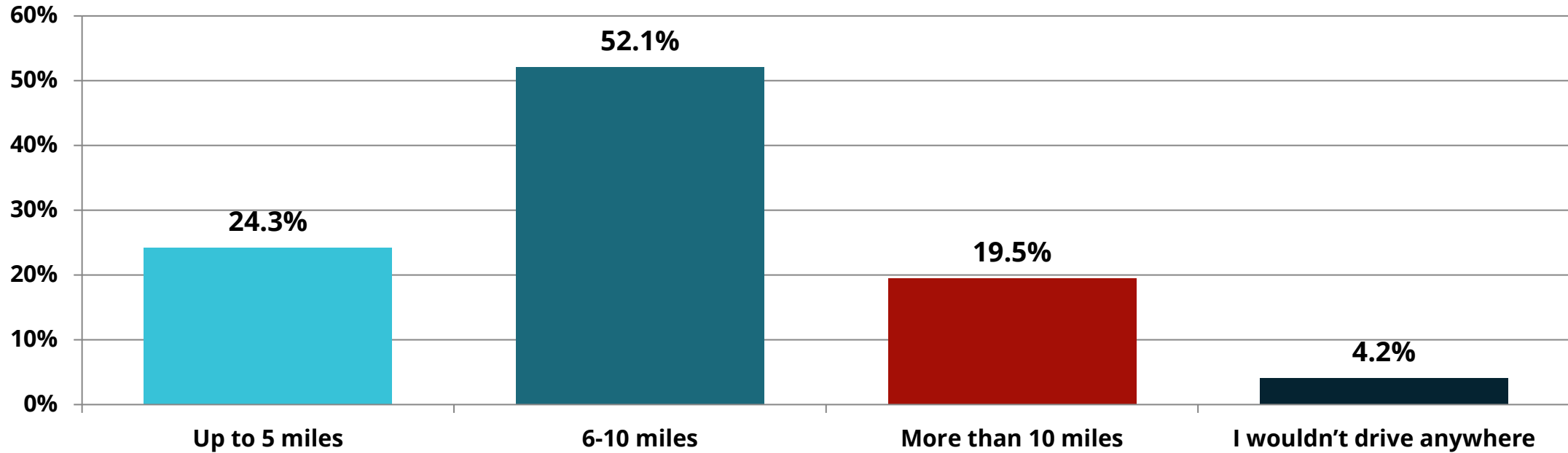
Willingness to Shop Other Retailers

If the retailer you regularly shop didn't have the color of flowers and varieties of vegetable plants that you wanted to buy, how likely are you to go to another retailer?



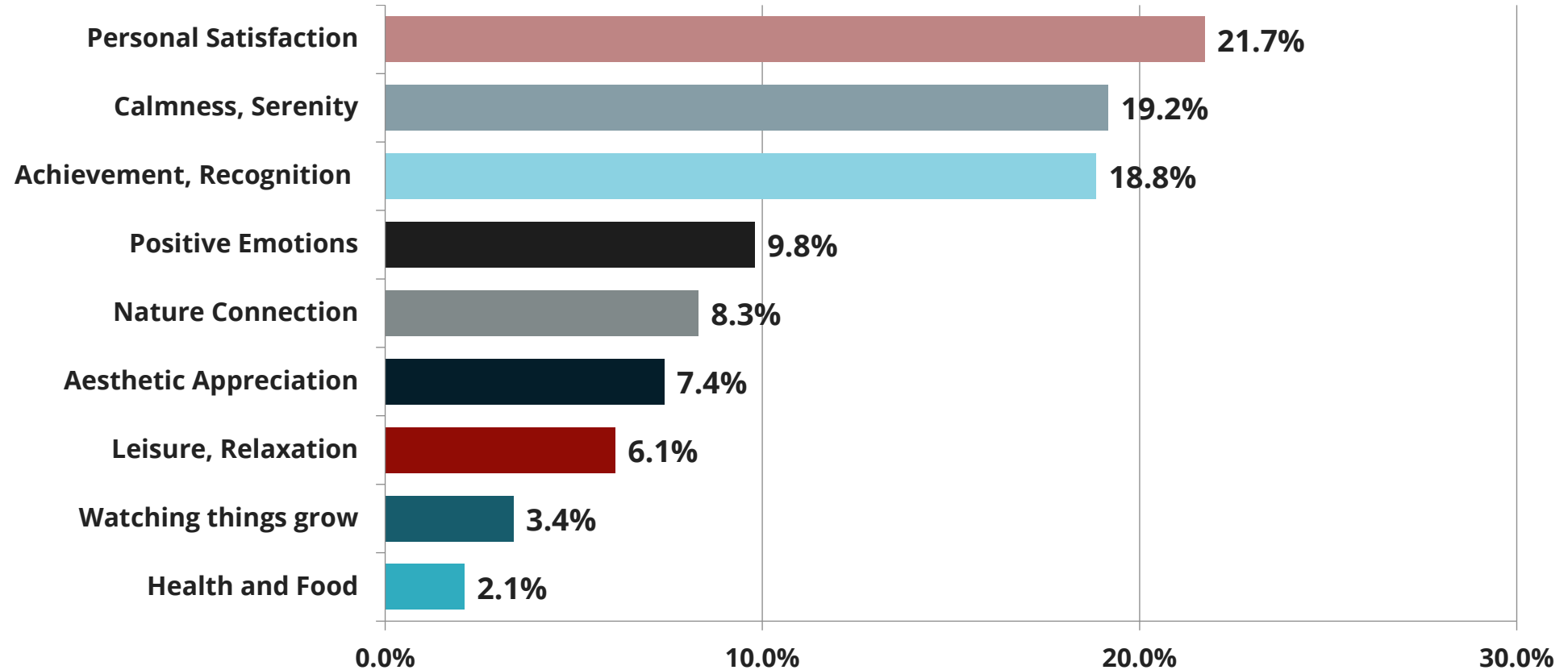
Willingness to Drive to Other Retailers

If the retailer you regularly shop didn't have the color of flowers and varieties of vegetable plants that you wanted to buy, how far would you travel to find your choice?



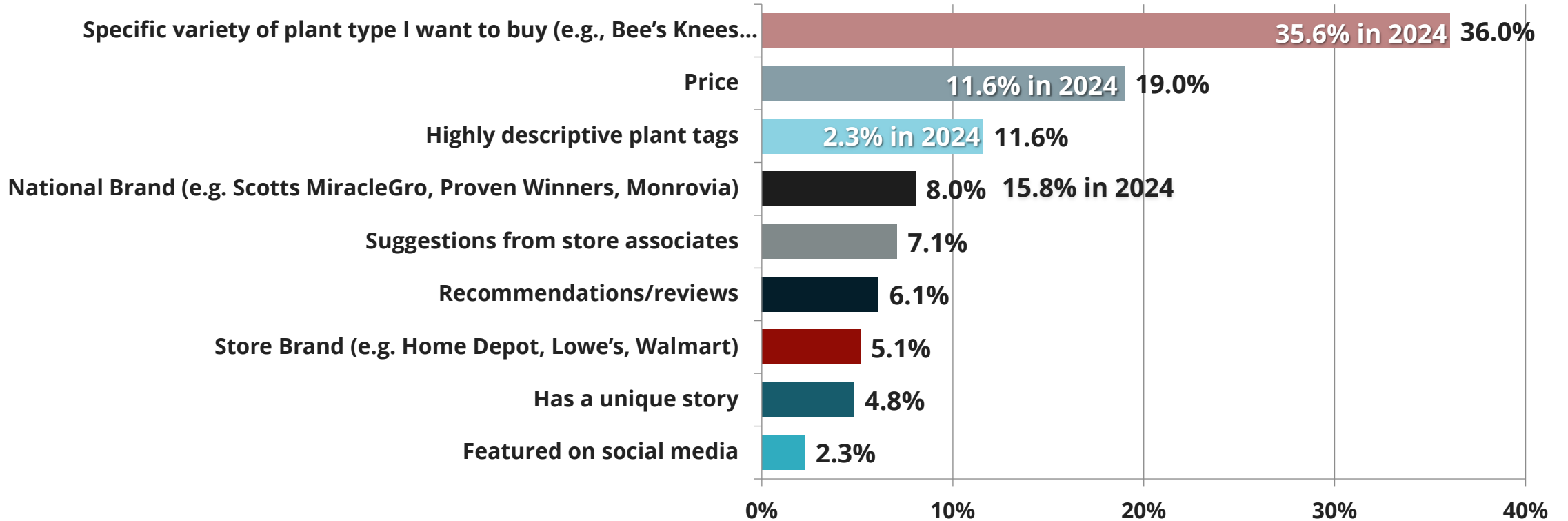
The Value of Gardening

How does your garden make you feel? (AI open-ended question)



Purchase Decision Factors

What is the most important factor in your plant purchase decision?

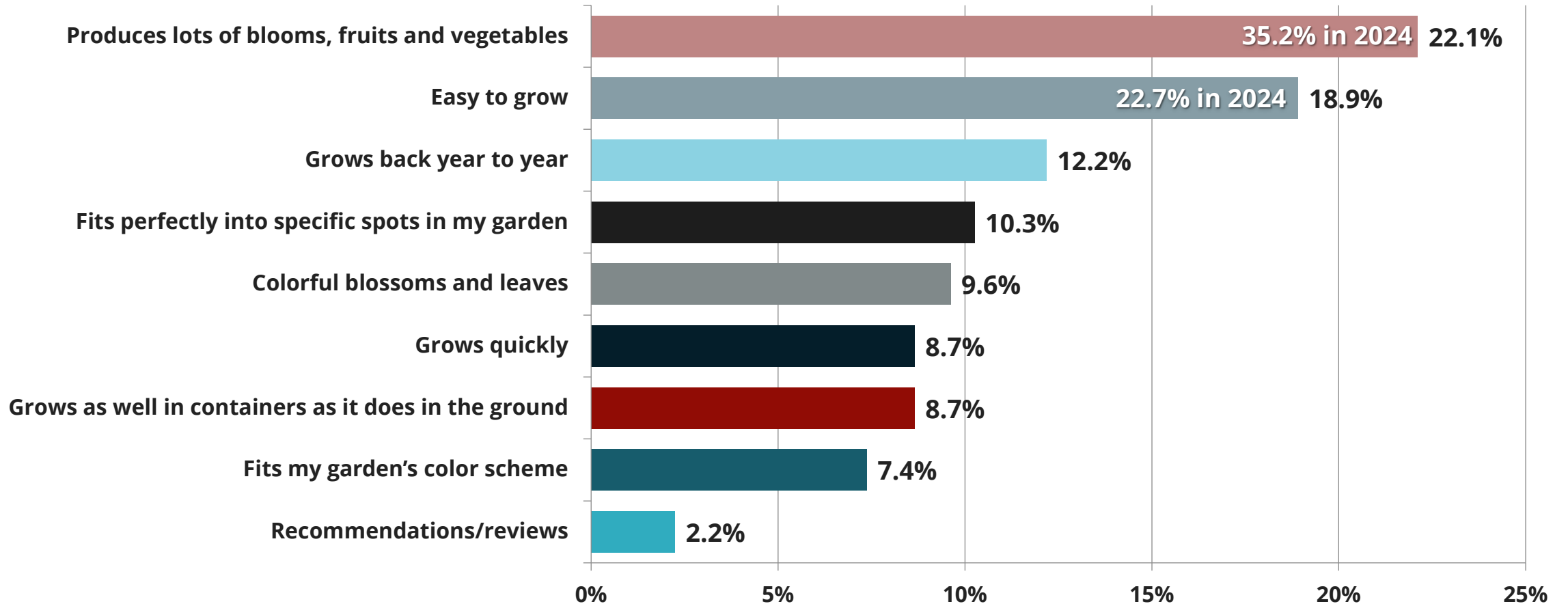


"Price" and "highly descriptive plant tags" increased dramatically in 2025 vs. 2024.

"National brand" dropped by nearly half in 2025 vs. 2024.

Lots of Blooms and Produce

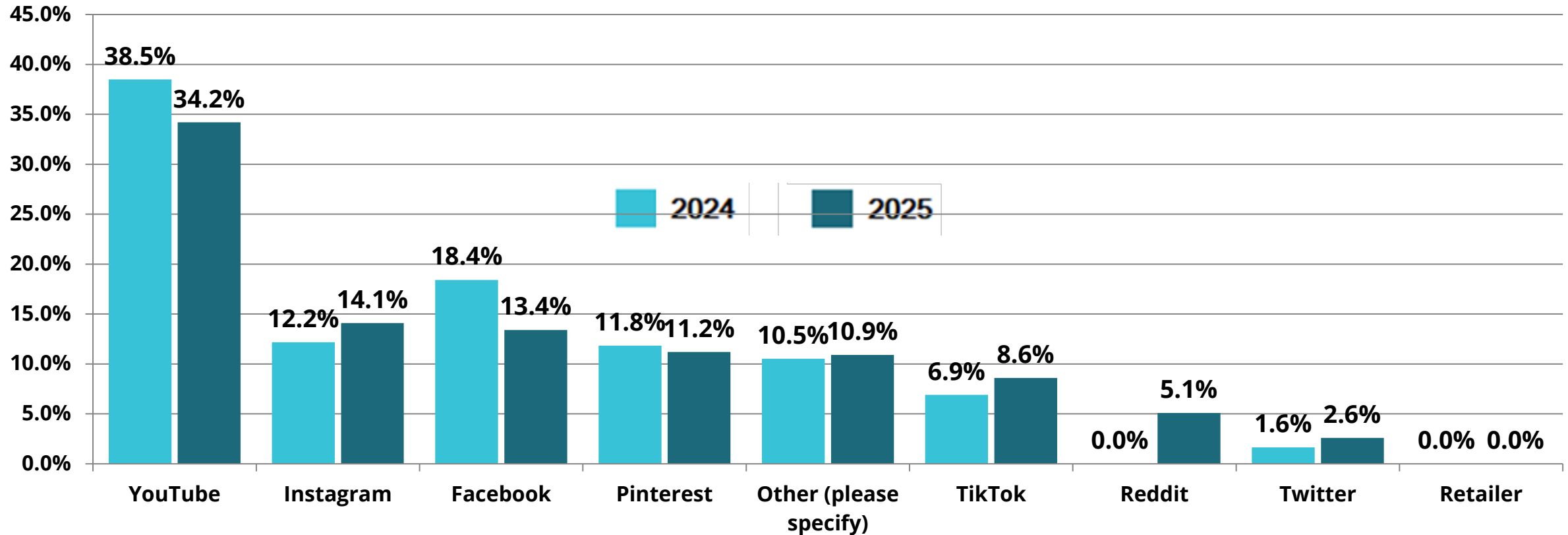
What are the three most important characteristics about the plants you purchase?



“Produces lots of blooms, fruit and vegetables” declined 37.2% in 2025 vs. 2024 -- (22.1-35.2/35.2)

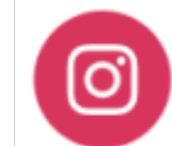
YouTube and Facebook Declining

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



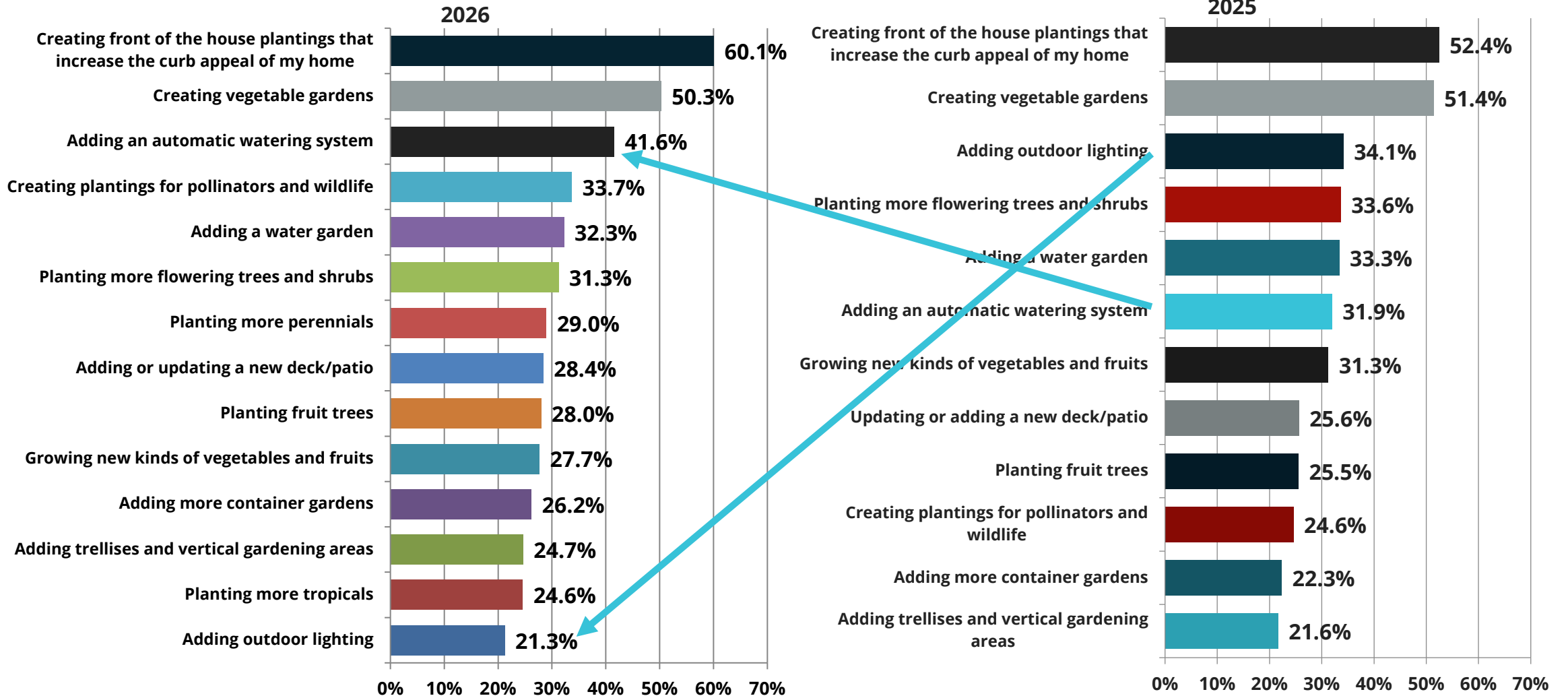
TikTok and Reddit increasing in 2025.

Note: Other was over two thirds none, then no other significant choice.



Curb Appeal, Vegetable Gardens, Irrigation Systems

What is the most important gardening project that you hope to accomplish in 2026?



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

mreiber@axiomcom.com



About Axiom



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

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.