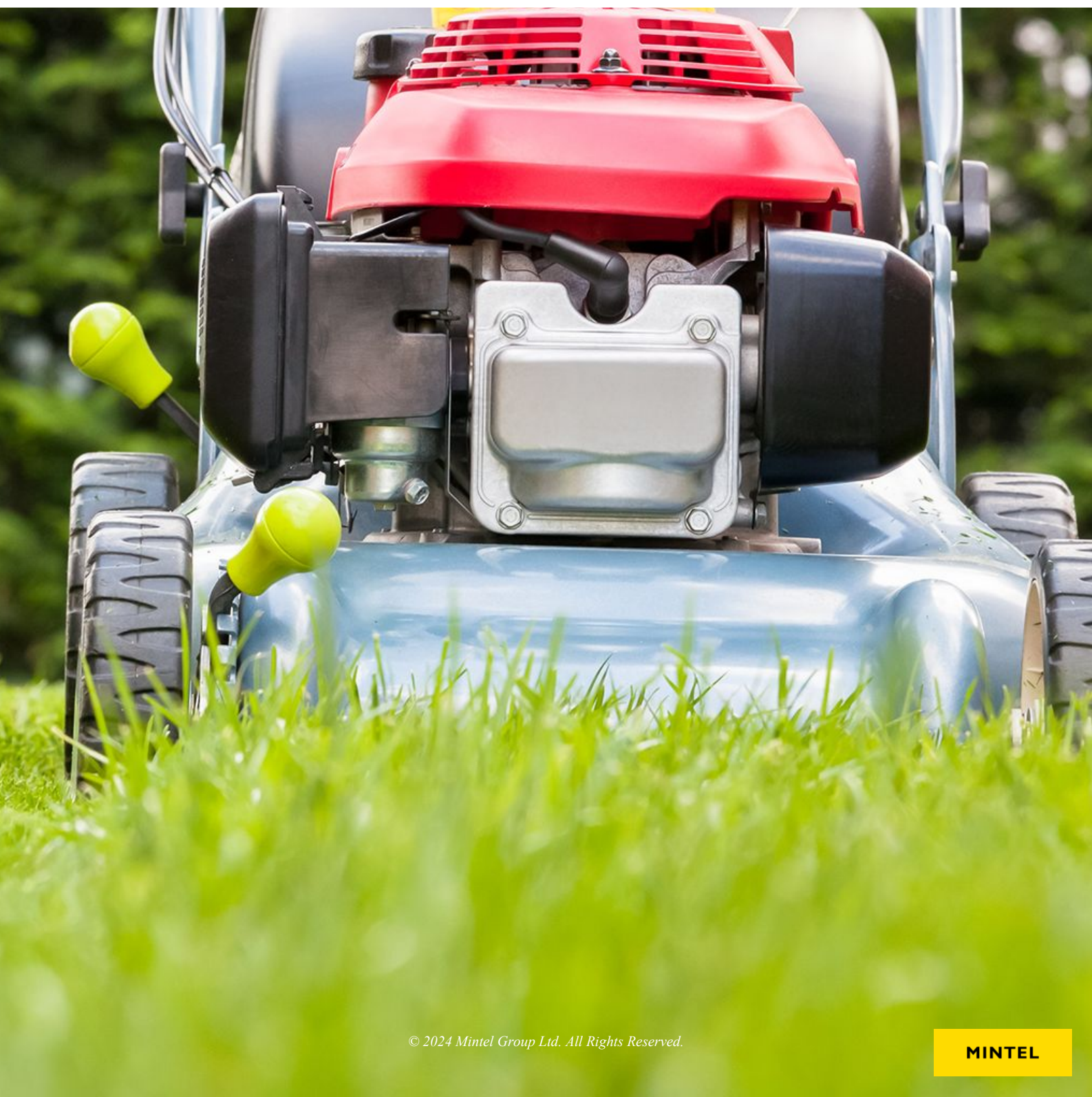


# LAWN & GARDEN PRODUCTS – US – 2024

Lawn and gardening has sustained its momentum from the pandemic. Alleviating maintenance time and considering age-specific needs will be key.



Lindsay Cameron, Analyst  
- Health & Wellness



# Lawn & Garden Products - US - 2024

## This report looks at the following areas:

- Lawn and gardening participation, skill level and enjoyment
- Types of lawn and garden tasks undertaken by self and professionals
- Factors that influence lawn and garden tool selection
- Reasons for lawn and garden tool usage
- Consumer interest in lawn and garden tool types
- Frustrations with lawn and garden care
- Lawn and garden products market performance



Lawn and gardening has sustained its momentum from the pandemic. Alleviating maintenance time and considering age-specific needs will be key.

## Overview

Participation in lawn and garden care has sustained its growth since the pandemic began in 2020, indicating a lasting interest in these pursuits, particularly gardening, which many find enjoyable as a leisure activity.

The use of tools and products in this sector is greatly influenced by age. Younger individuals often lack the expertise and resources necessary for lawn care and gardening, whereas older adults could benefit from solutions that lessen the physical demands of tasks. Tailoring products and services to meet the distinct needs of these age groups will be key in maintaining their involvement in the lawn and garden market.

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Busy lifestyles and the return to office-based work have made finding time for lawn and garden maintenance a challenge for many consumers. As a result, there is a growing demand for more convenient solutions that can help streamline these tasks. Automation and monitoring technologies, as well as products that are easy to use, can play a significant role in making lawn and garden care more manageable. This can empower consumers to start or expand their activities within the category by reducing the time and effort required for day-to-day upkeep.

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# Report Content

## Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market size and forecast
- Market predictions
- Opportunities

## CONSUMER INSIGHTS

### Consumer fast facts

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- Most are occasional gardeners and landscapers
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  - Graph 2: lawn and garden participation, by generation and gender, 2024

#### Lawn and gardening skills and enjoyment

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  - Graph 11: lawn maintenance done by self or professional, by region, 2024

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  - Graph 13: factors for garden tool selection, by generation, 2024
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- Common maintenance activities drive reasons for using lawn and garden tools
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- Millennials are interested in tools to help monitor their plants
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- Consumers are most interested in garden tools as a standalone tool or as a multifunctional version

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- Consumers like gardening, but struggle with the time, costs and pests involved
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## COMPETITIVE STRATEGIES

### Launch activity and innovation

- SunVilla unveils solar-powered smart yard from Suntek
- John Deere announces new partnership with EGO

### Marketing and advertising

- Low slow and mow, recipes designed to cook while you work outside

## Opportunities

- Making the lawn and gardening more convenient
- Simple yet convenient solutions
- Connect with young adults through education and tool options
- Ergonomic solutions can help everyone, but especially those aged 55+
- Human-centric design can help reduce bodily strain

## THE MARKET

### Market context

- Market context

### Market drivers

- New regulations banning gas powered lawn care equipment
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### Market size and forecast

- Retail sales and forecast of lawn and garden products
- Retail sales and forecast of lawn and garden products
- Retail sales and forecast of lawn and garden products

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- Forecast
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