



# Gardening in the US

June 2025

Table of Contents

## Gardening in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wellness and sustainability draws consumers towards gardening products

Innovation raises product appeal as brands align with consumers' need for sustainable gardening solutions

Specialised retailers and e-commerce aids development of gardening category

#### PROSPECTS AND OPPORTUNITIES

Urban living and wellness trends to spearhead growth in gardening

Indoor plants to fuel development of horticulture

Technology is set to change home gardening with smart functionality

#### CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2019-2024

Table 2 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Gardening: % Value 2020-2024

Table 4 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 5 - Distribution of Gardening by Format: % Value 2019-2024

Table 6 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

## Home and Garden in the US - Industry Overview

### EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

### MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2019-2024

Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024

Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024

Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024

Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024

Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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