



**Euromonitor
International**

Gardening in the US

June 2025

Table of Contents

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gardening-in-the-us/report.