

A man in a light blue button-down shirt and white gardening gloves is holding a small black pot containing a green plant with pink flowers. He is standing in a garden with other plants and a white wooden crate in the foreground. A woman in a red plaid shirt is visible in the background, also working in the garden. The scene is brightly lit, suggesting a sunny day.

# **Axiom Market Insights: 2023 Gardening Outlook**



# ABOUT THE SURVEY

Despite extreme spring weather, continued investment in home improvement, and inflationary pressures in 2022, gardeners have a sunny outlook for 2023. Axiom's 2023 Gardening Insights Survey found homeowners in several age groups are looking forward to spending more time and money next year.

## Our research found:

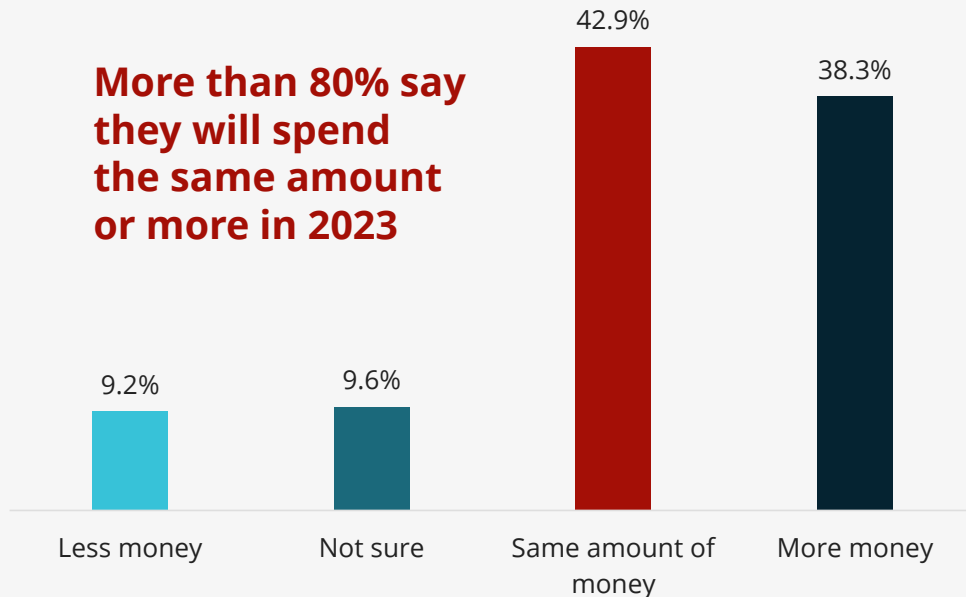
- Younger and male gardeners represent a growth opportunity
- Younger and newer gardeners spending more time and money
- Big box retailers are getting a bigger share of plant sales

*This could be a sign that the industry is on track to keep many of the new gardeners who started gardening during the pandemic.*



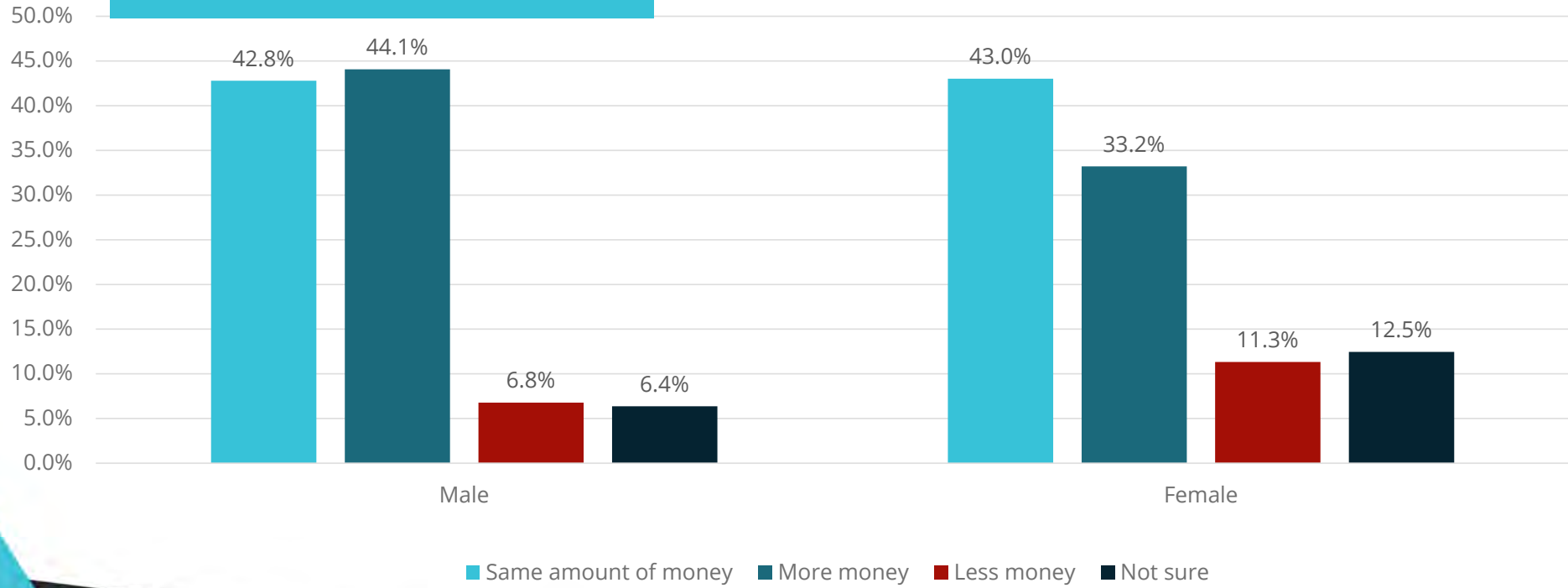
# ARE YOU LIKELY TO SPEND MORE OR LESS MONEY ON GARDENING IN 2023 COMPARED TO 2022?

More than 80% say they will spend the same amount or more in 2023

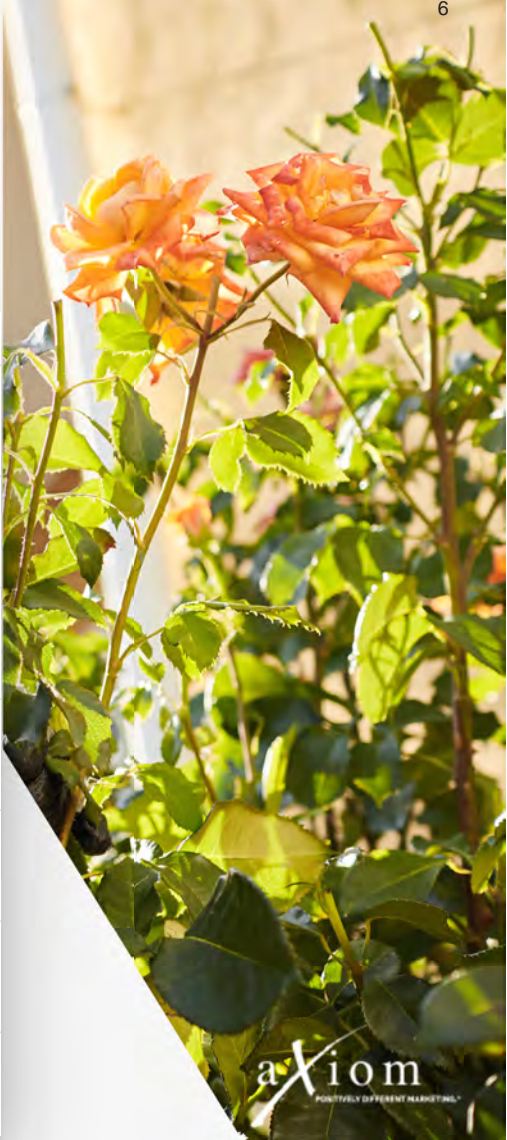
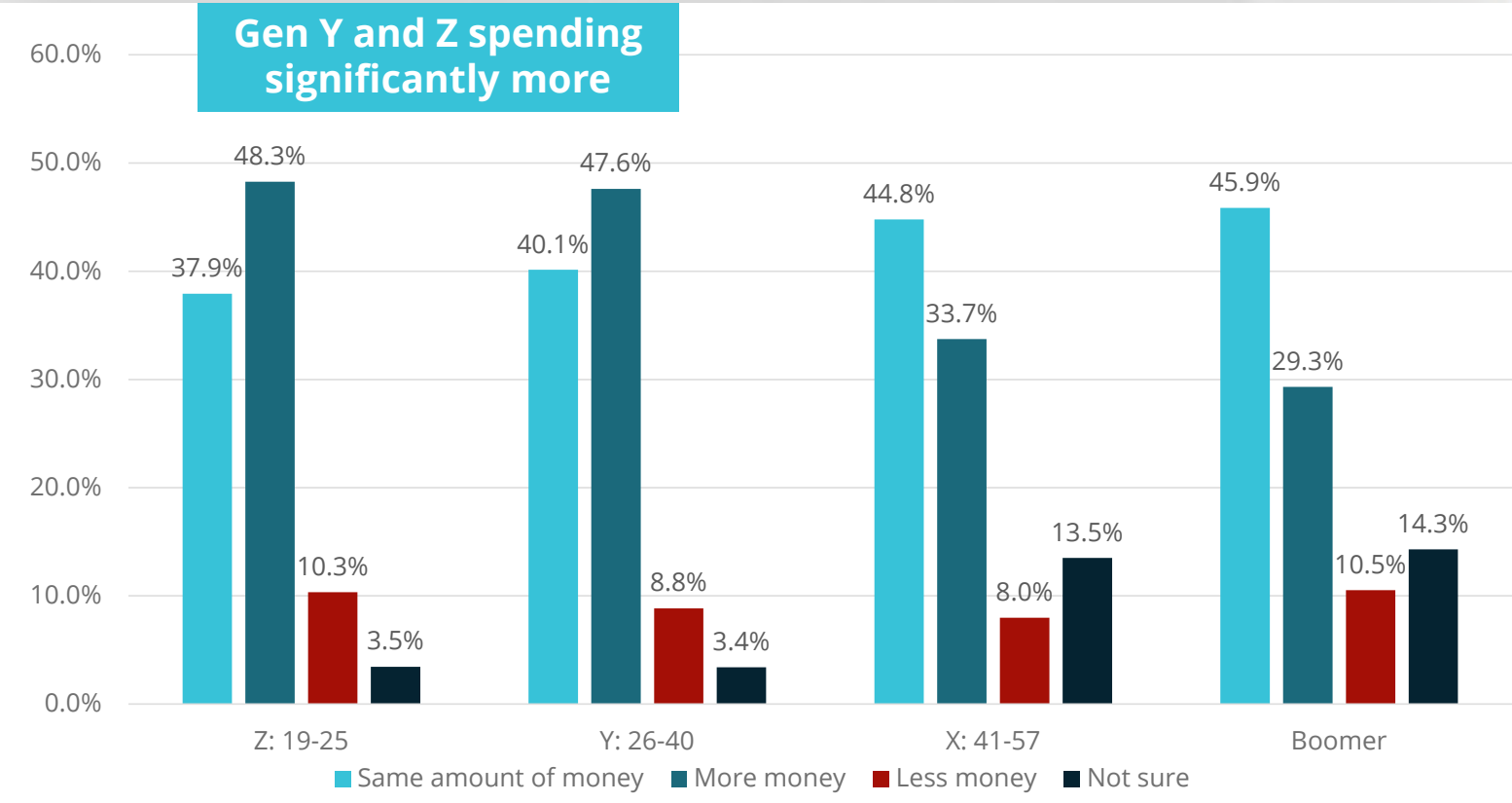


# ARE YOU LIKELY TO SPEND MORE OR LESS MONEY ON GARDENING IN 2023 COMPARED TO 2022?

Males plan to spend more than females

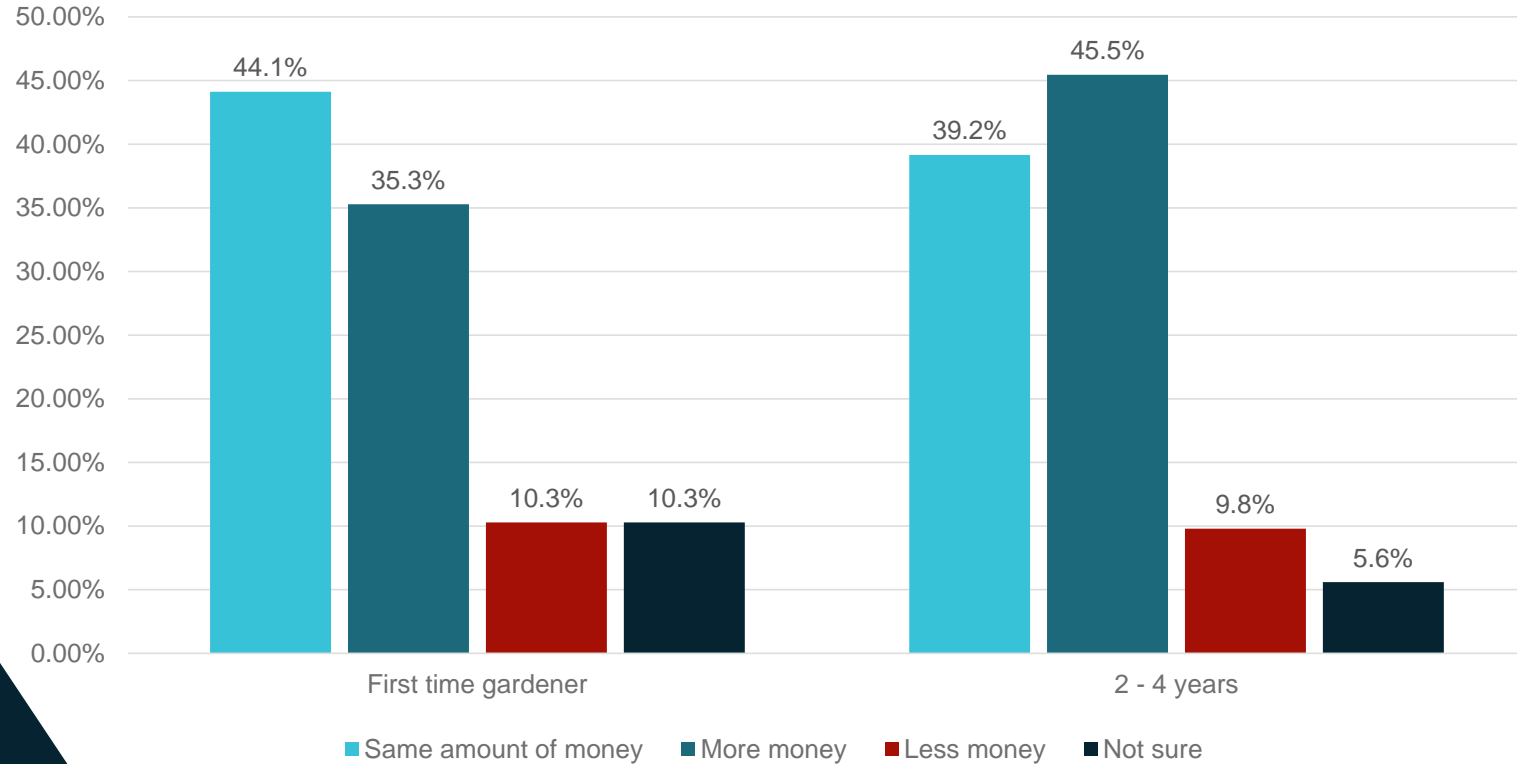


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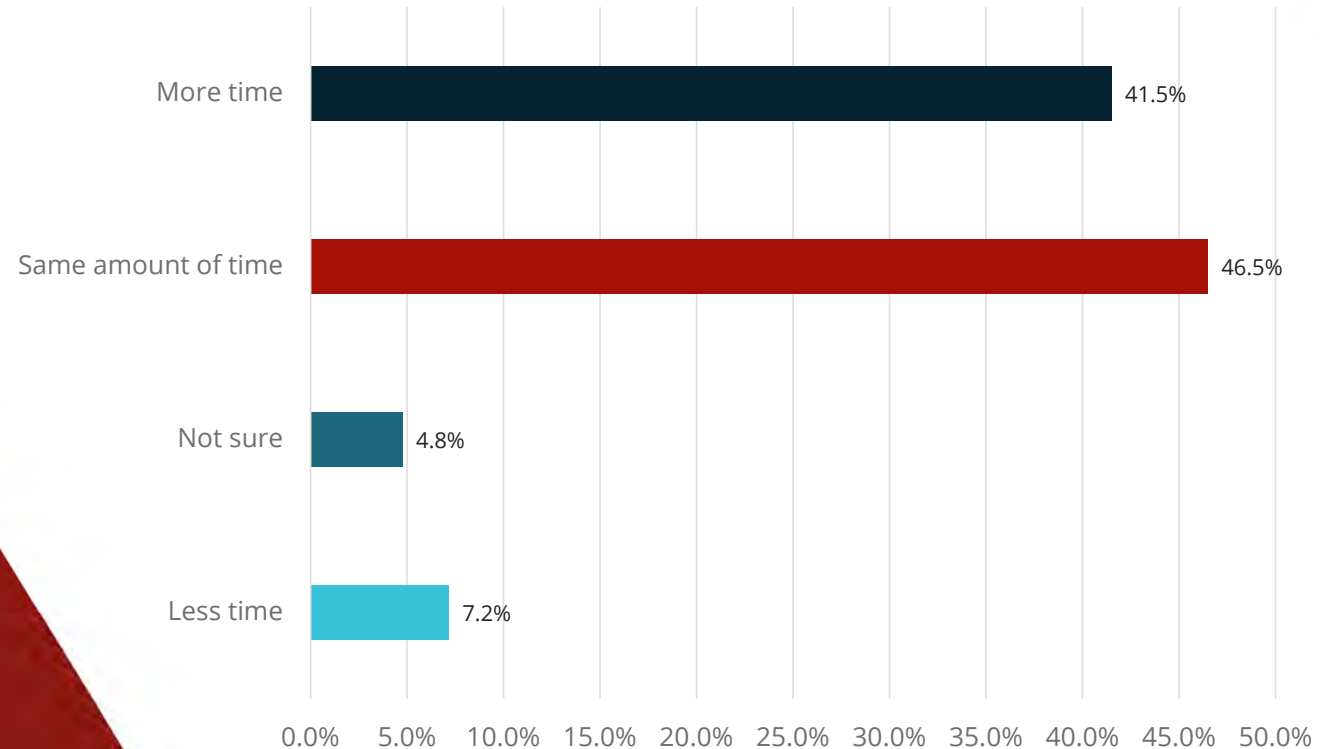
# ARE YOU LIKELY TO SPEND MORE OR LESS MONEY ON GARDENING IN 2023 COMPARED TO 2022?

80%+ of new gardeners plan to spend the same or more in 2023

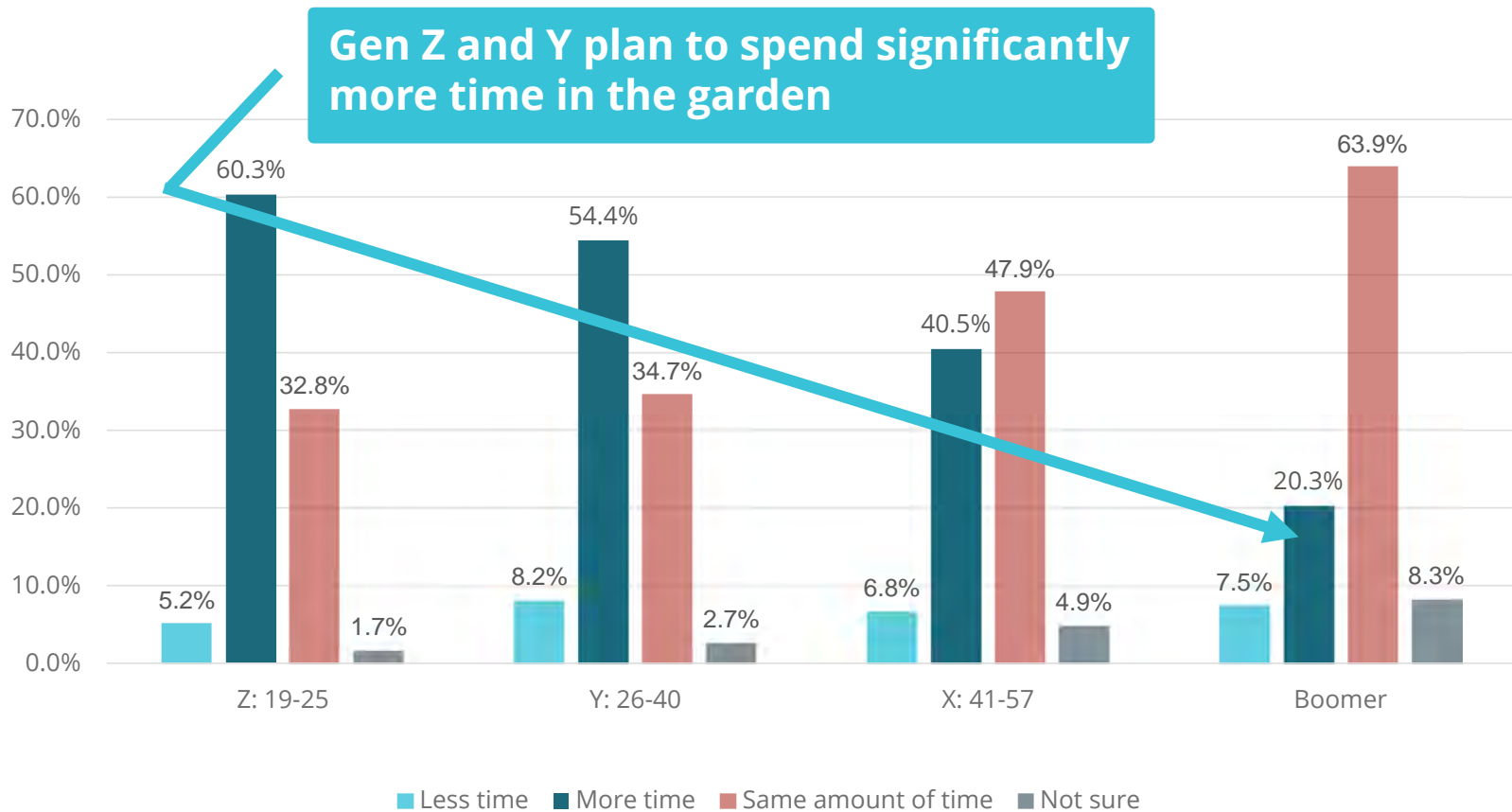


# HOW MUCH TIME DO YOU EXPECT TO SPEND GARDENING IN 2023 COMPARED TO 2022?

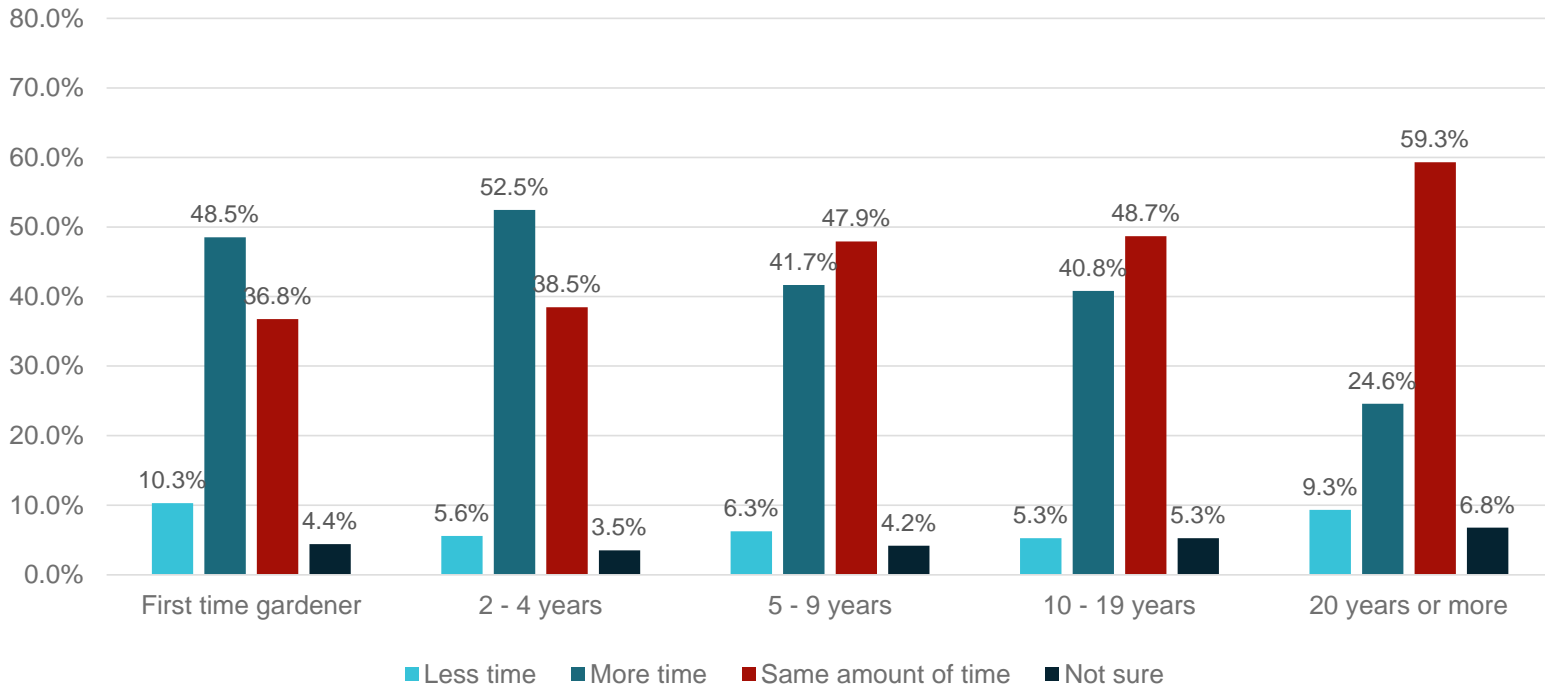
**88% will spend the same or more time gardening in 2023**



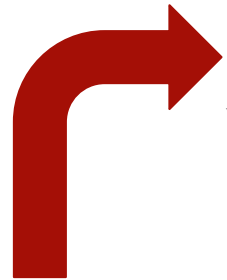
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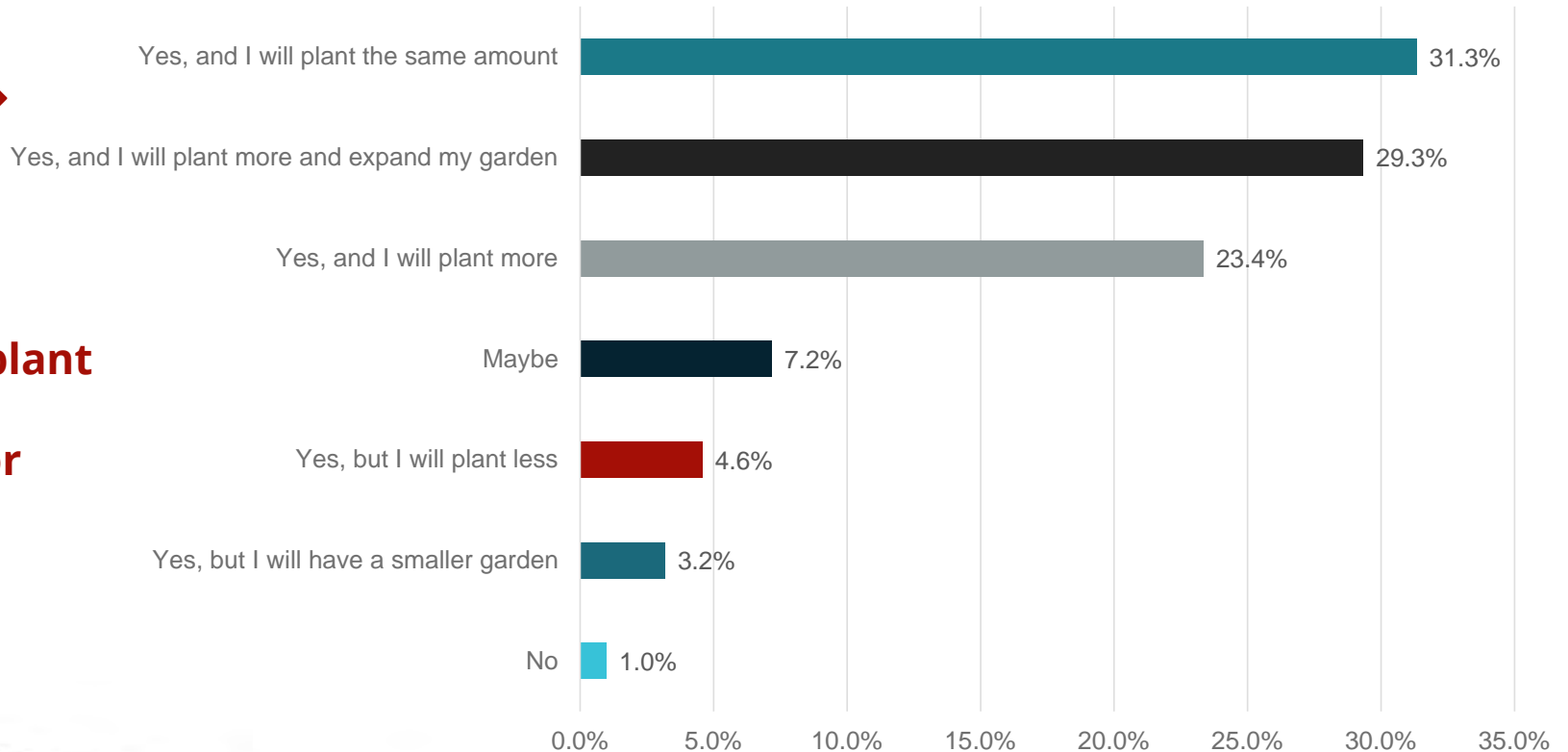
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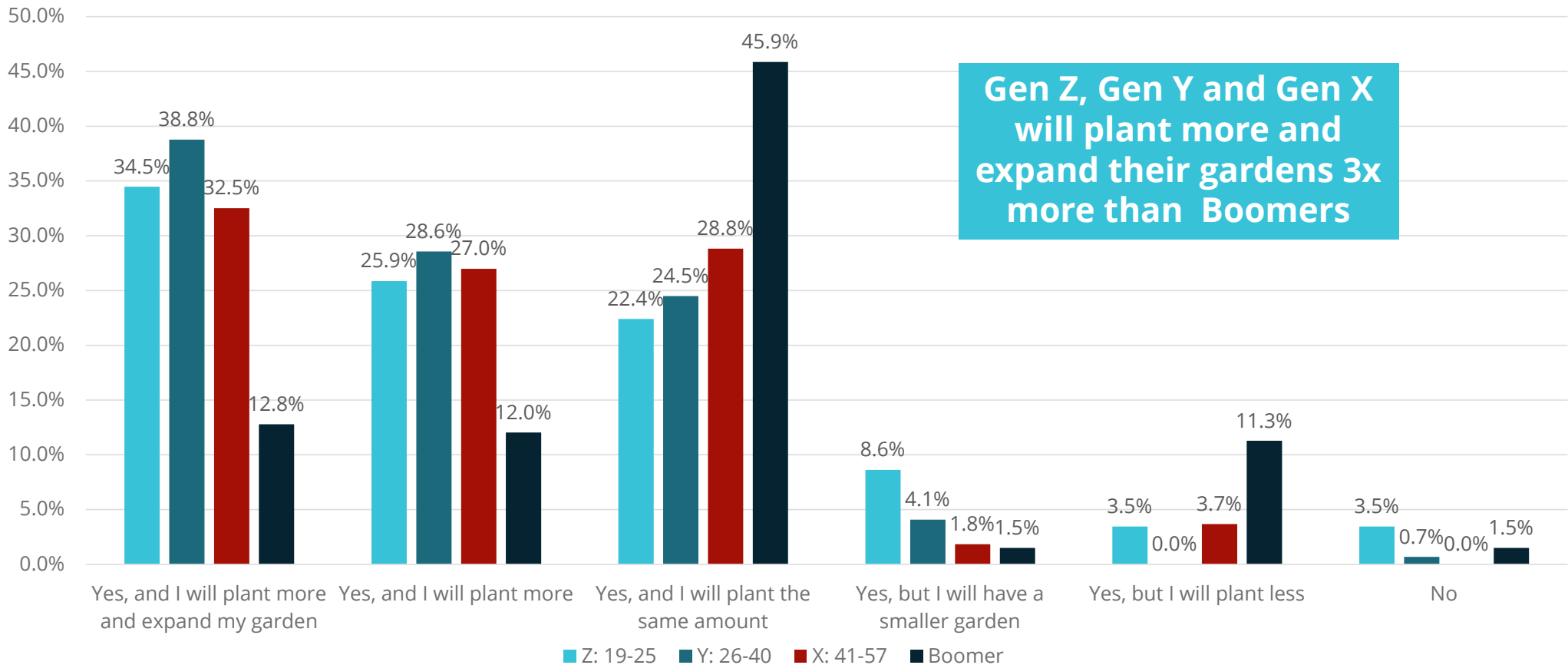
# IS GARDENING SOMETHING YOU PLAN TO CONTINUE IN 2023?



**84% will plant the same amount or more**



# IS GARDENING SOMETHING YOU PLAN TO CONTINUE IN 2023?





# 2023 Gardening Outlook



80%+ of new gardeners plan to spend the same or more in 2023



Males plan to spend more than females



88% will spend the same or more time gardening in 2023

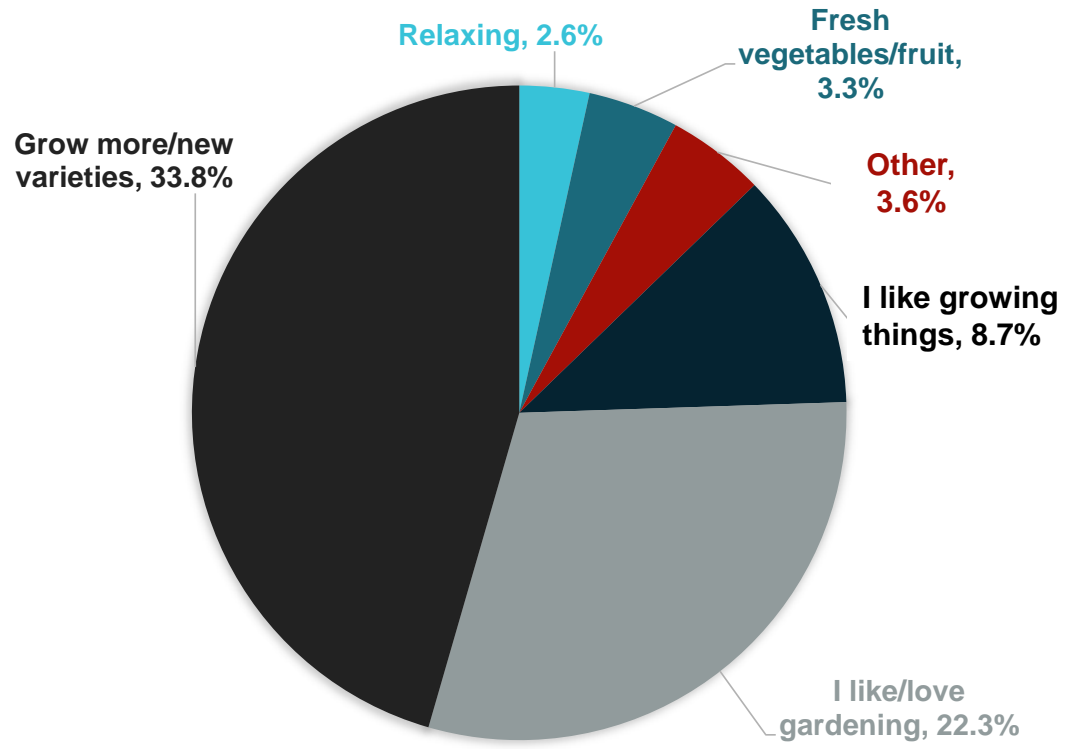


Gen Z and Y plan to spend significantly more time in the garden



84% will plant the same or more

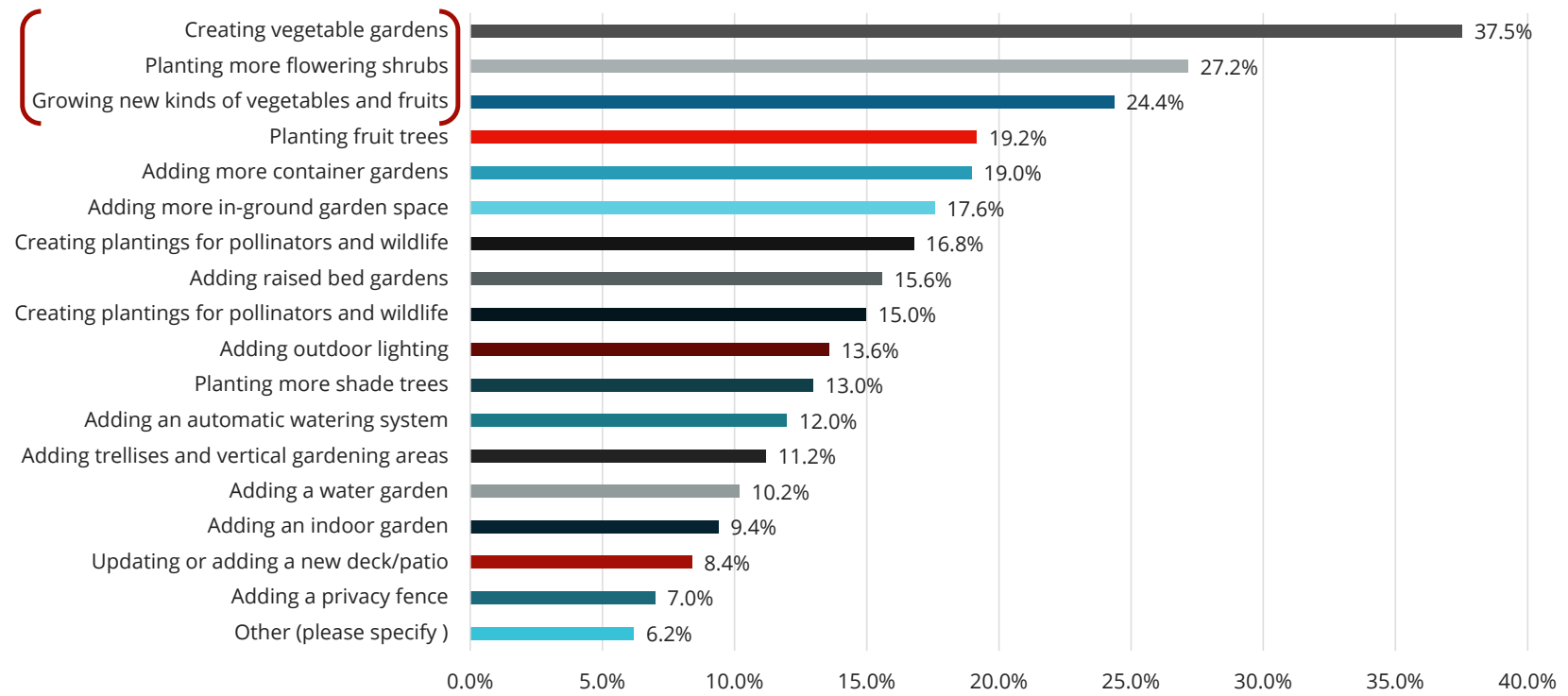
# WHY DO YOU WANT TO EXPAND YOUR GARDEN?



One-third would like to grow more plants and new varieties



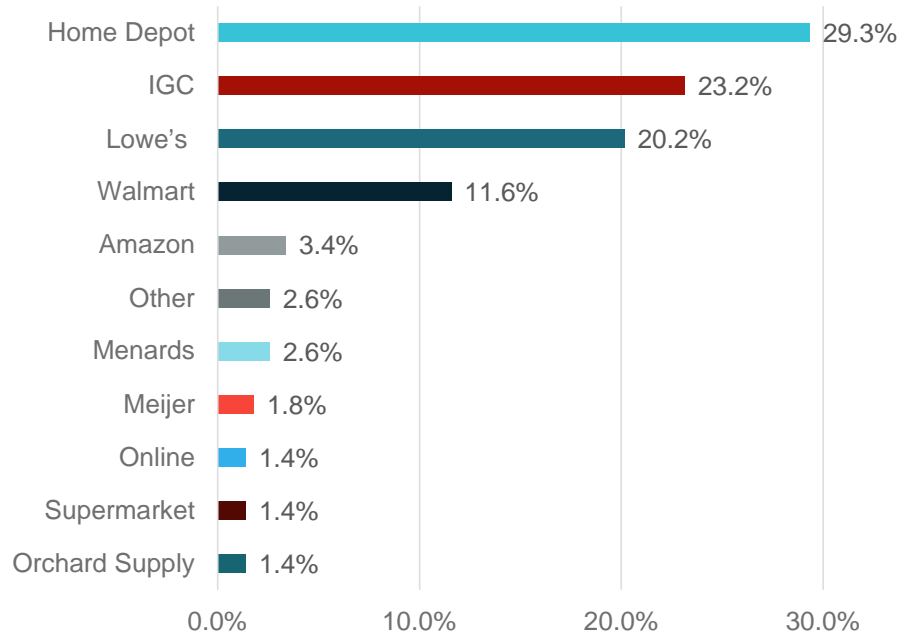
# TYPES OF GARDENING PROJECTS LIKELY TO COMPLETE DURING 2023



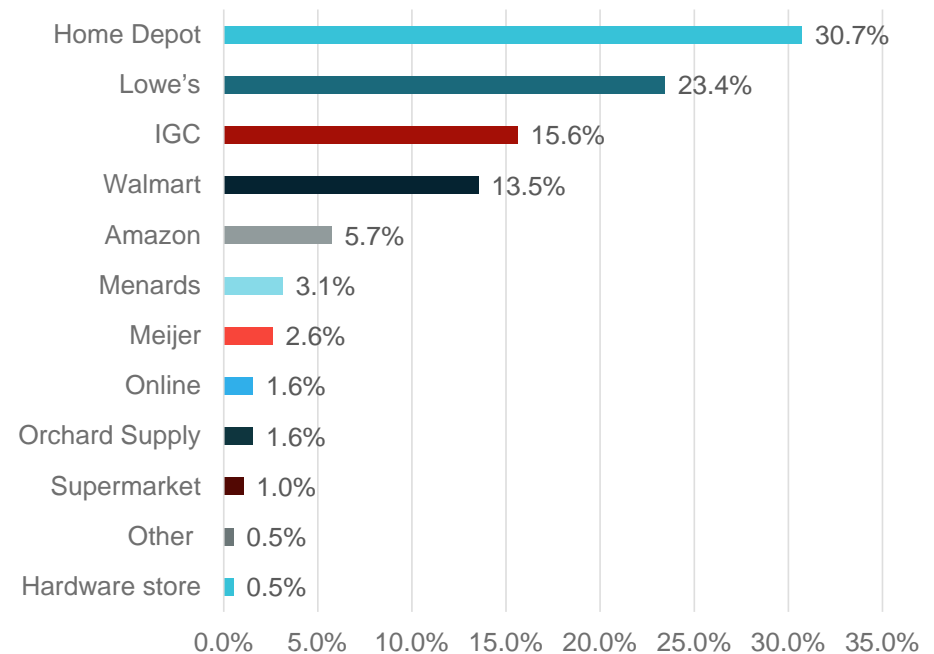
# WHERE DID YOU BUY MOST OF YOUR GARDEN PLANTS IN 2022?

IGCs drop to third among those respondents that purchased more in 2022

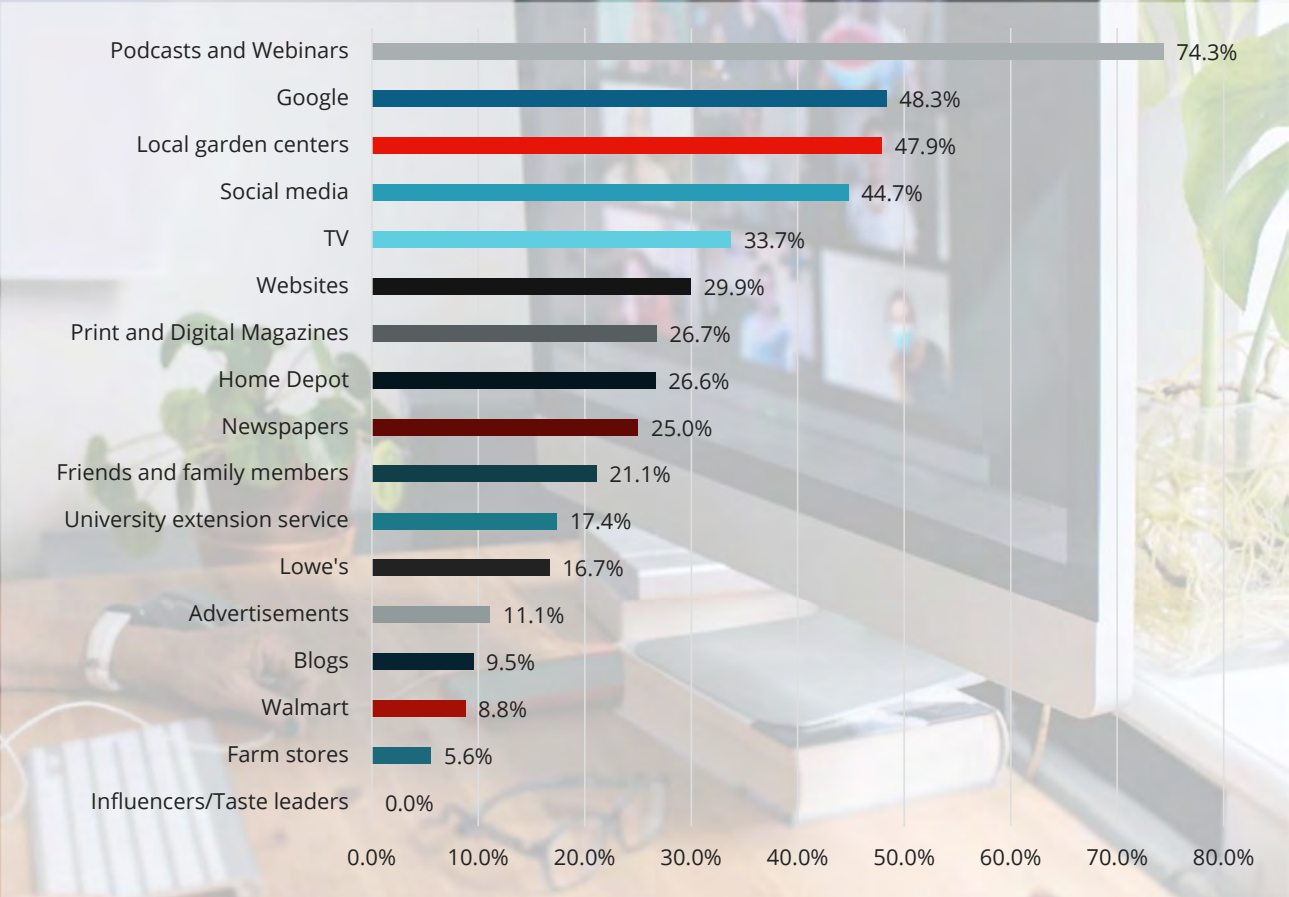
All Respondents



Respondents that purchased more in 2022

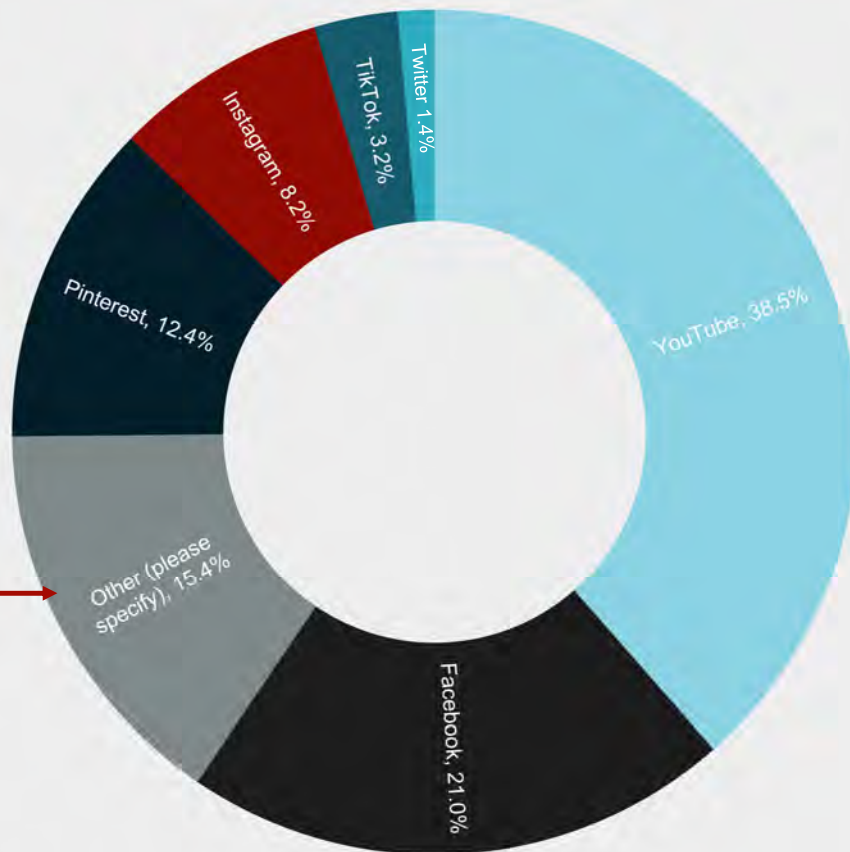


# MOST IMPORTANT PLACE TO LEARN ABOUT NEW PLANTS

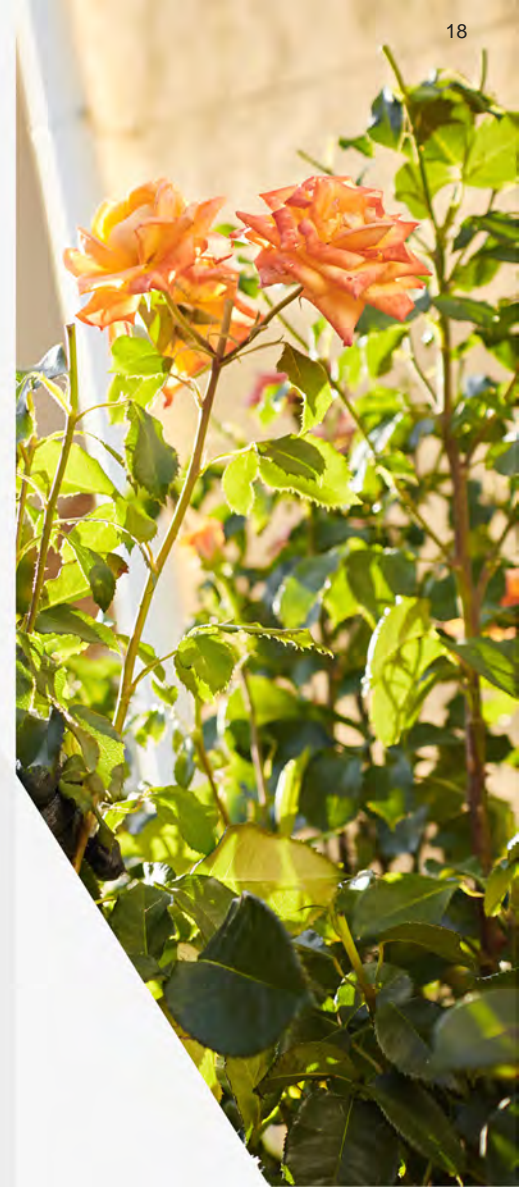


**Podcasts and Webinars dominate where gardeners discover new plants**

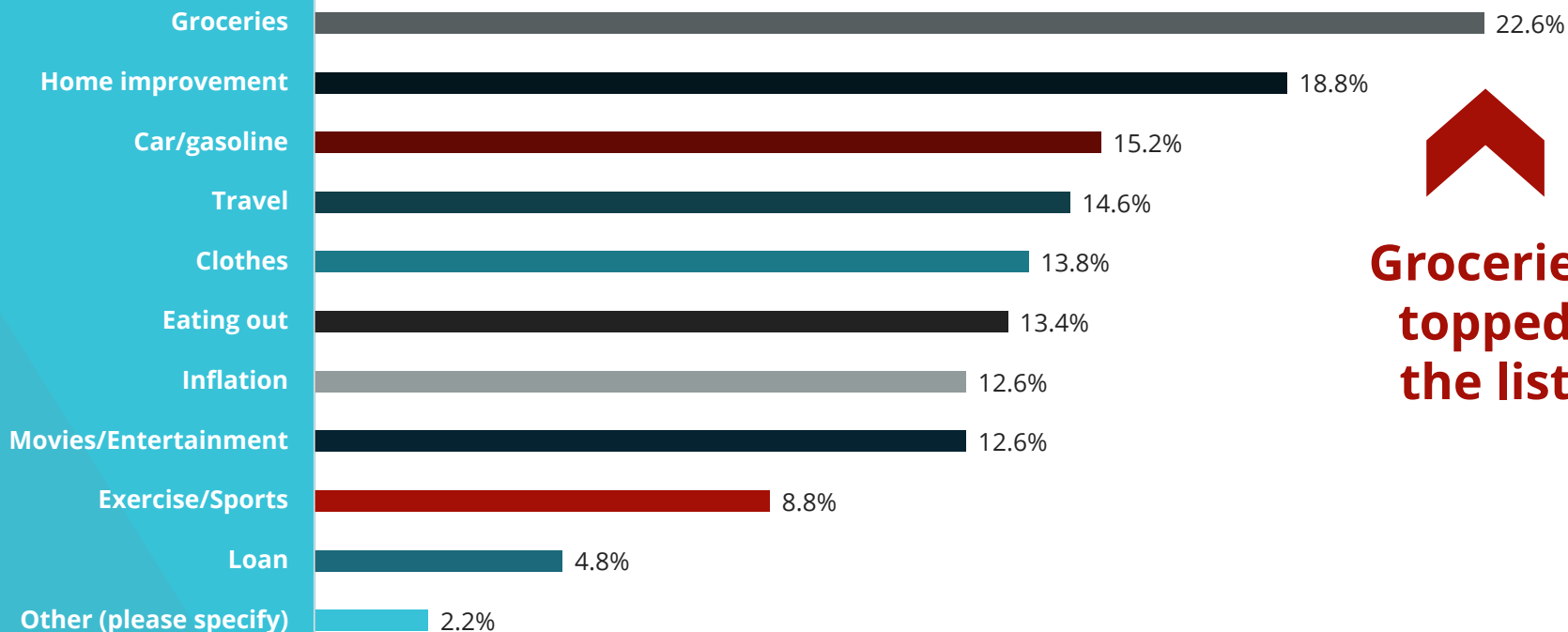
# MOST IMPORTANT SOCIAL MEDIUM TO LEARN ABOUT NEW PLANTS AND GARDENING SUPPLIES



Other: Don't use social media, Google, Friends/Family

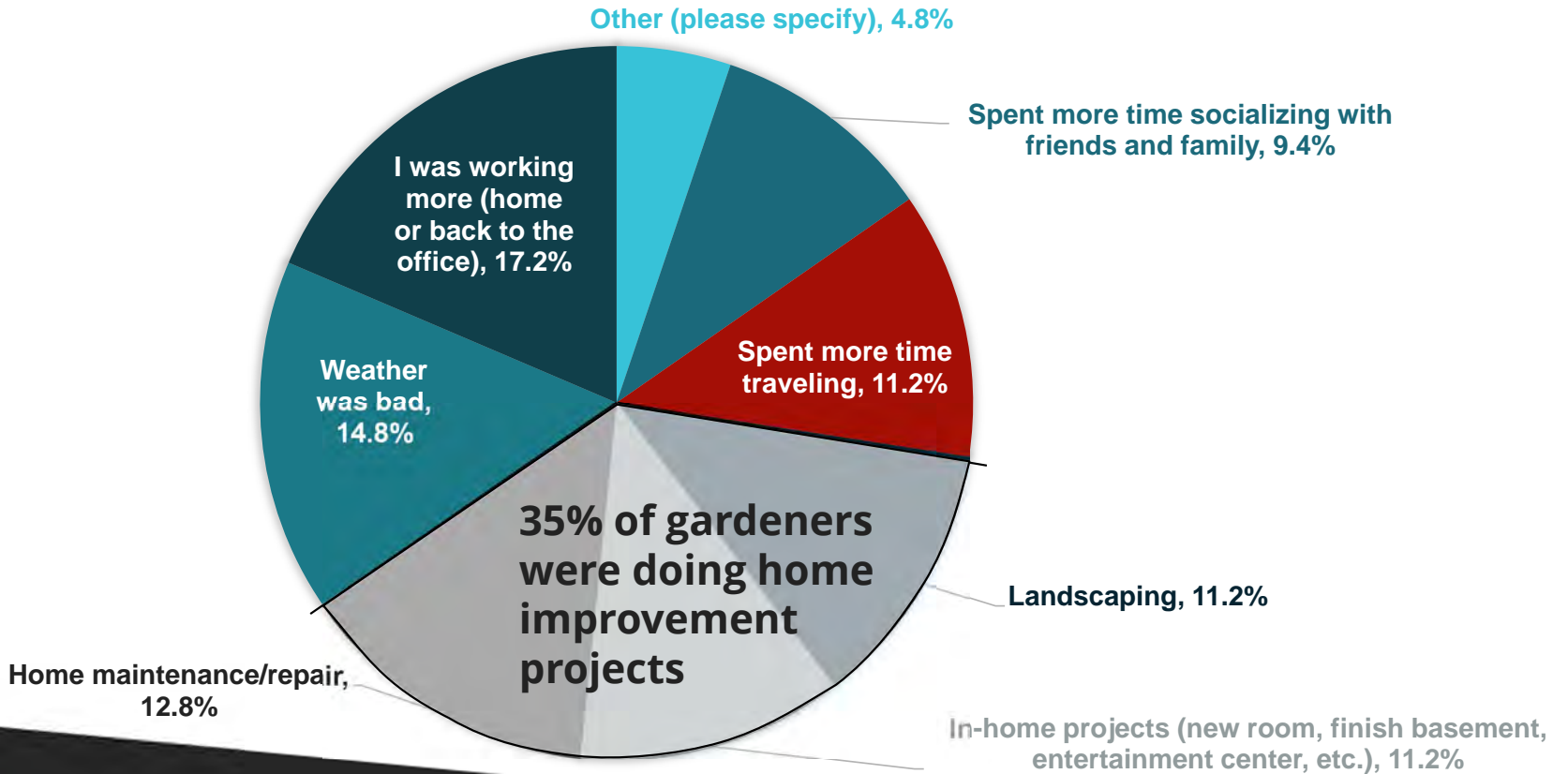


# IF YOU SPENT LESS MONEY ON GARDENING IN 2022, WHAT DID YOU SPEND IT ON?



  
**Groceries topped the list**

# IF YOU SPENT LESS TIME GARDENING IN 2022, WHY?

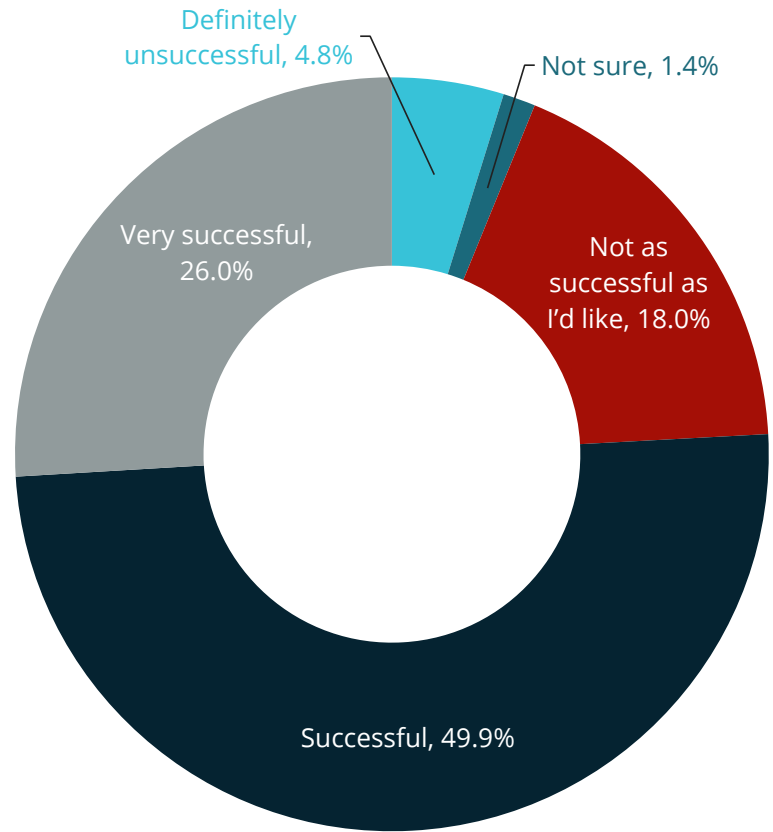


# DID YOU FEEL SUCCESSFUL WITH GARDEN ACTIVITIES IN 2022?

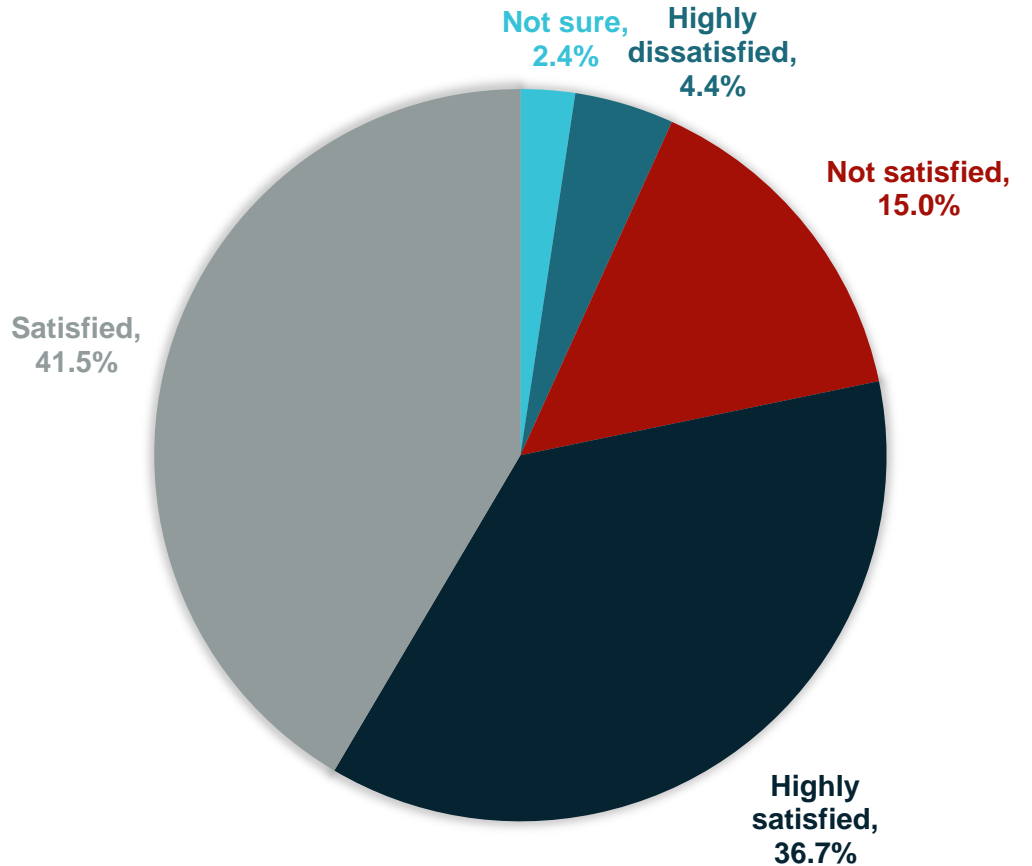
**76% felt successful**

**An 8% drop from the previous year**

2022 Survey Results

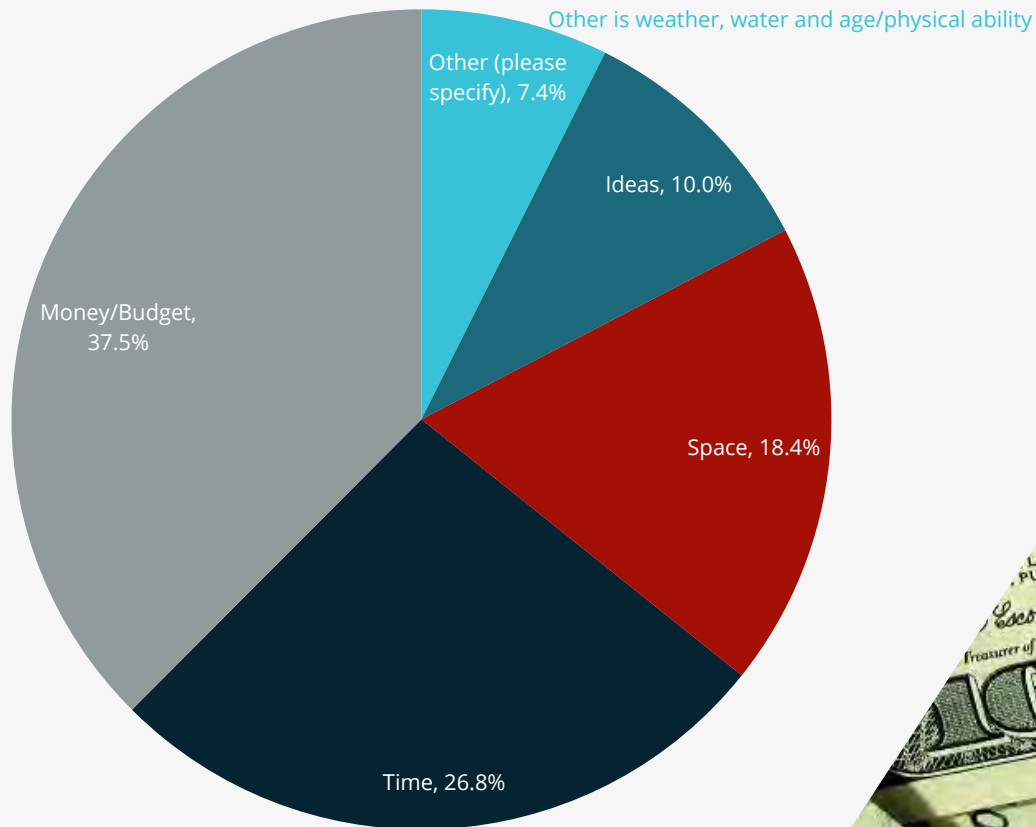


# HOW SATISFIED WERE YOU WITH THE WAY THE FLOWERS, FRUITS AND VEGETABLES YOU GREW IN 2022 TURNED OUT?

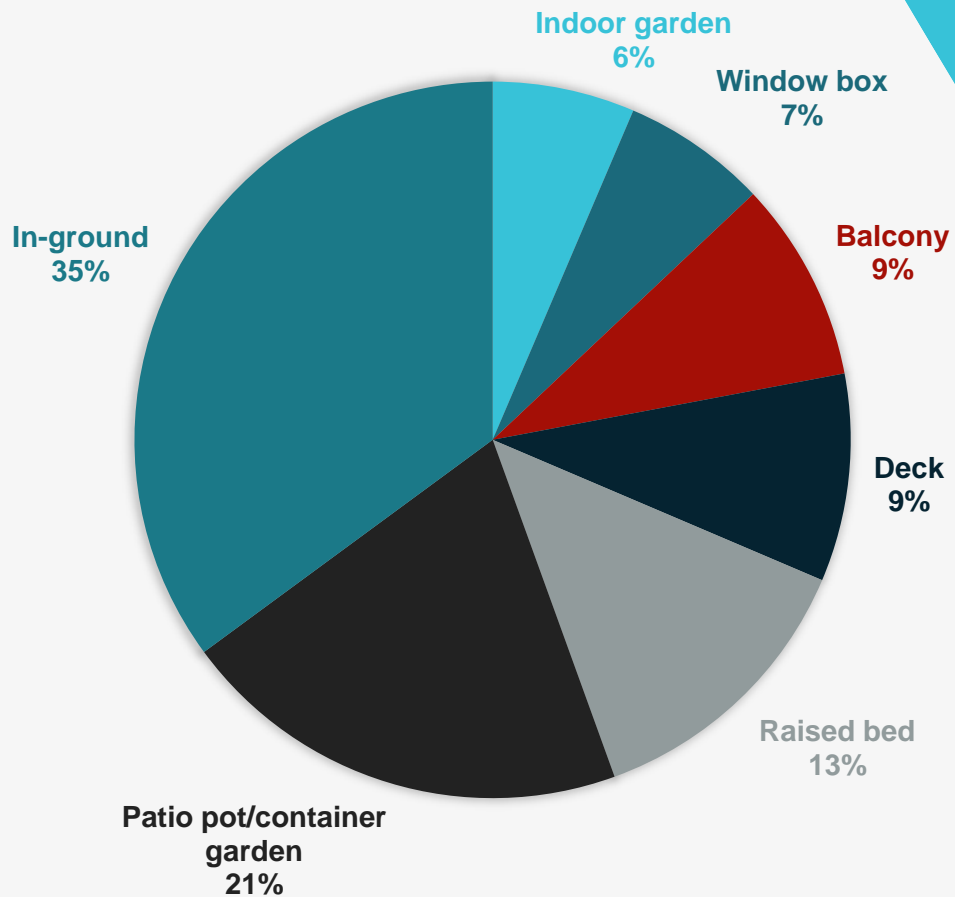


# WHY DID YOU FEEL SUCCESSFUL OR UNSUCCESSFUL?

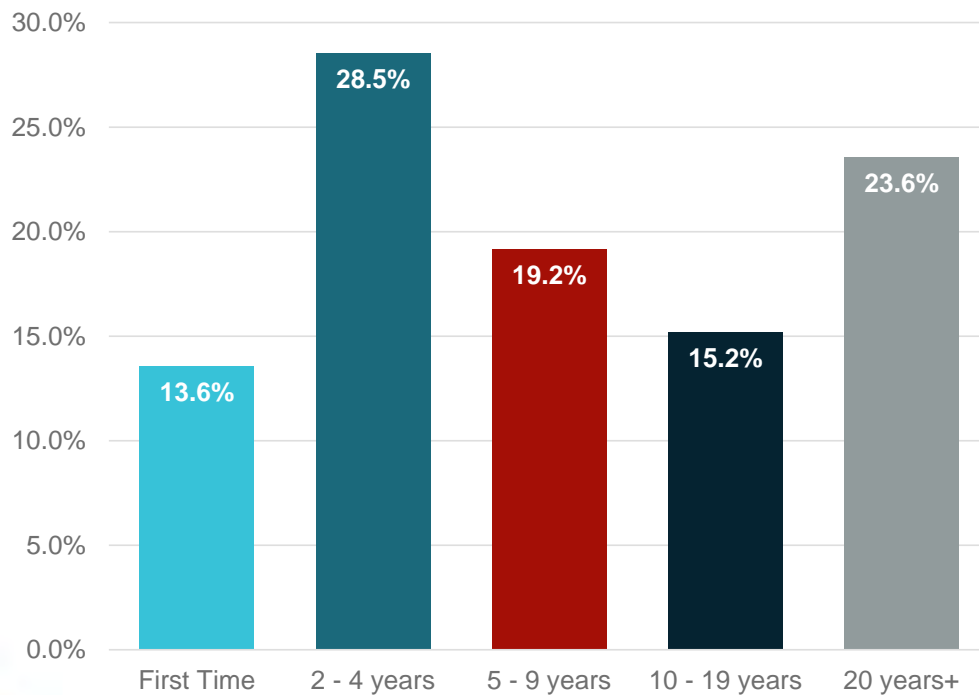
Money and time prevented gardeners from being more successful in 2022



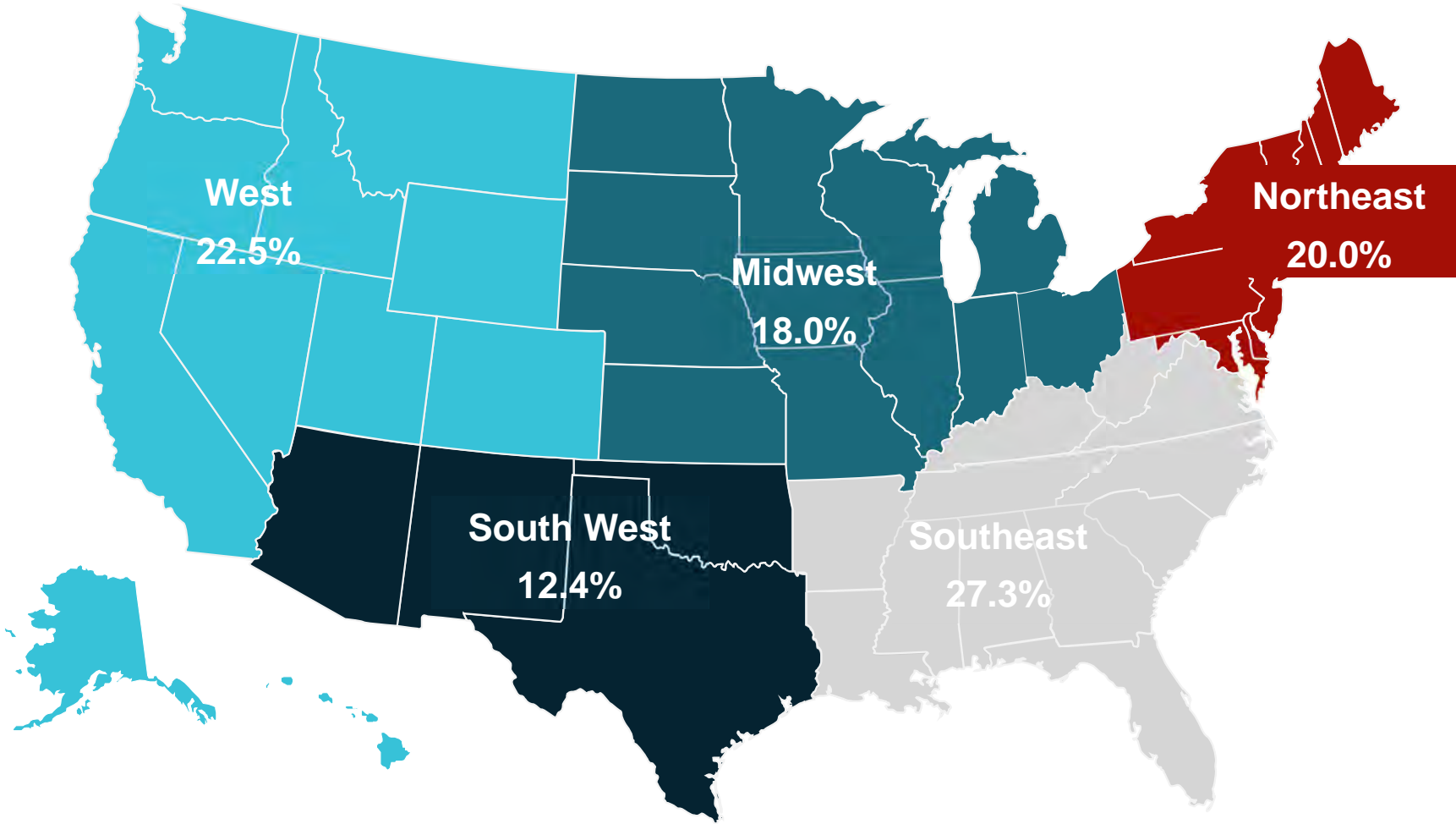
# TYPE OF GARDEN



# LEVEL OF GARDENING EXPERIENCE

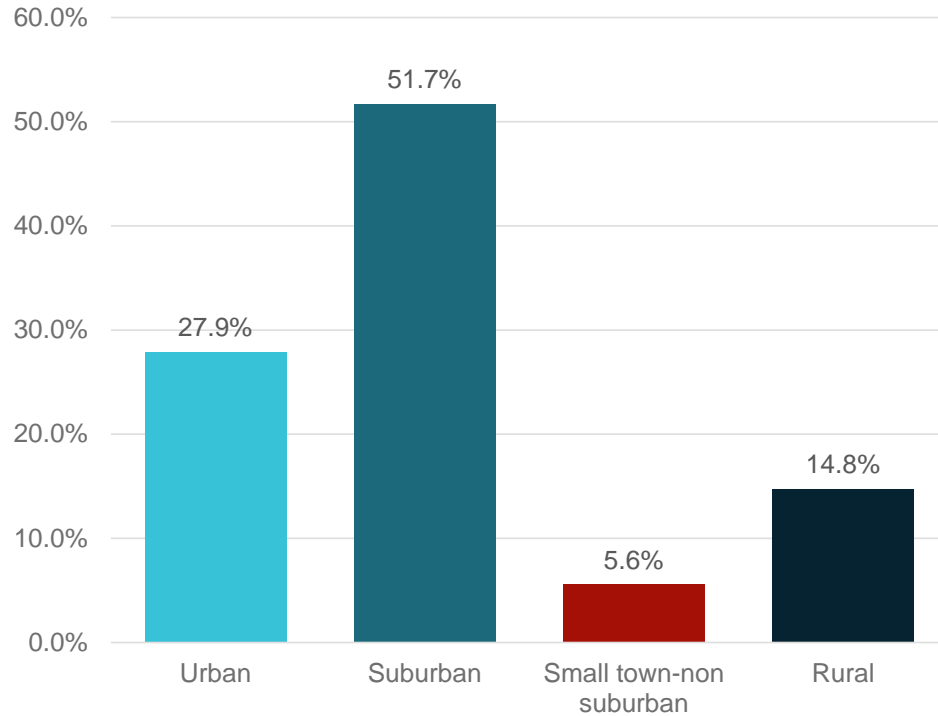


# GEOGRAPHIC LOCATION

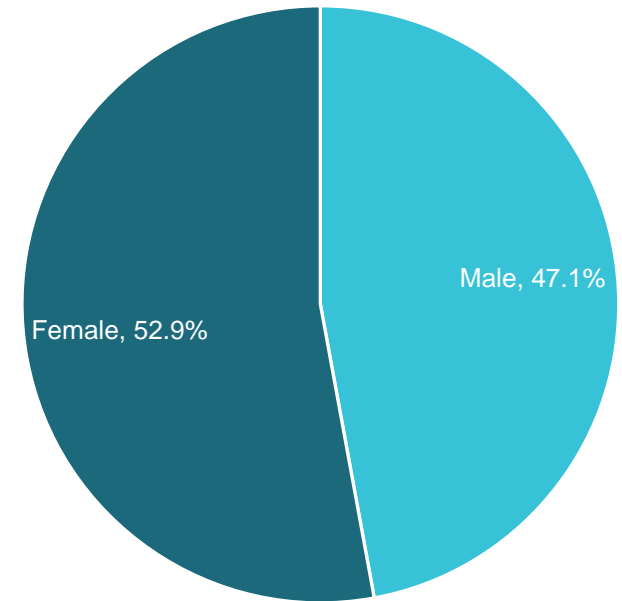


# HOME TYPE & GENDER

What statement best reflects where your home is located?

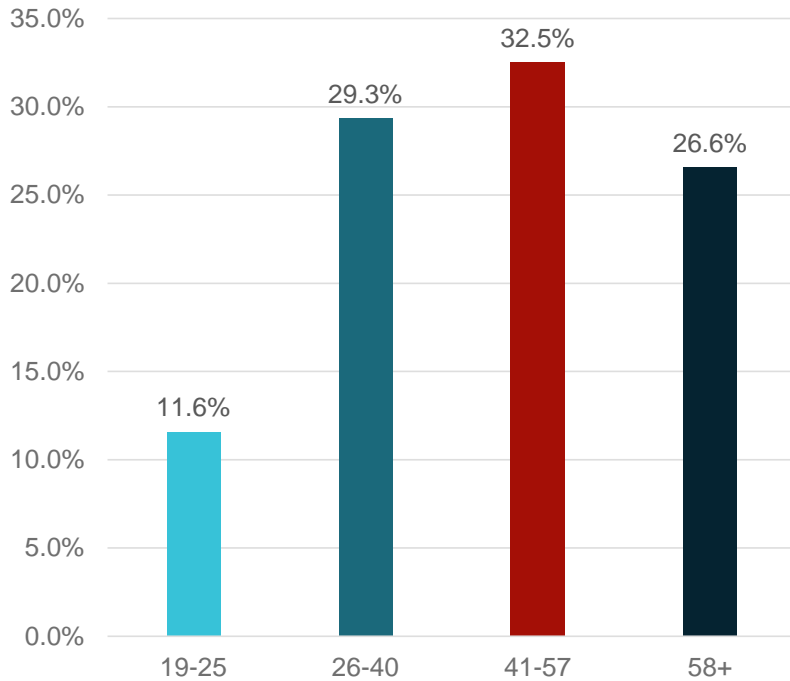


What is your gender?

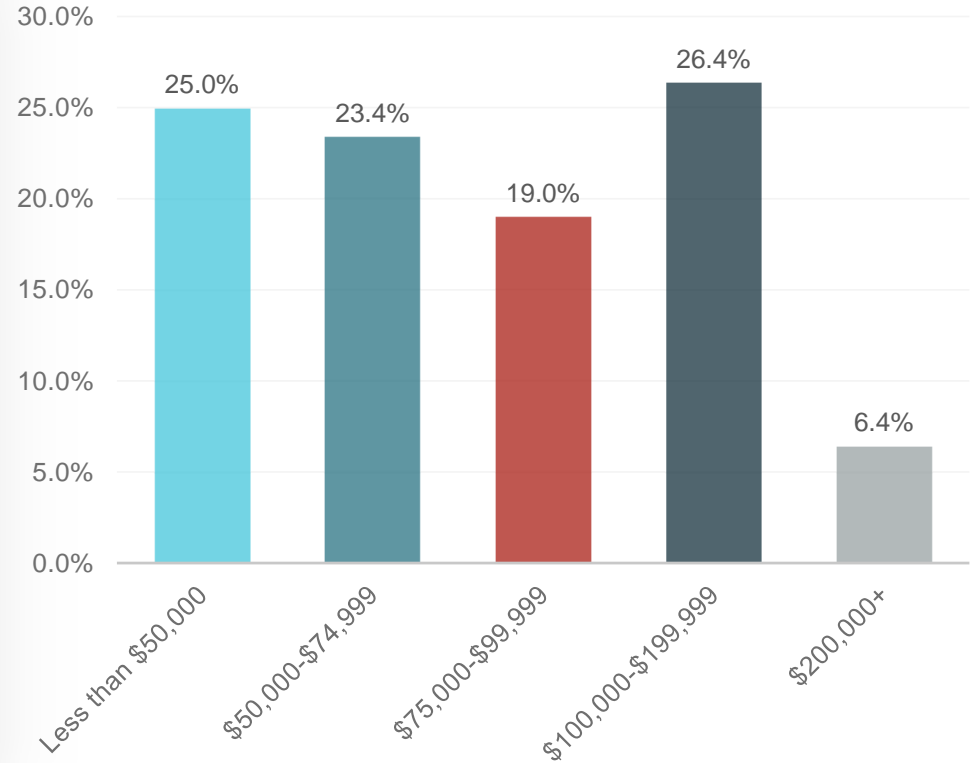


# AGE GROUPS & INCOME LEVEL

## Survey Age Groups



## Income Level



# ADDITIONAL INFORMATION AVAILABLE UPON REQUEST

This report represents a summary of our key research findings.

If you'd like more detailed implications, breakouts or customized views of the data, contact us.

**Contact Craig Dick**

[cdick@axiomcom.com](mailto:cdick@axiomcom.com)



# 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; Cedar Rapids, IA; and Lincoln, NE.

## Positively Different

We are not a traditional marketing agency. Our team is comprised of industry veterans who've led businesses from start-ups to Fortune 500's.

We're not just marketing professionals and journalists. We're gardeners, market managers, product developers, and data scientists 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 sales acceleration.

22%

Increase in Sales

44%

Business Savings

78%

Increase In Content Views

50+

Patents

60+

Awards

5000+

News Articles Earned

# Combined Client Results

**\$500M+**

## Half a Billion in Sales

Axiom strategies have generated in excess of \$500,000,000 in combined sales for our clients.

**\$350M+**

## Savings to Clients

Axiom programs have saved more than \$350,000,000 in combined expenses for our clients.





# 2023 Axiom Market Insights Research: 2023 Gardening Outlook

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