



Axiom Market Insights

2023 Vegetable Garden Study



The Axiom Advantage

Our aim with this research is to learn more about what drives the U.S. home vegetable gardener. Knowing what they find interesting and inspiring helps us be better marketers and develop better roadmaps for the customer journey.

In this study, we attempted to:

1. Learn more about what they did in 2022 – what types of gardening, where they go for ideas, where they purchase, etc.
2. Identify clues about what they think they'll do in 2023 – how much time and money gardeners will spend, what they're interested in planting, etc.

We look forward to your feedback!



Mike Reiber
CEO & Founder

About the Survey

Vegetable gardeners are more passionate than ever. They plan to plant more and expand their gardens. Despite increased work hours and resumption of travel and entertainment options not possible during Covid-19, they plan to spend more time and money gardening. They're highly interested in specific varieties and will drive 6-10 miles to find the varieties they desire. Most important, they value information.

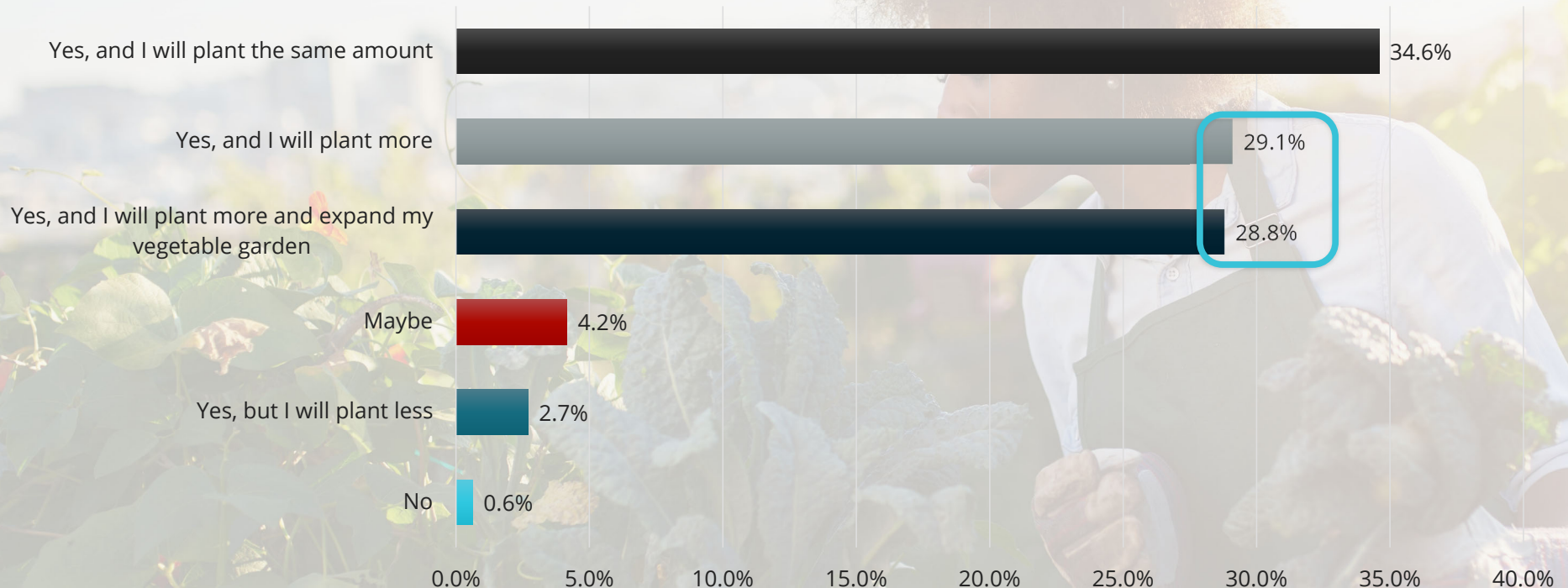
Our research found:

- More than half of respondents plan to plant more and expand their vegetable gardens in 2023.
- Males and younger gardeners are extremely interested in growing vegetables from seeds.
- Younger gardeners want to plant “new and different varieties”.
- Gardeners select varieties that produce lots of fruits and vegetables.
- Amazon and online outlets are a growing source for both seeds and plants.

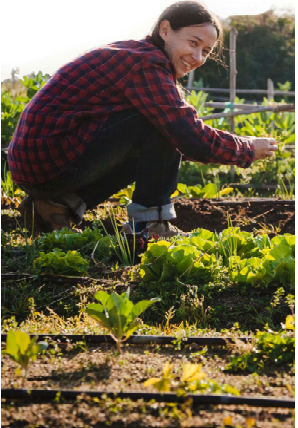


57.9% Will Plant More and Expand Their Vegetable Gardens

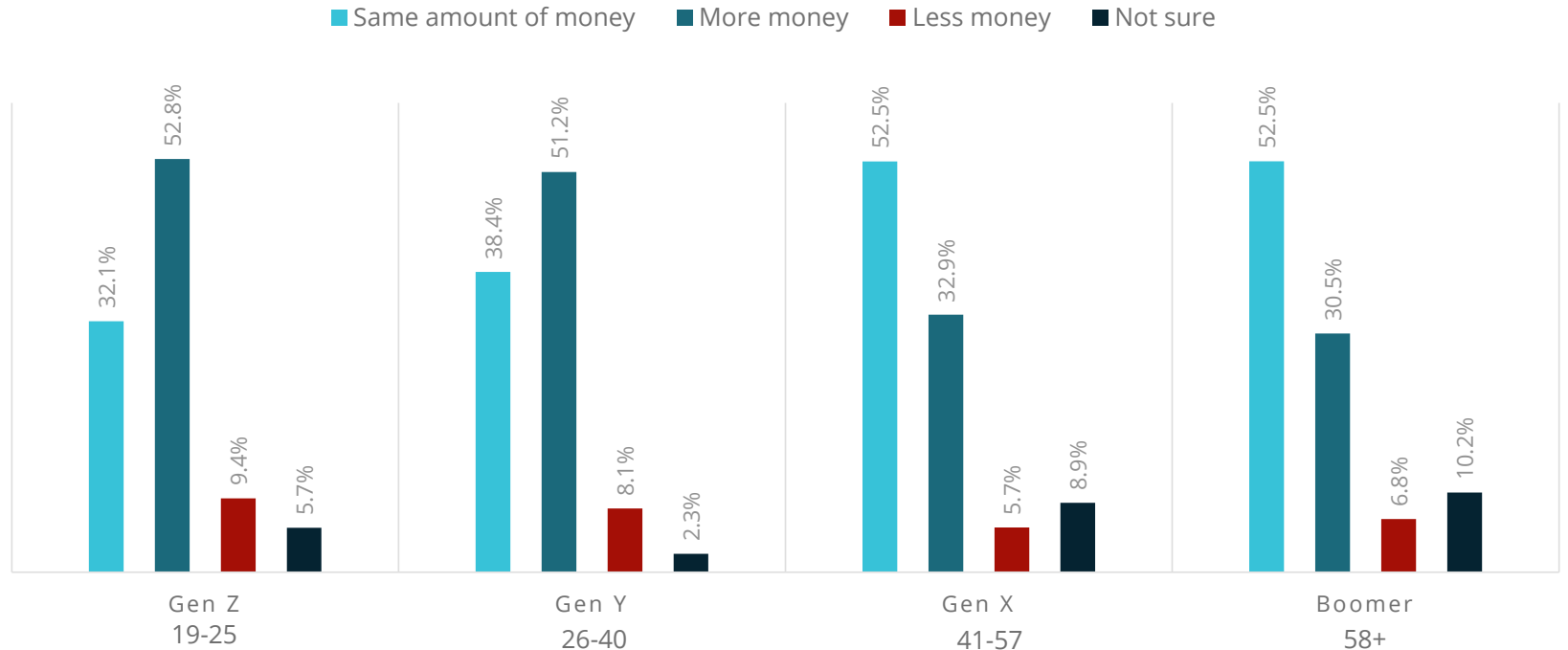
Do you plan to continue growing vegetables in 2023? (check one).



Gen Z and Gen Y Likely to Spend More

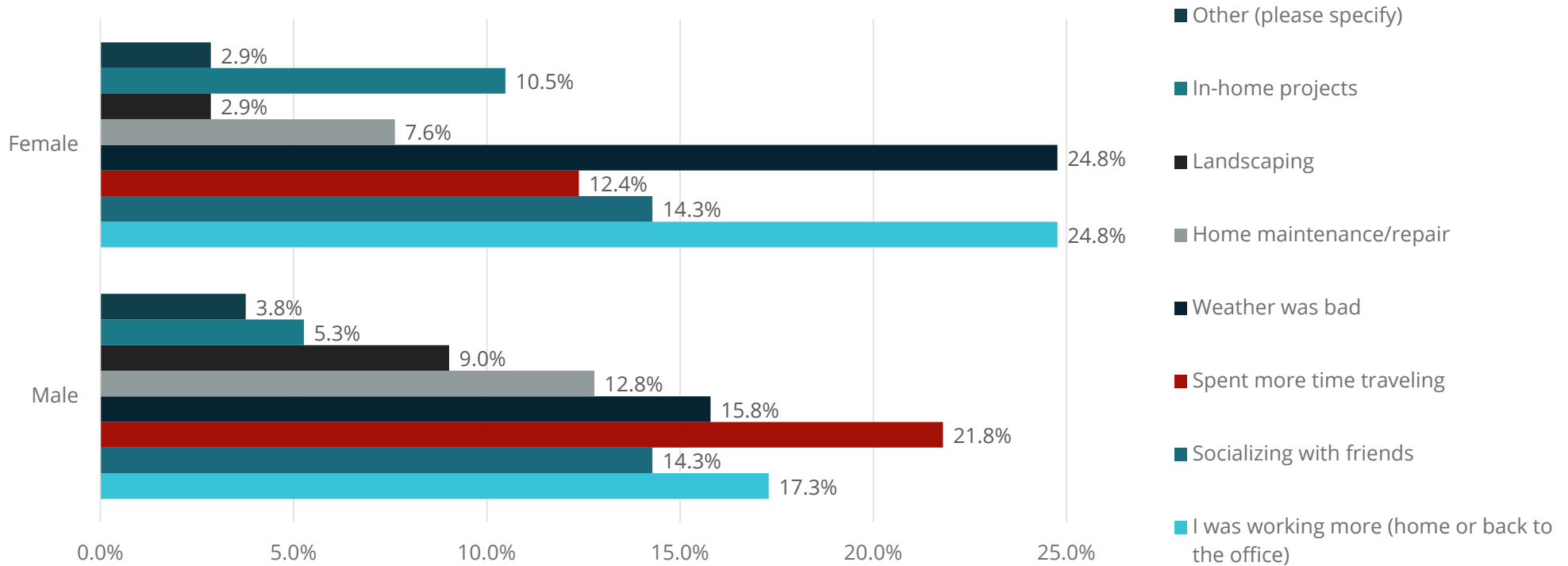


Are you likely to spend more or less on growing vegetables in 2023 compared to 2022?



Increased Travel and Work Cut Into Gardening Time

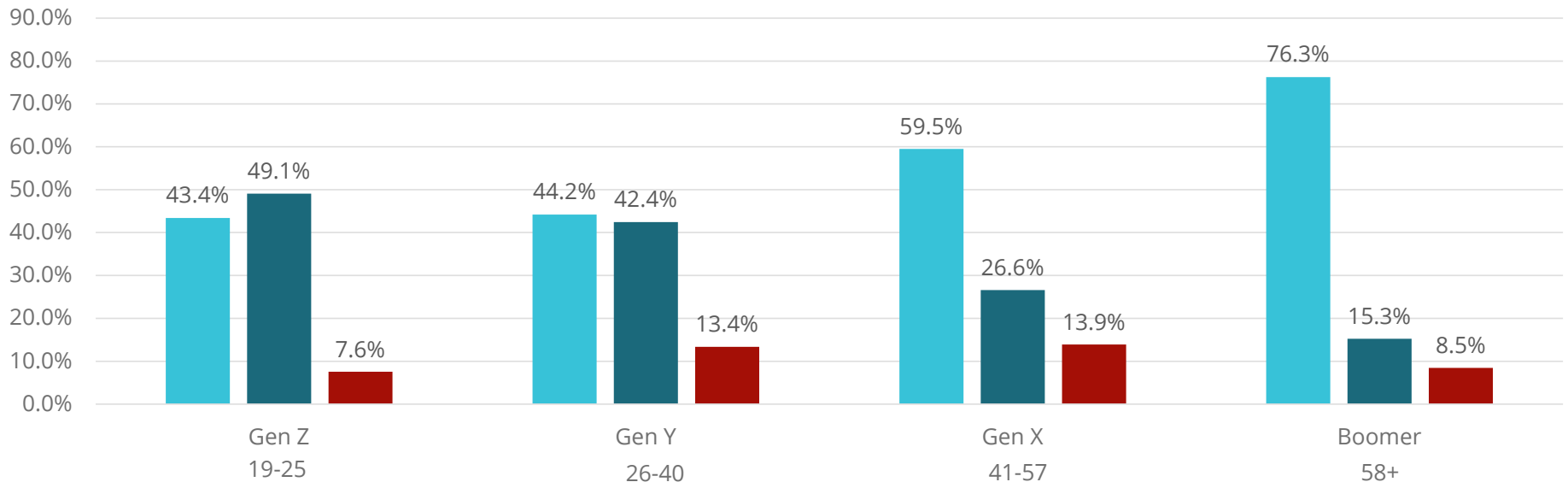
If you spent less time growing vegetables in 2022, why? (check one)



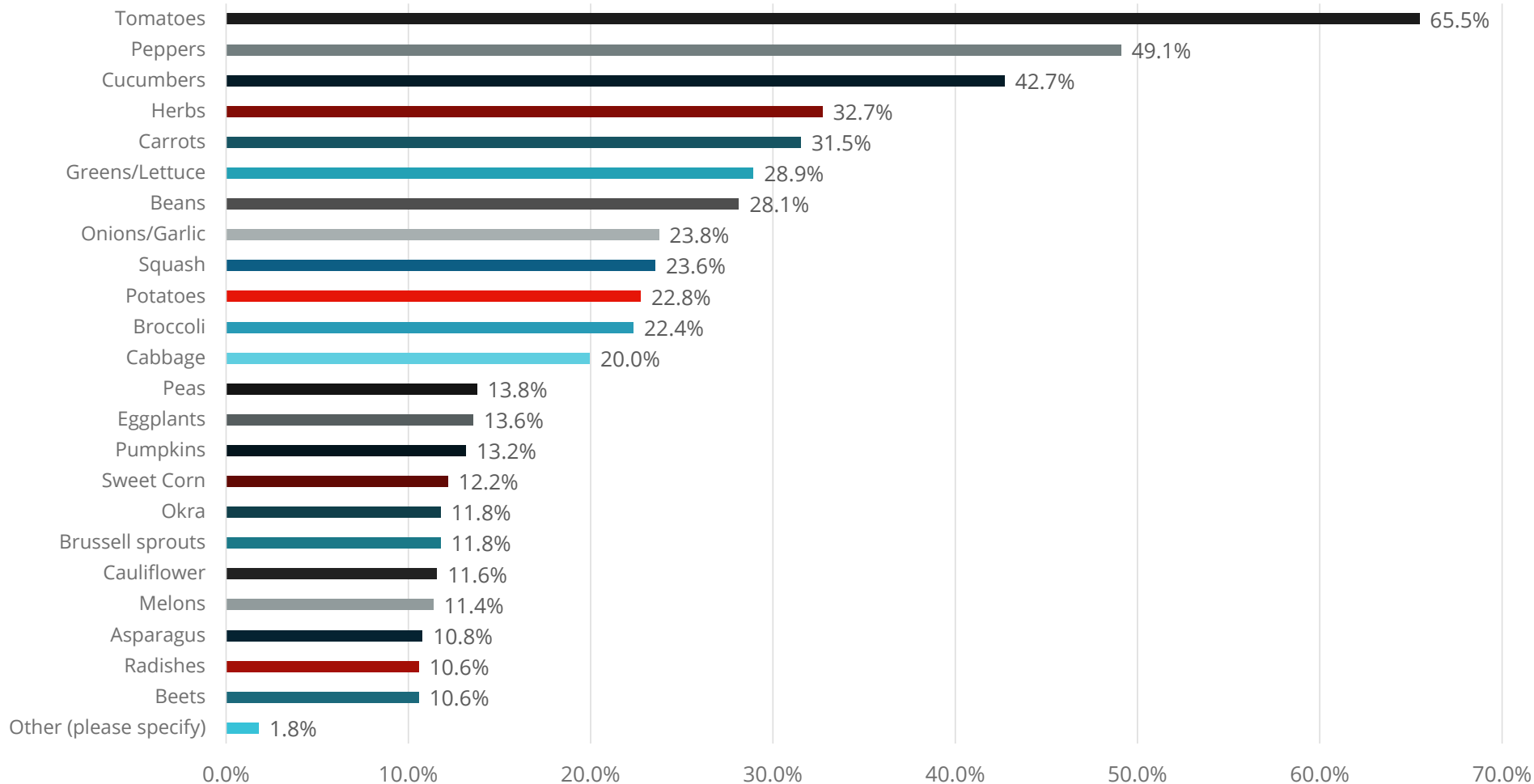
Gen Z and Gen Y Interested in “New and Different”

Is vegetable gardening something you plan to continue in 2023?

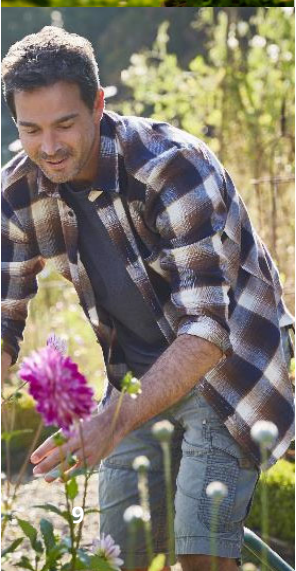
- I will grow the same types of vegetables that I grew in 2022
- I will grow new and different types of vegetables in 2023
- I will grow the same types of vegetables but more different varieties in 2023



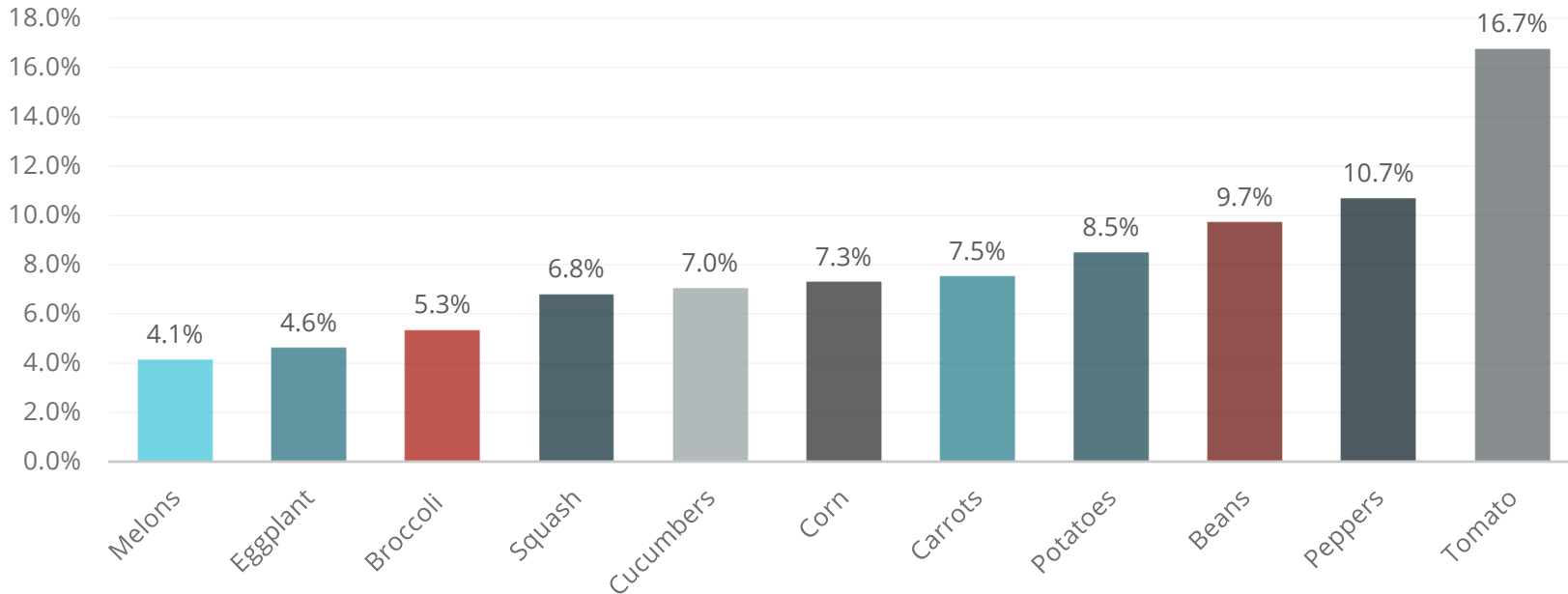
Vegetables Grown in 2022



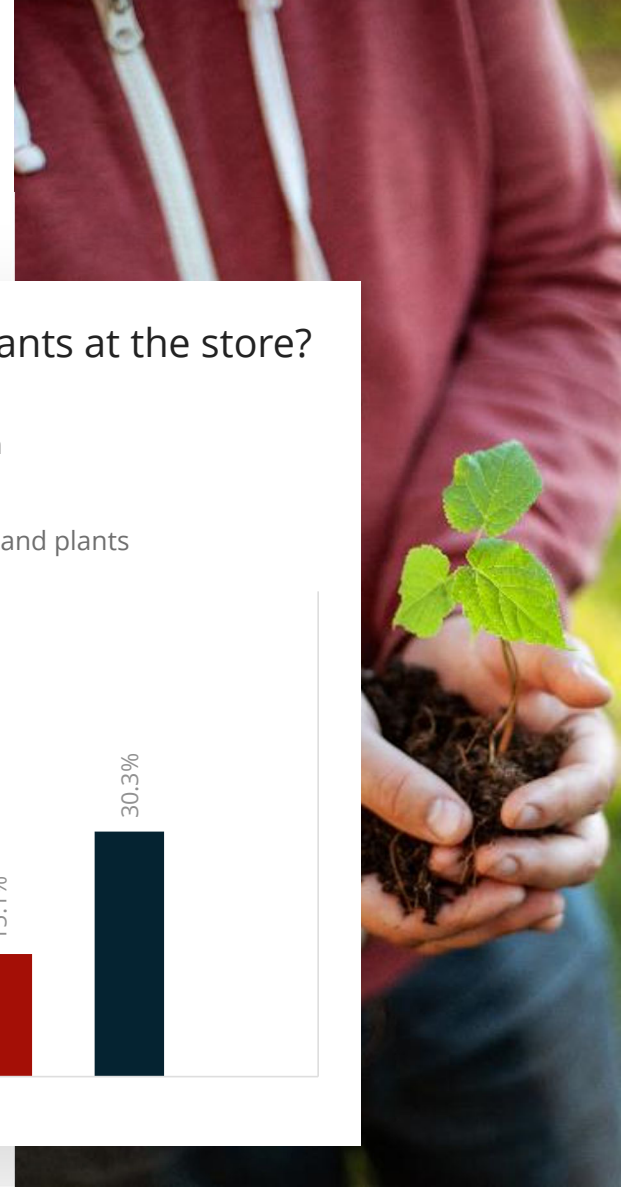
11 Vegetables to Grow in 2023



What new kinds of vegetables are you interested in planting in 2023?

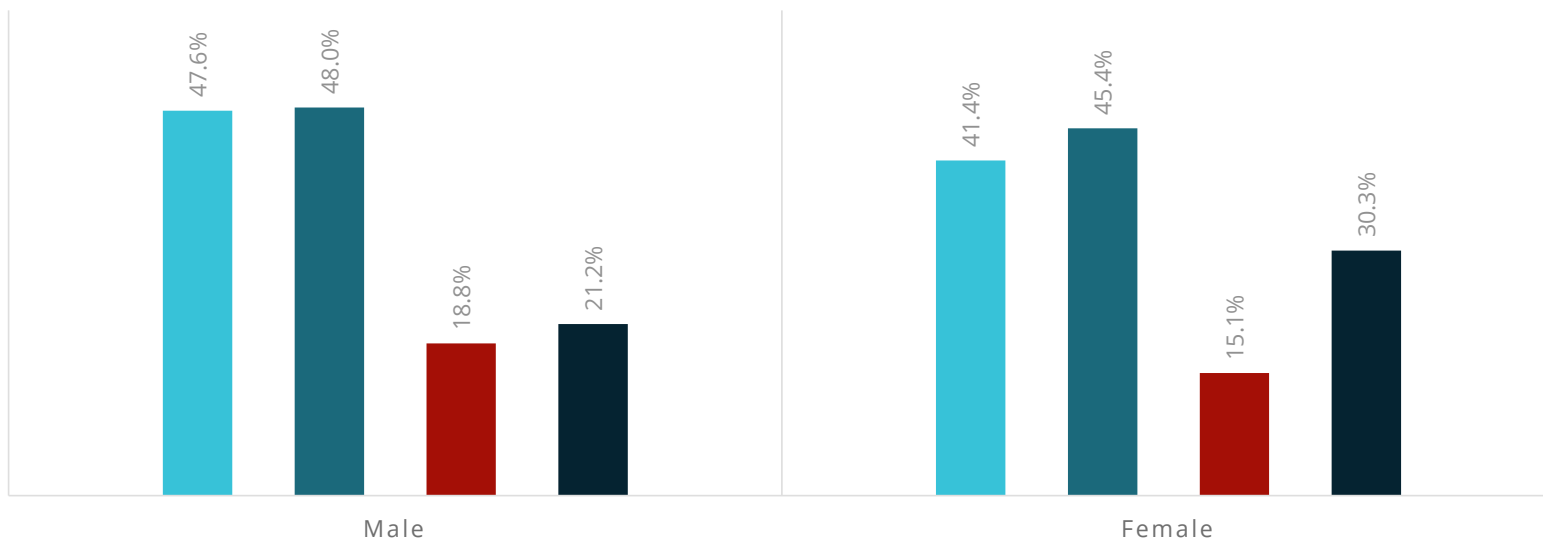


Males More Likely to Grow from Seeds



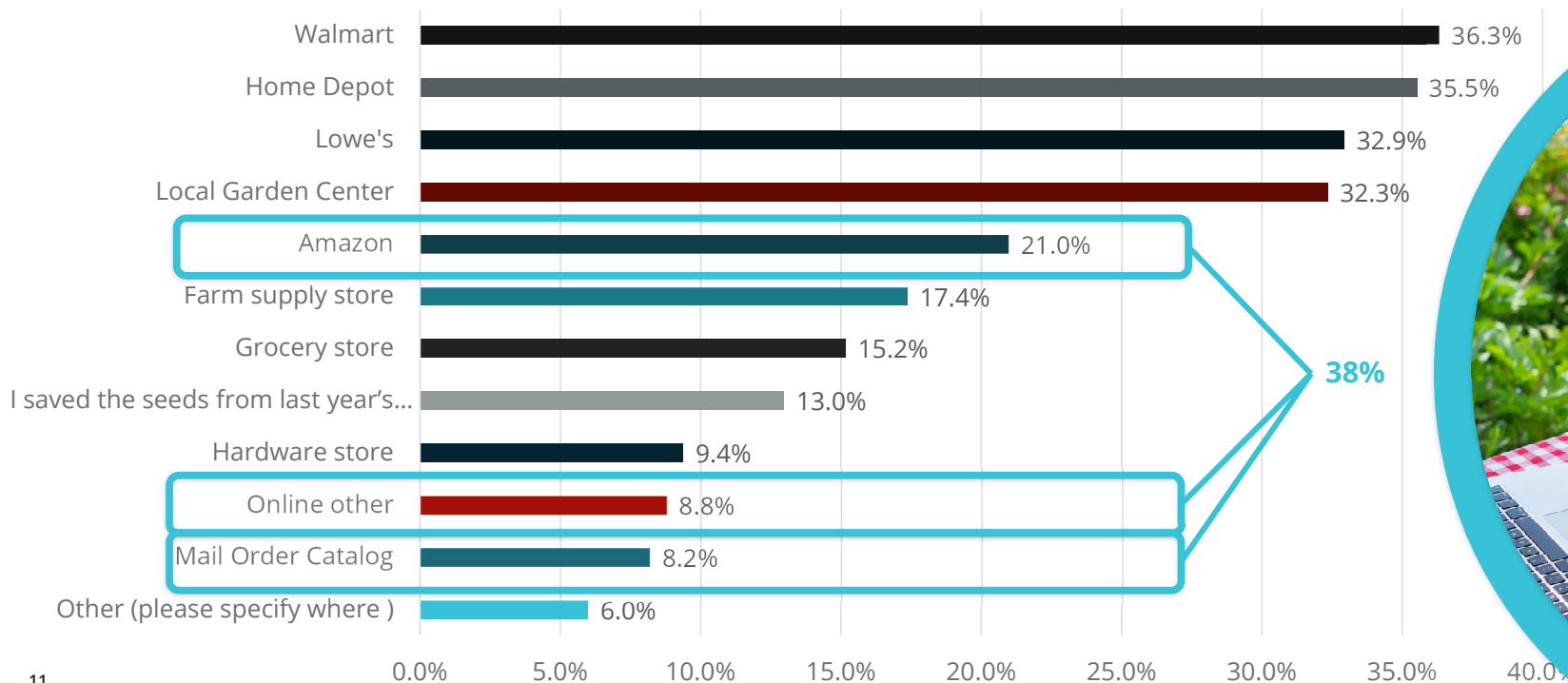
Do you grow your own vegetable plants from seed or do you buy plants at the store?

- I buy seed and grow plants to plant in my garden
- I buy plants to plant in my garden
- I save vegetable seeds from last year and grow my own plants
- I do a combination of both seeds and plants



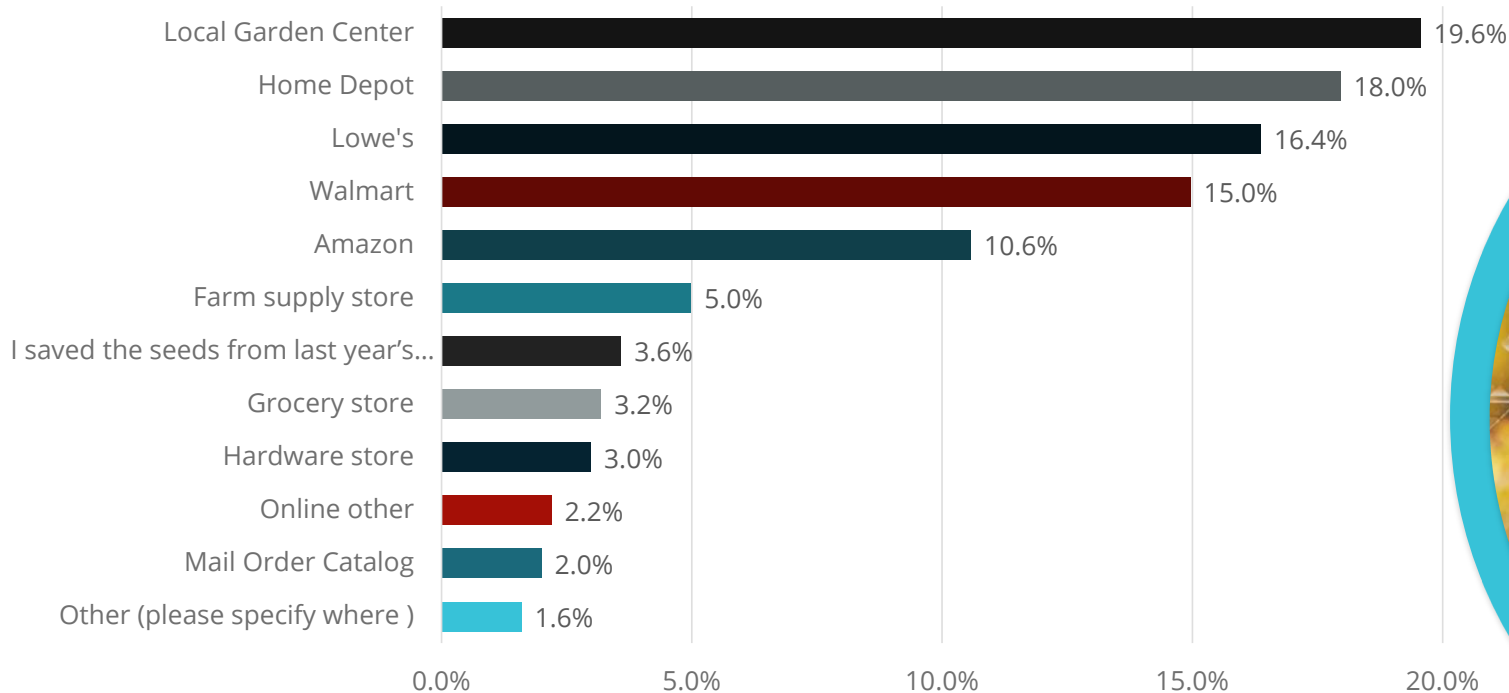
Seed Purchases Strong at Amazon, Online and Catalog

If you grow vegetable plants from seed, where do you get your seeds?



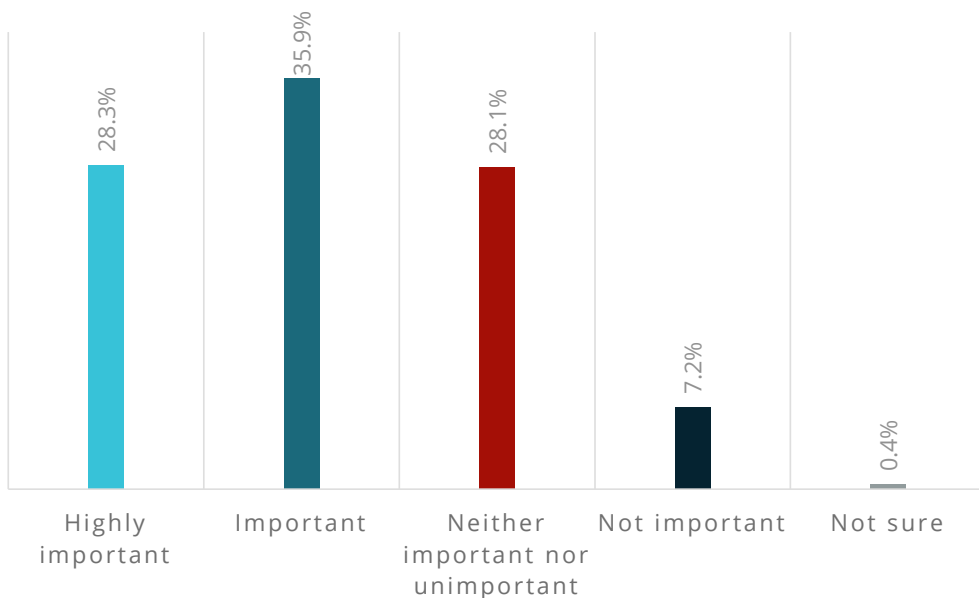
Amazon Closing the Gap On Brick and Mortar Retail

Where did you get most of your vegetable plants in 2022. (check one)

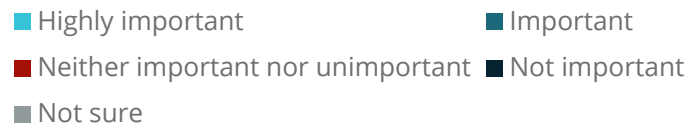
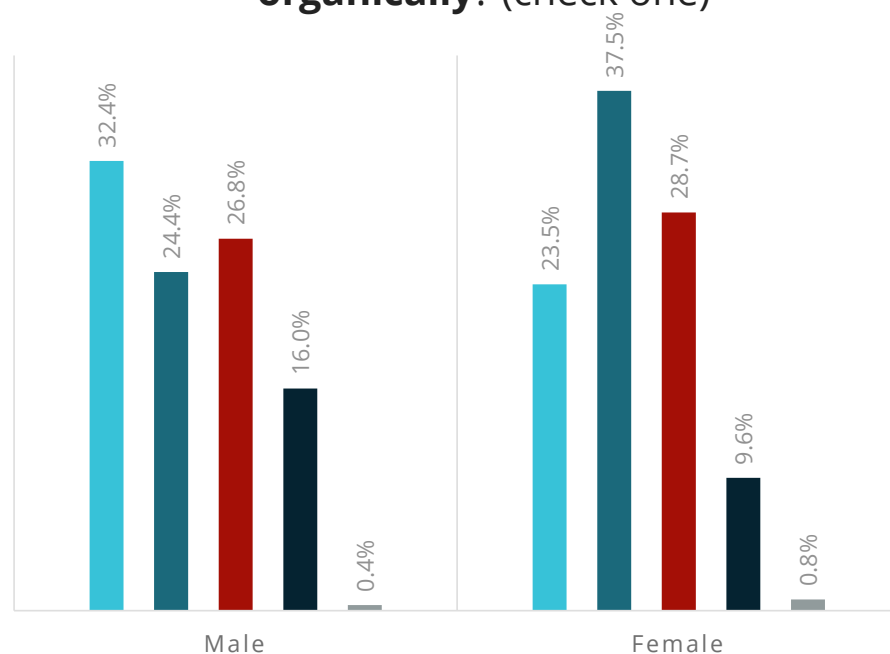


Local and Organic are Important

How important is it to you that the vegetable plants you use in your garden are **grown locally**? (check one)



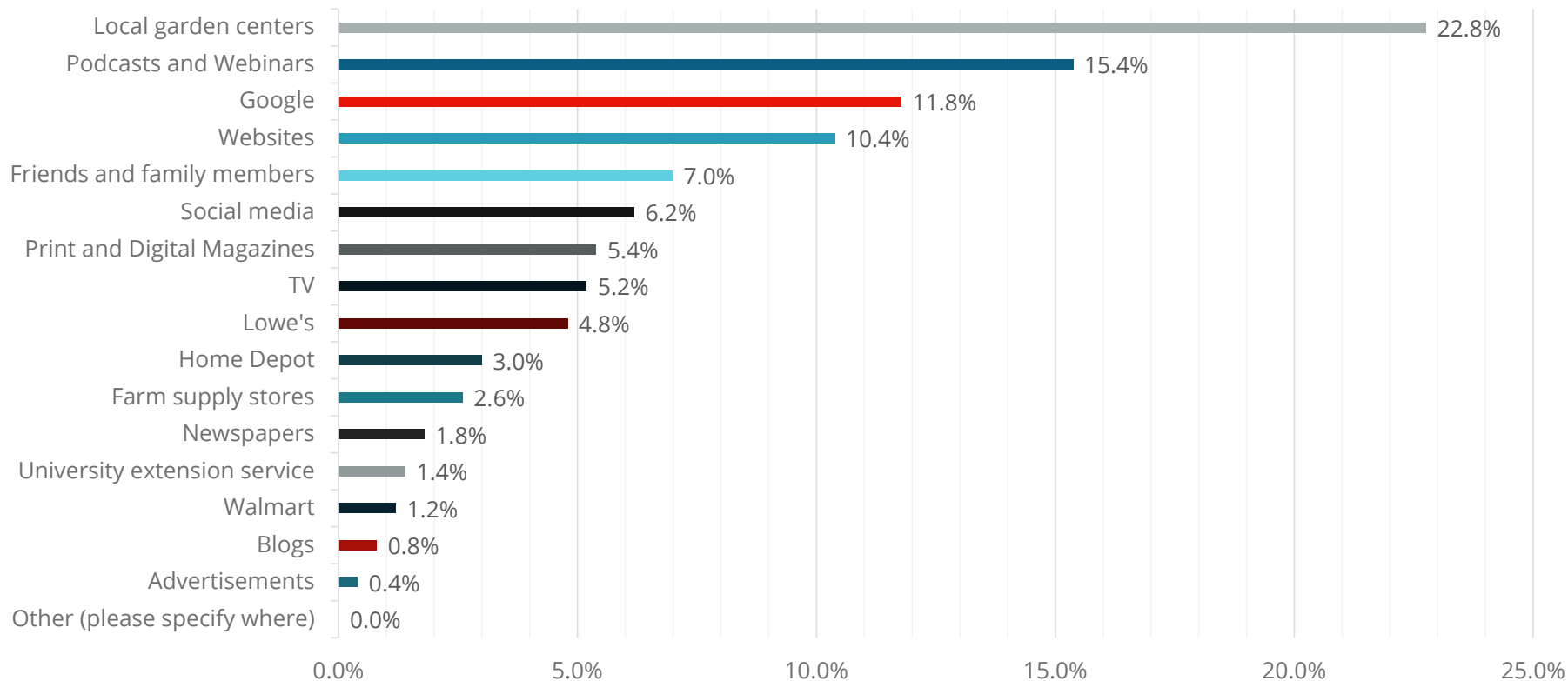
How important is it to you that the vegetable plants you use in your garden are **grown organically**? (check one)



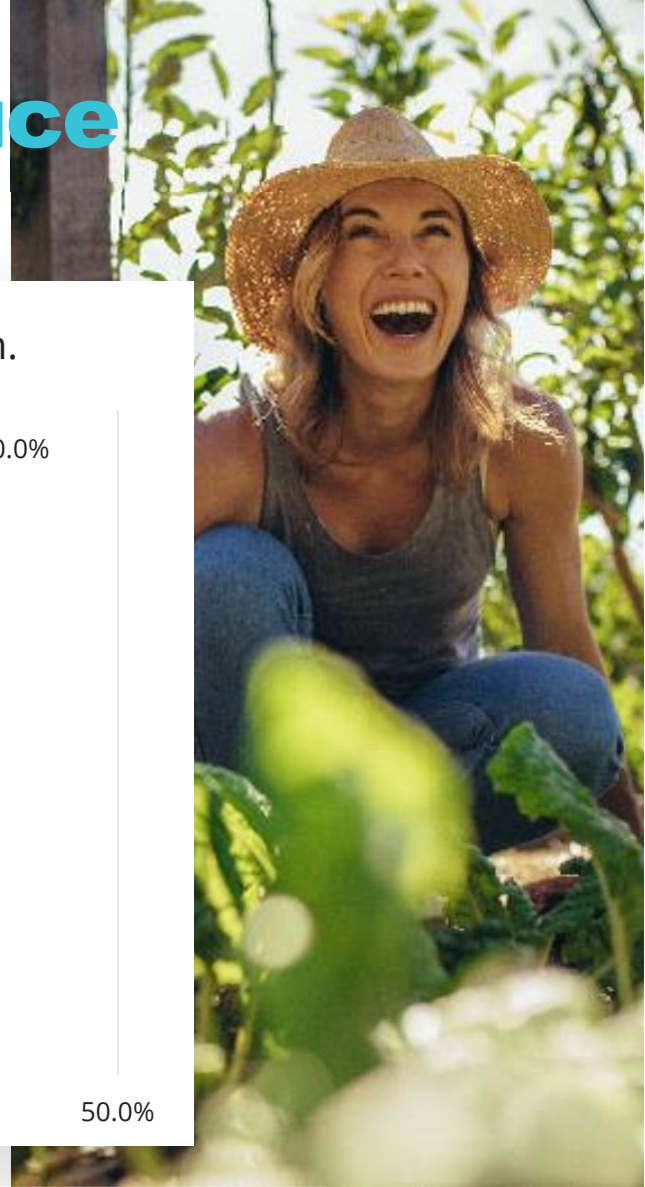
Local Garden Centers

Remain Important Resource

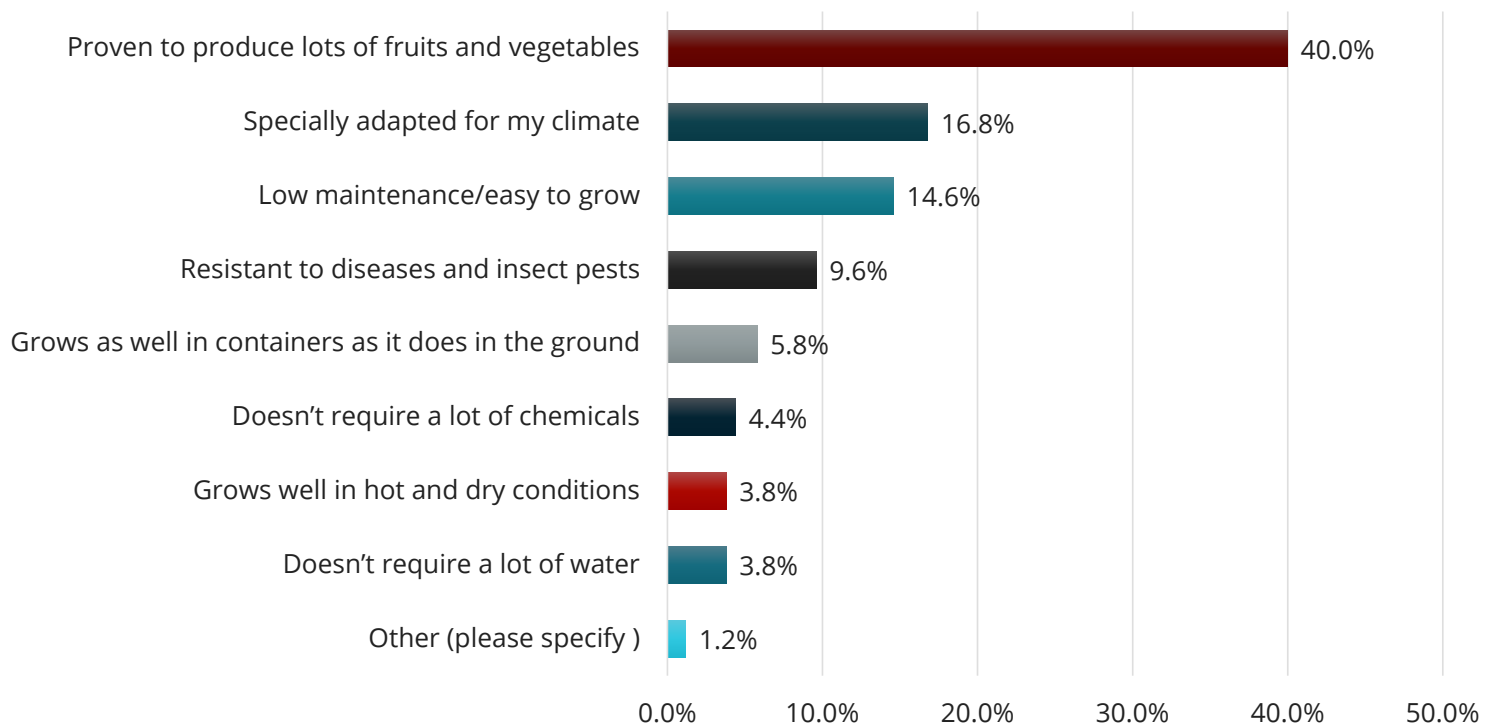
What is the most important place to learn about new vegetables?



Varieties Proven To Produce Are Most Important



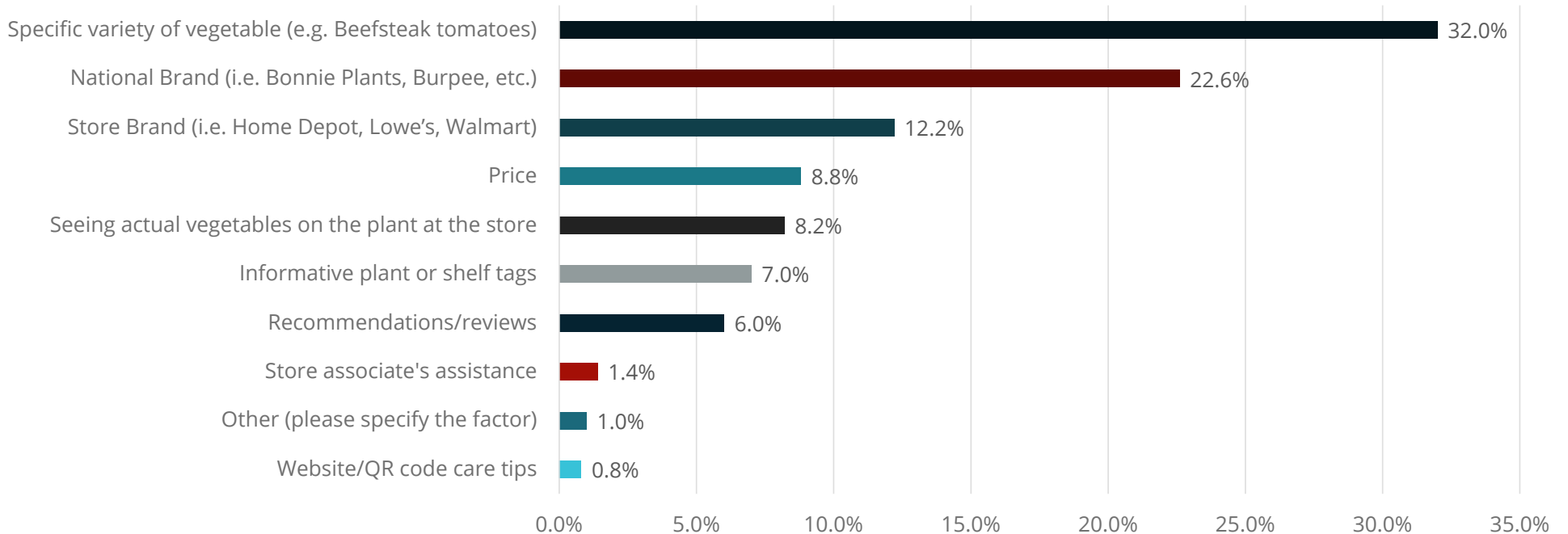
What is the most important attribute in your purchase decision.



What's in a Name?

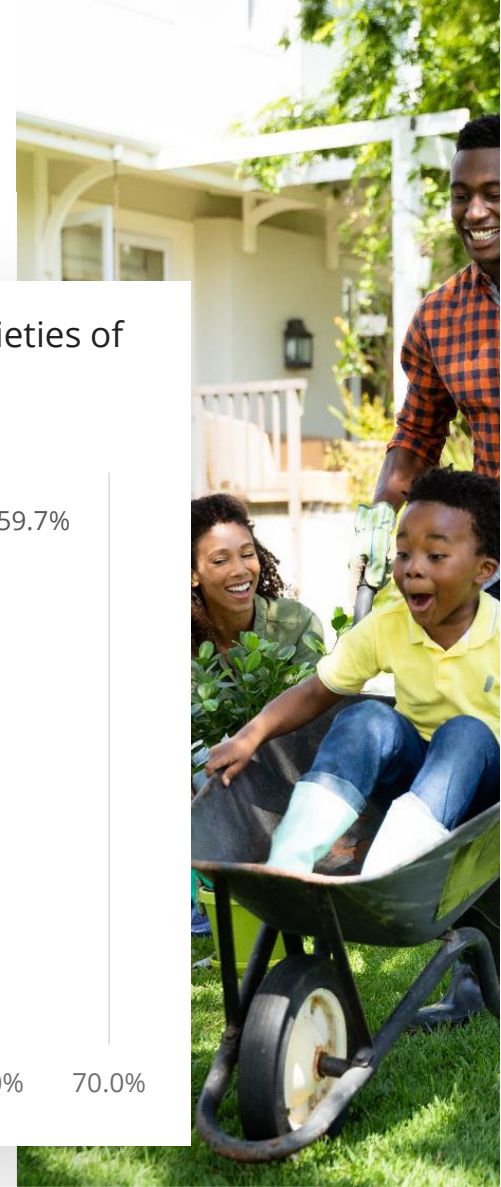
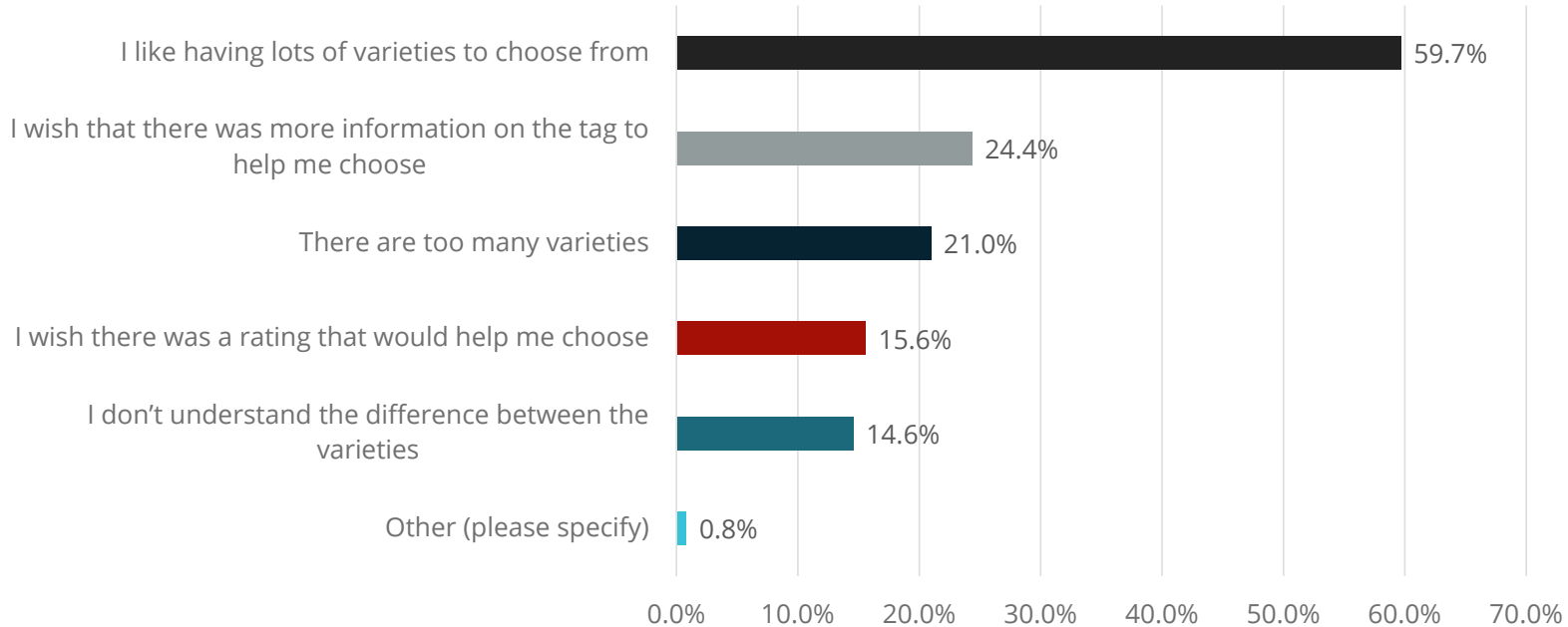
Varieties and Brands Matter

What is the most influential factor in your purchase decision.



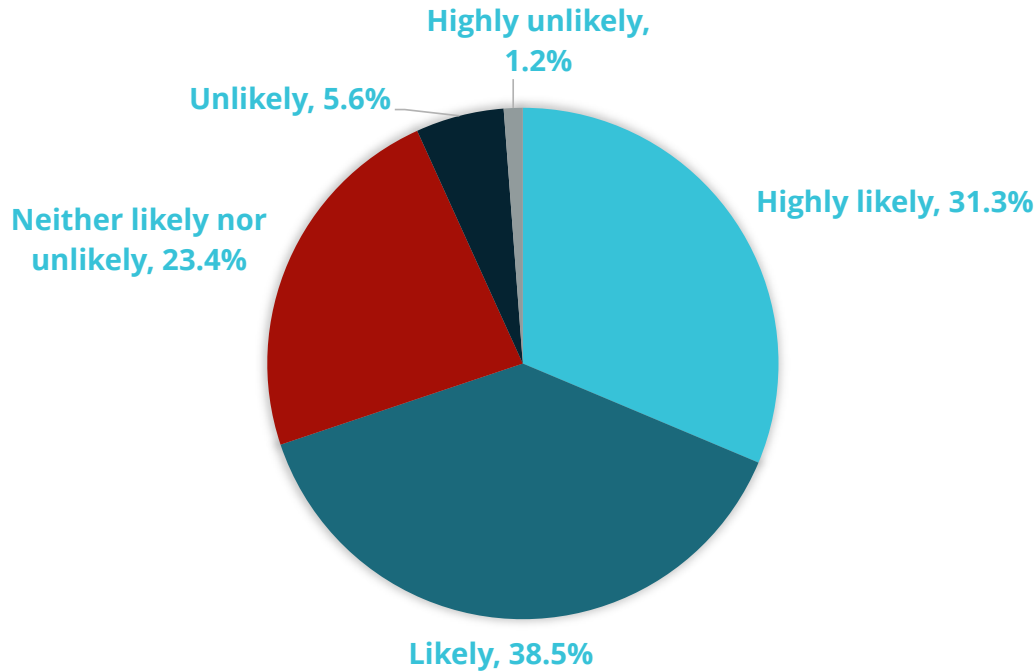
Consumers Demand Wide Variety

Please select the phrase that best reflects your thoughts on the number of different varieties of tomato, pepper plants your retailer stocks. (check all that apply)



When Gardeners Can't Get Varieties, 7 in 10 Go to Another Store

If retailers you regularly shop did not have the specific name varieties of tomato or pepper plants in stock that you want to buy in 2023, how likely are you to go to another retailer to find these varieties? (check one)

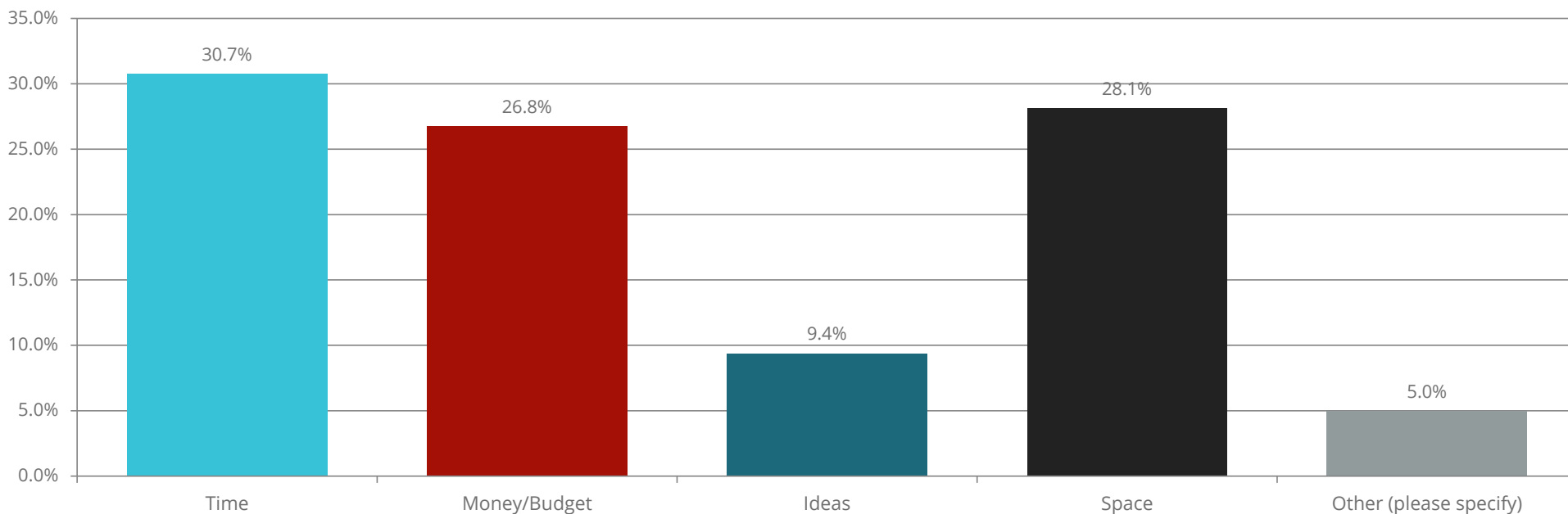


Willing to drive 6-10 miles for the variety they want

- 54.7% Gen Z
- 49.4% Gen Y
- 33.2% Gen X
- 33.1% Boomer

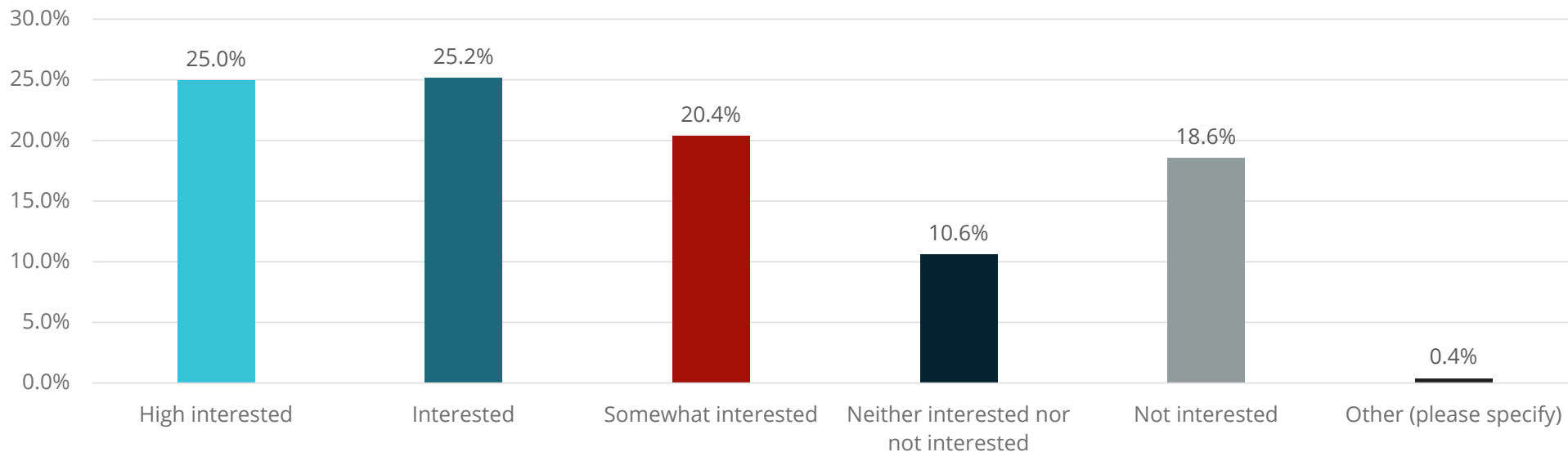
Time and Space Saving Varieties Can Increase Sales

What is stopping you from growing more vegetables? (check one)

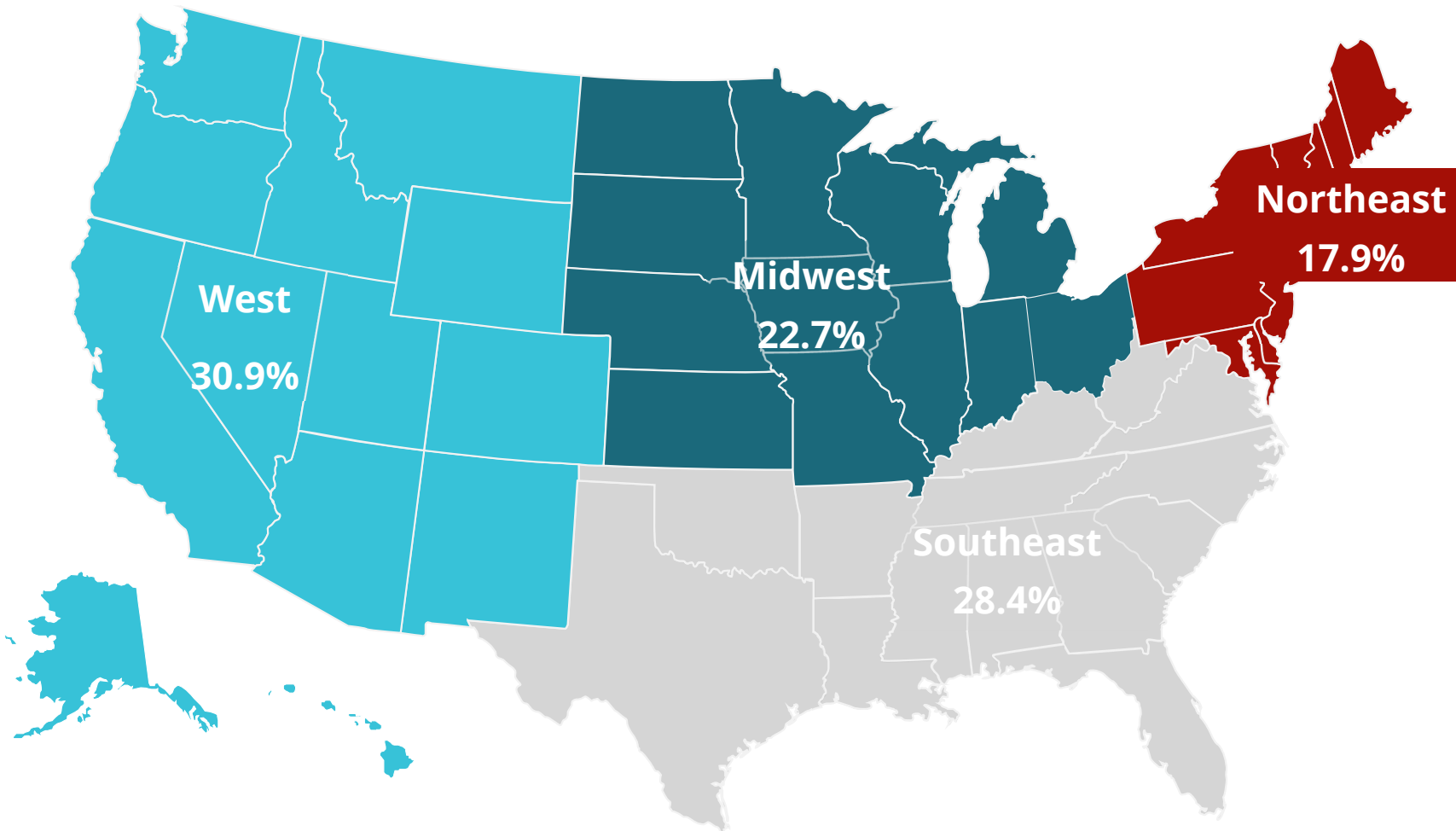


50% Are Interested In Growing Vegetables Inside Their Homes

On a scale of 1-5 how interested are you growing vegetables inside your home during winter? (5=highly interested, 1=not interested)

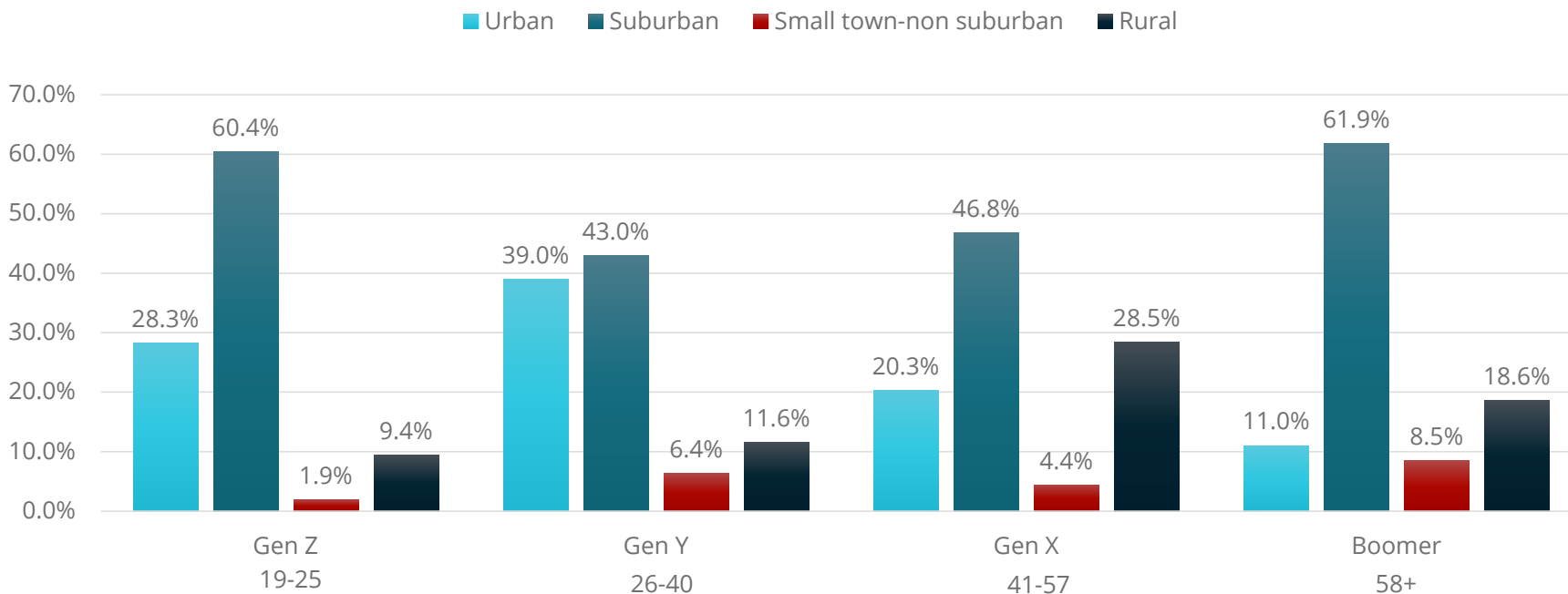


Demographics – Regions



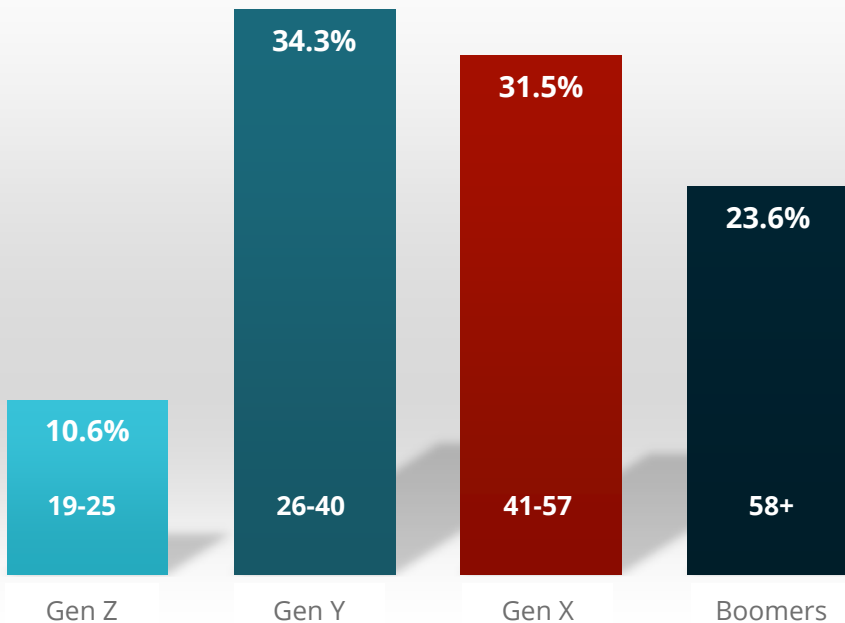
Demographics - Home Location

What statement best reflects where your home is located?

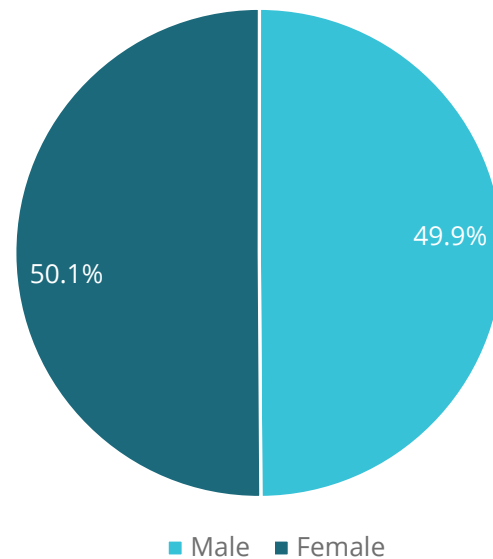


Demographics - Age Groups

Survey Age Groups

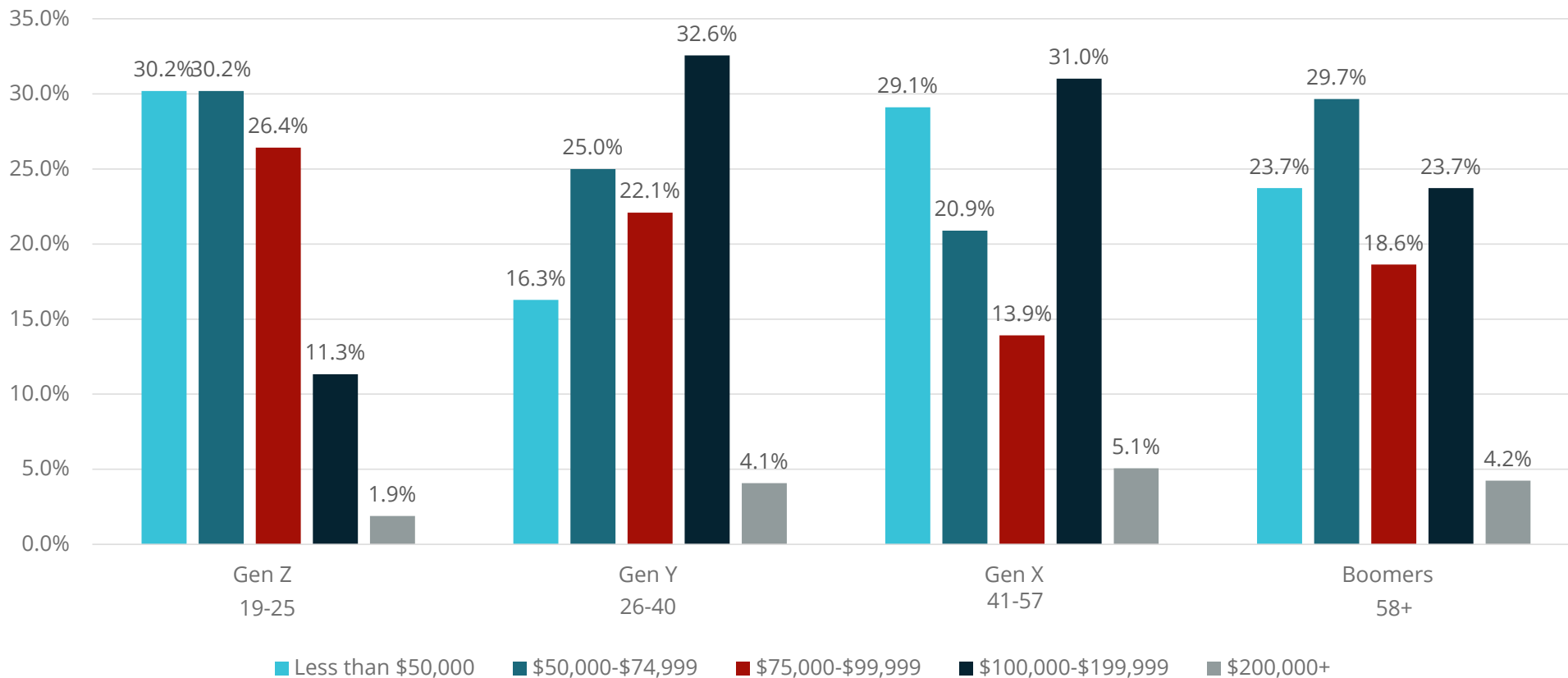


Survey Gender Breakdown



Demographics - Age Groups

Income by Age Group



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, 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; and Cedar Rapids, IA..

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.





Axiom Market Insights 2023 Vegetable Garden Study

Mike Reiber, CEO



952-224-2939 ext. 111



mreiber@axiomcom.com



[Axiomcom.com](https://axiomcom.com)