

garden sales

Research reveals consumer spending on outdoor spaces in 2014.

The latest data on U.S. consumer spending on gardening reveals valuable market changes to help you plan your spring 2016 buying. From the **U.S. Department of Agriculture's "Floriculture Crops 2014 Summary,"** unless otherwise mentioned, here are some research highlights from 2014.

\$84 MILLION

The number of homes that participate in gardening. Total DIY garden spending dropped by 23 percent between 2013 and 2014. This decrease came as a wake-up call following an 18.3 percent jump from 2012 to 2013 and illustrates the importance of tracking market changes each year.

Source: National Gardening Association's "2015 National Gardening Survey"

EDIBLE FORECAST

A majority of consumers (58 percent) planned to grow edible plants this year. One-quarter of consumers said they would grow edible plants in the ground while 9 percent expect to use containers for growing edible plants. Those who expected to use both methods registered at 24 percent.

Source: Garden Writers Association Foundation's "2014 October Gardening Trends Research Report"

46 percent

The percentage that bedding and garden plants account for as part of the \$4.07 billion in floriculture crops sold in 2014, as tracked in 15 states.

\$1.82 billion

The wholesale value of all bedding and garden plants in 2014, down 7.14 percent from 2013.

a woman's touch

The majority (86 percent) of U.S. women agree that an up-to-date exterior adds to the value of their properties, and 70 percent agree that the front of the home should be a reflection of personal style. Fountains and low-maintenance plants are on the surveyed women's wish lists.

Source: Better Homes and Gardens' annual survey of female homeowners

garden plants

Product	2014 value (in millions)	Change from 2013
Potted hardy/garden chrysanthemums	\$117.5	+4.4%
Potted geraniums*	\$100.2	-1.7%
Potted vegetable-type plants	\$76.6	+7.6%
<i>Petunia</i> flats	\$61.4	+11.6%
Pansy/ <i>Viola</i> flats	\$59.7	+4.9%
Vegetable flats	\$49.4	-3.0%
Potted <i>Impatiens</i> †	\$47.2	-4.3%
<i>Impatiens</i> flats	\$44.6	+0.0%
Potted <i>Petunias</i>	\$42.7	-4.9%
Potted Pansies/ <i>Violas</i>	\$32.2	-0.3%

*From both cuttings and seed † New Guinea and others combined

HOW THE CATEGORIES RANK

Product	2014 value at wholesale (in millions)	Change from 2013	Percentage of category
Potted annual bedding and garden plants	\$624	-3.6%	34.3%
Potted herbaceous perennials	\$562	-6.8%	30.8%
Annual bedding and garden flats	\$421	+1.2%	23.1%
Flowering hanging baskets	\$215	-1.5%	11.8% sf