

## Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Technology is gaining importance in the lawn and garden sector, and it is particularly attractive to urban dwellers.

Brands and retailers must overcome consumers’ frustrations in their inability to make ‘major’ changes to the lawn/gardening space of their rental properties in order to welcome them into the fold of lawn and garden enthusiasts.”

– Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- What are the motivations to engage in lawn care and gardening?
- How does digital technology influence which types of lawn/garden projects are undertaken?
- How does urbanization influence people’s attitudes and behaviors toward lawn and garden?

The lawn and garden industry is back on a growth track after years of decline or minimal growth. The recession made Americans cautious with their limited discretionary spending, and many opted to perform lawn and garden work and maintenance themselves. As confidence returns, people are likely to devote more of their household expenditures toward discretionary purchases such as lawn and garden professional services.

The share of people who rent their homes in the US has been growing faster than those who own their homes in recent years. Along with the rise of urbanization, the industry is finding new breeds of lawn and garden DIY (do-it-yourself) enthusiasts who are likely to be men aged 18-34, home renters, and Hispanics. Further, the lawn and garden industry needs to continue to focus on consumers with smaller, urban, and indoor spaces. While this presents opportunities, lawn and garden brands, retailers, and providers are presented with new challenges. For example, “social” gardening plays a key role in how young people decide which lawn or garden projects they consider to take on, which ultimately influences how marketers must position themselves effectively.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### The market

##### Upward growth in the lawn and garden market

Figure 1: Total US sales and fan-chart forecast of lawn and garden products, equipment, and services, 2008-18

##### Lawn and garden products market share dominates but services see most growth

Figure 2: Share of lawn and garden sales on products, equipment, and services, at current prices, 2013

#### Market factors

##### Housing recovery boosts homeowners' confidence to contract out lawn/garden services

Figure 3: Key demographic groups of homeownership and rentership rates in the US, 2012

##### Recovery in remodeling activity, improvement to lawn and garden

Figure 4: Remodeling market index, seasonally adjusted, by current market conditions, 2009-13

##### Lawn and garden TV shows motivating force behind home improvement

##### Popularity of at-home cooking

#### The consumer

##### Economic recovery may lead to more lawn care professional hires

Figure 5: Types of lawn and garden activities as DIY versus professional projects, December 2013

##### Younger demographics are most engaged DIYers

Figure 6: DIY lawn versus garden activities done and planned, by age, December 2013

##### Renters more likely than owners to do DIY gardening, hire professional gardening services in the next 12 months

Figure 7: Lawn versus garden activities as DIY versus paid projects planned in the next 12 months, by own or rent primary residence, December 2013

##### Young people prefer national lawn care service providers over locals

Figure 8: Professional care services plan to hire in the next 12 months, local versus national, by gender and age, December 2013

##### Social media users more likely than average to hire professional lawn care

Figure 9: Intention to hire professional care services (local versus national company) in the next 12 months, by social media usage, December 2013

##### In-store shopping dominates online

Figure 10: Retailers and channels shopped for lawn and garden supplies in the last 12 months, in-store versus online, December 2013

##### Online, mobile channels crucial to connecting with younger DIYers

Figure 11: Attitudes toward lawn and garden shopping – in-store browsing, asking for help and app usage, by gender and age, December 2013

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Factors driving lawn and garden projects

Renters hampered by inability to make major changes, homeowners see lawn and garden as a chore

Figure 12: Frustrations and dissatisfactions in lawn care and gardening, by own versus rent primary residence, December 2013

Social influence in lawn and gardening for young demographics

Figure 13: Attitudes toward lawn/garden clubs, workshops, and social media, by age, December 2013

Barriers to lawn care/gardening most likely associated with time, money, skill, and chore

Figure 14: Attitudes toward lawn and garden, skills, and financing, December 2013

The need for greater efforts in incentivizing community garden participation

Figure 15: Attitudes toward community gardening, by key demographics, December 2013

What we think

## Issues and Insights

Understanding the motivations to engage in lawn care and gardening

Issues

Implications

How does digital technology influence which types of lawn/garden projects are undertaken?

Issues

Implications

How does urbanization influence people's attitudes and behaviors toward lawn and garden?

Issues

Implications

## Trend Applications

Inspire Trend: Switch Off

Inspire Trend: Rebirth of Cities

Mintel Futures: Human

## Market Size and Forecast

Key points

Cautious optimism for the lawn and care market

Figure 16: Total US sales and forecast of lawn and garden products, equipment, and services, at current prices, 2008-18

Figure 17: Total US sales and forecast of lawn and garden products, equipment, and services, at inflation-adjusted prices, 2008-18

Fan chart forecast of lawn and garden product sales

Figure 18: Total US sales and fan-chart forecast of lawn and garden products, equipment, and services, 2008-18

## Market Drivers

Key points

The shift of housing to rentals in the US

Housing recovery boosts homeowners' confidence to contract out lawn/garden services

Figure 19: Incidence of homeowners and renting in the US, by key demographics, 2012

Rebound in remodeling activity translates to a near-term boost to lawn and garden

Figure 20: Remodeling Market Index, seasonally adjusted, by current market conditions, 2009-13

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Lawn and garden TV shows motivating force behind home improvement  
Popularity of at-home cooking

## Segment Performance

### Key points

Lawn and garden products continue to dominate but most growth seen in services

Figure 21: Total US sales and forecast of lawn and garden products, equipment, and services, by segment, at current prices, 2008-13

Figure 22: Share of lawn and garden sales on products, equipment, and services, by segment, at current prices, 2008-13

Sales of products still not back to pre-recession levels

Figure 23: Total US retail sales of lawn and garden products, at current prices, 2008-13

Services segment growing though remains smaller than products

Figure 24: Total US sales of lawn and garden services, at current prices, 2008-13

Equipment segment shows a stable growth

Figure 25: Total US retail sales of lawn and garden equipment, at current prices, 2008-13

## Retailer Overview

Home centers leading lawn and garden products

The Home Depot

Lowe's

Menards

Local and specialty nurseries leverage their regional market presence

American Plant

Plant Delights Nursery Inc.

Sunscapes Rare Plant Nursery

Contrary Mary's Plants and Designs

Hardware retailers excel through small-store formats

Other retailers in the lawn and garden product market

Leading lawn care service providers

TruGreen

Scotts LawnService

## Innovations and Innovators

Small-space garden

Garden kits for children

Lawn and garden equipment, tools, and accessories

Digital technology in lawn and garden

Mobile apps in lawn and garden

Figure 26: The Suntory® Collection, Virtual Garden and Patio Planting Designer, 2014

Abbey Parks Farms' iGrow field-to-fork virtual gardening

The concept of being green

Eco-friendly lawn and garden products

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Gardening on public transport

Figure 27: Phytokinetic, urban transport vehicles, 2013

## Gardening for eco-friendly advertising

Figure 28: Urban Air, bamboo billboard gardens, 2012

## Social Media – Lawn and Garden

### Key points

#### Key social media metrics

Figure 29: Key social media metrics, January 2014

### Market overview

#### Brand usage and awareness

Figure 30: Brand usage and awareness levels, January 2014

#### Interactions with lawn and garden retailers

Figure 31: Interactions with lawn and garden retailers, Jan. 2014

#### Online conversations

Figure 32: Online conversations around selected lawn and garden retailers, by month, Jan. 1- Dec. 31, 2013

#### Where are people talking about lawn and garden retailers?

Figure 33: Online conversations around selected lawn and garden retailers, by page type, Jan. 1- Dec. 31, 2013

#### What are people talking about?

Figure 34: Topics of discussion among the selected lawn and garden retailers, Jan. 1- Dec. 31, 2013

### Analysis by brand

#### Home Depot

Figure 35: Social media metrics – Home Depot, January 2014

#### Key online campaigns

##### What we think

#### Lowe's

Figure 36: Social media metrics – Lowe's, January 2014

#### Key online campaigns

##### What we think

#### TruGreen

Figure 37: Social media metrics – TruGreen, January 2014

#### Key online campaigns

##### What we think

#### Ace Hardware

Figure 38: Social media metrics – Ace Hardware, January 2014

#### Key online campaigns

##### What we think

#### Menards

##### What we think

#### Scotts LawnService

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Social media metrics – Scotts LawnService, January 2014

Key online campaigns

What we think

### Marketing Strategies

TV advertising

Strategy: Familiarity breeds...neighborly advice

Figure 40: Ace Hardware, "Nicknames" TV ad, April 2013

Strategy: Promote convenience and simplicity, while inspiring creativity

Figure 41: Lowe's, My Lowe's "String Trimmer" TV ad, July 2013

Strategy: Less time spent on chores translates to more time for friends/family

Strategy: Highlight a simpler, faster way to patch and care for lawn

Figure 42: Pennington Seed, "Pennington® 1 Step Complete" TV ad, June 2013

Figure 43: Pennington Seed, "Pennington® Smart Seed®" TV ad, June 2013

Social media engagement

Strategy: Implementing proper amount of active social presence

Figure 44: Lowe's, social media ad, May 2013

Figure 45: Scotts LawnService, "The Opinions Next Door" social media ad, April 2013

Strategy: Creating shopping events

Figure 46: Home Depot, "#DigIn – Spring 2013" social media promo ad, May 2013

Figure 47: Ace Hardware, "Show Your Lawn Some Love" social media promo ad, April 2013

Strategy: Maintaining interactive communications to engage social media audience

Figure 48: Scotts, "January Lawn of the Month" social media promo ad, January 2014

Strategy: Providing value-added benefits via social sites

Figure 49: Lowe's, social media ad, December 2013

Figure 50: TruGreen, social media ad, February 2014

Figure 51: EarthBox, "Indian Shores Community Garden Opening" social media ad, August 2012

Email and online advertising

Strategy: Emphasis on better overall value as exclusive members

Figure 52: The Home Depot, Garden Club email promotion, February 2014

Strategy: Offering rewards through a photo contest

Figure 53: EarthBox, "Photo of The Month Contest" online ad, January 2014

Print advertising

Strategy: Targeted marketing to garden enthusiasts

Figure 54: High Caliper Growing, The Smart Pot® print ad, January 2014

### Characteristics of Outdoor Versus Indoor Garden Owners

Key points

Outdoor space most popular; indoor gardening often an extension of outdoor, particularly for affluent homeowners

Figure 55: Ownership/engagement in indoor versus outdoor space for lawn and garden, December 2013

Ownership of a lawn/garden or engagement in lawn and garden activities correlates strongly with homeownership

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 56: Profile of outdoor and indoor garden owners/participants, December 2013

Older people likely keen on outdoor lawn and garden

Figure 57: Ownership/engagement in indoor versus outdoor space for lawn and garden, by gender and age, December 2013

Higher-income households' higher engagement in lawn and garden activity

Figure 58: Ownership/engagement in indoor versus outdoor space for lawn and garden, by household income, December 2013

Homeowners' lawn care work will increasingly be done by service providers in the next 12 months

Figure 59: Lawn and garden activities undertaken, DIY versus professional, by indoor versus outdoor lawn and garden, December 2013

### Attitudes toward Community Gardening and Green Spaces

Key points

The need for greater efforts in incentivizing community garden participation

Figure 60: Attitudes toward community gardening, by key demographics, December 2013

Presence of children plays a significant role in more public green space for gardening

Figure 61: Attitudes toward community gardening, by key demographics of parents, December 2013

Social media likely influential in drawing attention to community gardening

Figure 62: Attitudes toward community gardening, by social media usage, December 2013

### Types of Lawn and Garden Projects Undertaken and Planned

Key points

Lawn and garden projects: DIY versus hiring a professional

Uptick in consumer confidence likely to boost demand for lawn maintenance services

Figure 63: Types of lawn and garden activities as DIY versus professional projects, December 2013

Men more engaged lawn and garden DIYers, but projects largely maintenance-related

Younger DIYers the most enthusiastic

Figure 64: Types of DIY lawn and garden done or planned in the past 12 months/next 12 months, by gender and age, December 2013

Men and those aged 18-44 more likely to hire lawn and garden service

Figure 65: Types of lawn and garden projects expected to be hired to professionals in the next 12 months, by gender and age, December 2013

Seeds, bulbs, and fertilizers most popular purchases

Figure 66: Purchases of seeds, bulbs, and fertilizers in the last 12 months, July 2008-September 2013

### Professional Lawn Care Services

Key points

Aged 18-34 favor national lawn care service providers over locals

Figure 67: Intention to hire professional care services (local versus national company) in the next 12 months, by gender and age, December 2013

Social media users more likely than average to use professional lawn care

Figure 68: Intention to hire professional care services (local versus national company) in the next 12 months, by social media usage, December 2013

### Channels Shopped for Lawn and Garden

Key points

In-store shopping still trumps online

Most lawn and garden supplies purchased at large home stores

Figure 69: Retailers and channels shopped for lawn and garden supplies in the last 12 months, in-store versus online, December 2013

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Millennials likely to shop at multiple channels and keen to online shopping

Figure 70: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store and online), by age, December 2013

## Homeowners Versus Renters

### Key points

Property renters likelier than owners to do DIY gardening in the next 12 months and to seek professional gardening services

Figure 71: Types of DIY lawn and garden activities in the past and in the next 12 months, by own versus rent primary residence, December 2013

Figure 72: Plan to hire lawn and garden professionals in the next 12 months, by own versus rent primary residence, December 2013

Homeowners most likely shop at Home Depot and Lowe's for lawn and garden; renters main patrons for mass merchandisers

Figure 73: Retailers and channels shopped for lawn and garden supplies in the last 12 months, by own versus rent primary residence, December 2012

Limited ability to make changes a major barrier to property renters; homeowners overcoming lawn and garden as a chore

Figure 74: Frustrations and dissatisfactions in lawn care and gardening, by own versus rent primary residence, December 2013

Differing motivations necessitate more targeted marketing toward homeowners versus renters

Figure 75: Attitudes toward motivations and innovations in lawn and garden, by own versus rent primary residence, December 2013

Realistic guidance needed, particularly for homeowners

Lack of money likely drives renters' desire for lawn and garden club or DIY workshops

Figure 76: Attitudes toward lawn and garden skills, financing, and social influence, by own versus rent primary residence, December 2013

## Factors Driving Lawn and Garden Initiatives

### Key points

Motivating factors to carry out lawn and garden projects

Got dirt?

"Farm-on-table"

Green lifestyle

Figure 77: Motivations to undertake lawn and garden projects, by gender and age, December 2013

Quality time for family

Figure 78: Motivations to undertake lawn and garden projects, by parents with children and age, December 2013

Attitudes toward lawn and garden shopping

In-store shopping experience particularly important for women and older participants

Online, mobile channels critical when targeting younger DIYers

Figure 79: Attitudes toward lawn and garden shopping, by gender and age, December 2013

Frustrations and dissatisfactions in lawn care and gardening

Younger individuals and parents with young children likely discouraged by time and money constraints

Figure 80: Frustrations and dissatisfactions in lawn care and gardening, by age, December 2013

Figure 81: Frustrations and dissatisfactions in lawn care and gardening, by presence of children and age, December 2013

## Sources of Lawn and Garden Ideas and Inspirations

### Key points

Sources of ideas and inspirations for lawn and garden projects

"My own original ideas" and family/friends key source for lawn and garden inspirations

Women as gardeners and caretakers

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 82: Sources of ideas and inspirations for lawn and garden projects, by age and gender, December 2013

## Ideas and inspirations from lawn and garden retailers/channels

Figure 83: Sources of ideas and inspirations for lawn and garden projects, by (select) retailers shopped in-store for lawn and garden in the past 12 months, December 2013

Figure 84: Sources of ideas and inspirations for lawn and garden projects, by channels shopped in-store for lawn and garden in the past 12 months, December 2013

## Attitudes Toward Lawn and Garden

### Key points

#### Americans' affinity toward more green public spaces for gardening

Figure 85: Attitudes toward communities creating more green spaces for gardening, December 2013

#### Attitudes, skills, and financial motivations

Time, money, skill constrain DIY lawn care

18-44s keen to take on DIY lawn/garden, but likely constrained by lack of time and skill

#### Imminent role in "social" lawn and gardening among the young

Figure 86: Attitudes toward lawn and garden skills, financing, and social influence, by gender and age, December 2013

## Impact of Race and Hispanic Origin

### Key points

#### Hispanics lawn and garden DIY enthusiasts

Figure 87: Lawn and garden activities undertaken, DIY versus professional, by race/Hispanic origin, December 2013

#### Blacks and Hispanics most likely to hire lawn and garden service providers

Substantial influence of "community" among Blacks and Hispanics

#### Hispanics' strong emphasis on "masculine" lawn care

Figure 88: Professional care services plan to hire in the next 12 months, by race/Hispanic origin, December 2013

Figure 89: Attitudes toward lawn and garden skills, financing, and social influence, by race/Hispanic origin, December 2013

#### Bonding with family and friends appeals to Hispanics and Blacks

Figure 90: Motivations to undertake lawn and garden projects, by race/Hispanic origin, December 2013

## Cluster Analysis

Figure 91: Target clusters, December 2013

### Lawn and Garden Aficionados

Demographics

Characteristics

Opportunity

### Novice Horticulturists

Demographics

Characteristics

Opportunity

### Leveraged Spectators

Demographics

Characteristics

Opportunity

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Pragmatic Greenskeepers

### Demographics

### Characteristics

### Opportunity

### Cluster characteristics

Figure 92: Lawn and garden clusters, December 2013

Figure 93: Ownership/engagement in indoor versus outdoor space for lawn and garden, by lawn and garden clusters, December 2013

Figure 94: Types of DIY lawn and garden done or planned in the past 12 months/next 12 months, by lawn and garden clusters, December 2013

Figure 95: Types of lawn and garden projects expected to be hired to professionals in the next 12 months, by lawn and garden clusters, December 2013

Figure 96: Intention to hire professional care services (local versus national company) in the next 12 months, by lawn and garden clusters, December 2013

Figure 97: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store and online), by lawn and garden clusters, December 2013

Figure 98: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store), by lawn and garden clusters, December 2013

Figure 99: Retailers and channels shopped for lawn and garden supplies in the last 12 months (online), by lawn and garden clusters, December 2013

Figure 100: Frustrations and dissatisfactions in lawn care and gardening, by lawn and garden clusters, December 2013

Figure 101: Ideas and inspiration for lawn and garden projects, by lawn and garden clusters, December 2013

Figure 102: Attitudes toward lawn and garden skills, financing, and social influence, by lawn and garden clusters, December 2013

### Cluster demographics

Figure 103: Key demographics, by lawn and garden clusters, December 2013

### Cluster methodology

## Appendix – Other Useful Consumer Tables

### Characteristics of outdoor versus indoor garden owners

Figure 104: Ownership/engagement in indoor versus outdoor space for lawn and garden, by gender and age, December 2013

Figure 105: Ownership/engagement in indoor versus outdoor space for lawn and garden, by household income, December 2013

Figure 106: Engagement in/ownership of indoor versus outdoor garden/yard, by own or rent primary residence, December 2013

### Types of lawn and garden projects

Figure 107: Types of lawn and garden activities done or planned in the past 12 months/next 12 months, December 2013

### DIY lawn and garden activities

Figure 108: Types of DIY lawn and garden activities done or planned in the past 12 months/next 12 months, by household income, December 2013

### Lawn and garden professional services

Figure 109: Lawn and garden projects done by professional service providers in the next 12 months, by household income, December 2013

### Channels shopped for lawn and garden

#### In-store/online

Figure 110: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store/online), by household income, December 2013

Figure 111: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store/online), by region, December 2013

#### In-store

Figure 112: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store), by household income, December 2013

Figure 113: Retailers and channels shopped for lawn and garden supplies in the last 12 months (in-store), by region, December 2013

#### Online

Figure 114: Retailers and channels shopped for lawn and garden supplies in the last 12 months (online), by household income, December 2013

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 115: Retailers and channels shopped for lawn and garden supplies in the last 12 months (online), by region, December 2013

### Factors driving lawn and garden initiatives

Figure 116: Motivations to undertake lawn and garden projects, by household income, December 2013

Figure 117: Frustrations and dissatisfactions in lawn care and gardening, by household income, December 2013

### Ideas and inspirations for lawn and garden projects

Figure 118: Ideas and inspirations for lawn and garden projects, by gender, December 2013

Figure 119: Ideas and inspirations for lawn and garden projects, by age, December 2013

Figure 120: Sources of ideas and inspirations for lawn and garden projects, by household income, December 2013

Figure 121: Sources of ideas and inspirations for lawn and garden projects, by age and household income, December 2013

Figure 122: Sources of ideas and inspirations for lawn and garden projects, by race/Hispanic origin, December 2013

Figure 123: Sources of ideas and inspirations for lawn and garden projects, by Hispanic origin and household income, December 2013

Figure 124: Sources of ideas and inspirations for lawn and garden projects, by region, December 2013

Figure 125: Sources of ideas and inspirations for lawn and garden projects, by parent/guardian with children living in household, December 2013

Figure 126: Sources of ideas and inspirations for lawn and garden projects, by parents with children and children's age, December 2013

Figure 127: Sources of ideas and inspirations for lawn and garden projects, by primary residency, December 2013

Figure 128: Sources of ideas and inspirations for lawn and garden projects, by frequency of visiting social media websites, December 2013

Figure 129: Sources of ideas and inspirations for lawn and garden projects, by indoor versus outdoor space, December 2013

Figure 130: Sources of ideas and inspirations for lawn and garden projects, by types of DIY lawn and garden projects, December 2013

### Attitudes toward lawn and garden

Figure 131: Attitudes toward lawn and garden, by household income, December 2013

Figure 132: Attitudes toward lawn and garden, by region, December 2013

Figure 133: Attitudes toward lawn and garden, by characteristics of outdoor versus indoor gardening, December 2013

## Appendix – Social Media – Lawn and Garden

### Brand usage or awareness

Figure 134: Brand usage or awareness, January 2014

Figure 135: Home Depot usage or awareness, by demographics, January 2014

Figure 136: Lowe's usage or awareness, by demographics, January 2014

Figure 137: Menards usage or awareness, by demographics, January 2014

Figure 138: Ace Hardware usage or awareness, by demographics, January 2014

Figure 139: TruGreen usage or awareness, by demographics, January 2014

Figure 140: Scotts LawnService usage or awareness, by demographics, January 2014

### Activities done

Figure 141: Activities done, January 2014

Figure 142: Home Depot – Activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

Figure 143: Home Depot – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, January 2014

Figure 144: Home Depot – Activities done – I follow/like the brand on social media because..., by demographics, January 2014

Figure 145: Home Depot – Activities done – I have researched the brand on social media to..., by demographics, January 2014

Figure 146: Lowe's – Activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

Figure 147: Lowe's – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, January 2014

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Lawn and Garden - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 148: Lowe's – Activities done – I follow/like the brand on social media because..., by demographics, January 2014

Figure 149: Lowe's – Activities done – I have researched the brand on social media to..., by demographics, January 2014

Figure 150: Menards – Activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

Figure 151: Menards – Activities done – I have researched the brand on social media to..., by demographics, January 2014

Figure 152: Ace Hardware – Activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

Figure 153: Ace Hardware – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, January 2014

Figure 154: Ace Hardware – Activities done – I follow/like the brand on social media because..., by demographics, January 2014

Figure 155: Ace Hardware – Activities done – I have researched the brand on social media to..., by demographics, January 2014

Figure 156: TruGreen – Activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

Figure 157: TruGreen – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, January 2014

Figure 158: TruGreen – Activities done – I have researched the brand on social media to..., by demographics, January 2014

Figure 159: Scotts LawnService – activities done – I have looked up/talked about this brand online on social media..., by demographics, January 2014

### Online conversations

Figure 160: Online conversations around selected lawn and garden retailers, by month, Jan. 1- Dec. 31, 2013

Figure 161: Online conversations around selected lawn and garden retailers, by page type, Jan. 1- Dec. 31, 2013

Figure 162: Topics of discussion among the selected lawn and garden retailers, Jan. 1- Dec. 31, 2013

### Appendix – Trade Associations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)