Lawn and Garden - US - February 2014

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"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 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.

DID YOU KNOW?

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

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