

## Lawn and Garden Products - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The US lawn and garden market grew steadily over the review period. Yet the segment represented by MULO (multi-outlet) sales, which is comprised largely of lawn and weed products, is on the decline."

- **Jamie Rosenberg, Global Personal Care Analyst**

This report looks at the following areas:

- Consumers face barriers to lawn and garden participation
- Lawn-specific products are struggling

Consumers still buy most lawn and garden products at big box stores like The Home Depot, but garden stores/nurseries have become the preferred channel for more consumers. At issue are smaller lots, growing fear of weed killers, and a Millennial generation that has delayed home ownership.

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