

Lawn and Garden Products - US - April 2016

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The lawn and garden products market is on the rise in an improving economy as more consumers engage in discretionary projects to improve their outdoor living space. In addition, consumers are viewing lawn and garden care as an enjoyable activity with benefits rather than a chore.

This report looks at the following areas:

- Slow, steady growth expected to continue
- Gardening Non-enthusiasts outnumber Garden Enthusiasts
- Cost and time most common barriers for caring for lawn and garden

While a stable and improving economy and housing market points to future market growth, consumers will continue to take a price-driven approach to shopping for lawn and garden products. Going forward, creative and affordable projects, safe and healthy products, and ergonomic garden designs that are suitable for any size living space may help continue growth and appeal to a range of consumers.

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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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