

Lawn and Garden Products - US - 2022

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This report looks at the following areas:

- Brand innovation and market opportunities
- Consumer participation in lawn and garden care
- Types of lawn and garden tasks undertaken and use of professional contractors
- Retail channels
- Consumer attitudes and behaviors

The lawn and garden market benefited from the need to shelter in place during the pandemic. US consumers have always enjoyed their yards, but with the pandemic, these spaces became a lifeline because they allow safe exercise outdoors. 84% of consumers now say that gardening is a form of creative expression. Adding to this importance, rampant inflation worsened by the conflict in Ukraine has improved the economics of homegrown food because the conflict raised food prices more directly than most consumer goods.

Looking ahead, lawn and garden brands will need to brace for the impact of higher interest rates. Higher mortgage rates are intended to moderate housing costs over the long-term, but in the short-term, some prospective homeowners will be priced out of the housing market. Despite this, more consumers now participate in lawn and garden work than at any recent time. This presents an opportunity to increase their skills and enjoyment, which will in turn grow their category engagement, spending and brand loyalty.



The lawn and garden category saw dramatic sales throughout the pandemic, posting growth of 14.6% in 2020 and 10.6% in 2021. Consumers turned to their yards and gardens as a means of safe outdoor activity. But increasingly, this work became an important source of solace during an otherwise stressful time.

- Jamie Rosenberg,
Associate Director, Global Household and Personal Care

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