

Lawn and Garden Products - Canada - 2022

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This report looks at the following areas:

- Market factors influencing the lawn and garden market
- Involvement in lawn and garden care
- Lawn and garden skill level
- Enjoyment levels of lawn and garden care
- Lawn and garden task responsibilities
- Motivations for hiring professionals
- Lawn and garden retailers

Four in 10 (42%) Canadians claim that their living situation limits their gardening to patio and container planting. As homeownership costs increase and many Canadians opt to rent, gardening brands will need to promote options that are portable, versatile and offer quick payoffs in order to capture this significant portion of the population.

Cost of living increases have Canadians re-evaluating ways to cut expenses on lawn and garden supplies. Professional services may take a backseat to DIY options for those looking to reduce spending, while interest in propagation and plant splitting techniques as a way to save will increase the demand for more educational content.

As climate change becomes a more prominent issue, many consumers are considering the environmental impact of their planting and product choices. Native plants, naturalized yards and pollinator-friendly products will gain wider support, challenging the idea of the traditional green lawn.

Wellness benefits associated with gardening present an interesting opportunity for category growth. Canadians largely support the idea that gardening is used as a form of physical exercise and as a creative outlet. Reminding consumers about the overall wellness benefits of being one with nature and caring for a garden will help promote the practice beyond simple curb appeal.



“As Canadians prioritized their outdoor spaces as a result of the pandemic, the importance of having a beautiful and functional yard grew. Consumers turned to yard work and gardening as a safe activity that offered tangible results beyond curb appeal.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
Figure 1: Category outlook: lawn and garden, 2022-27
- Opportunities and challenges
- Environmental concerns will play a larger role in product choice and landscape design
- Wellness benefits can be leveraged to encourage greater participation
- Edible gardening will receive a boost from the high cost of living
- Space concerns limit category involvement
- A focus on convenience will help reduce time barriers
- Better education will lead to heightened engagement

MARKET FACTORS

- Impact of COVID-19 on the lawn and garden market
- Outdoor spaces have become a bigger priority
Figure 2: 'I've used my outdoor space more often since the start of the COVID-19 pandemic' (% agree), by age, 2022
Figure 3: Those who hired a professional because the pandemic made lawns and gardens more important, by parental status, 2022
Figure 4: 'I moved to a home with better lawn and garden space during the pandemic' (% agree), by age, 2022
- Consider how other lifestyle shifts impact outdoor needs
Figure 5: Scotts Lawn Canada Instagram post, June 2022
Figure 6: Rachioco Instagram post, June 2022
- Impact of inflation on the lawn and garden market
Figure 7: 12-month change in the Consumer Price Index, July 2019-July 2022
- Gardening as a way to save on food costs
- Sharing, splitting and starting over to save
Figure 8: Garden Safe Instagram post, October 2021
- Interest rate fluctuations will impact home ownership plans
Figure 9: Home ownership status, 2022
- Physical limitations due to aging should be considered

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 10: Population aged 0-14 and 65+, 1988-2068*

Figure 11: Those who have hired professionals because of physical limitations, by age, 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Value will be sought through different means**

Figure 12: Mintel Trend Driver: Value

- **Cost saving strategies will impact lawn and garden decisions**

Figure 13: Involvement in lawn and garden care, done themselves vs hired a professional, 2022

Figure 14: Scotts Lawn Canada Instagram post, July 2022

Figure 15: Home Depot Canada Instagram post, May 2022

Figure 16: Garden.Safe Instagram post, May 2020

- **“Time is money”**

Figure 17: Scotts Lawn Canada Instagram post, May 2021

Figure 18: Spectracide Instagram post, August 2021

Figure 19: Official Aerogarden Instagram post, August 2022

Figure 20: Rachio Instagram post, May 2022

Figure 21: Husqvarna USA Instagram post, October 2020

Figure 22: Yarbo Global Instagram post, August 2022

- **Environmental considerations will influence planting choices**

Figure 23: Mintel Trend Driver: Surroundings

Figure 24: Perceived negative impact on the environment, 2021

Figure 25: Fiskars Instagram post, July 2022

Figure 26: Protecting Pollinators - Air pollution's effect on bees, May 2019

Figure 27: Plantsnap Instagram post, June 2022

Figure 28: Fiskars Instagram post, May 2022

- **Gardening for wellness**

Figure 29: Mintel Trend Driver: Wellbeing

Figure 30: The Happy Gardening Life Instagram post, July 2022

Figure 31: Fiskars Instagram post, July 2022

Figure 32: Canadian Garden Council Instagram post, September 2022

Figure 33: Rachio Instagram post, August 2022

Figure 34: Fiskars Instagram post, August 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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LAWN AND GARDEN: FAST FACTS

INVOLVEMENT IN LAWN AND GARDEN CARE

- **Approximately two thirds of Canadians care for lawns or gardens**

Figure 35: Frequency of lawn and garden care, 2022

- **Gendered differences exist in outdoor responsibilities**

Figure 36: Involvement in lawn and garden care, men vs women, 2022

Figure 37: Frequency of lawn care, by age, 2022

Figure 38: Frequency of gardening, by age, 2022

- **Category participation is tied to home ownership**

Figure 39: Involvement in lawn and garden care, by household income, 2022

Figure 40: Involvement in lawn and garden care, by home ownership status, 2022

Figure 41: Lowes Canada Instagram post, July 2021

ENJOYMENT AND SKILL LEVEL

- **Perceived expertise is limited**

Figure 42: Garden and lawn care skill level, 2022

- **Gardening enjoyment is tied to perceived skill level**

Figure 43: Enjoyment of gardening, by skill level, 2022

Figure 44: Plantsnap Canada Instagram post, June 2022

Figure 45: Enjoyment of gardening, men vs women, 2022

Figure 46: Enjoyment of lawn care, men vs women, 2022

Figure 47: Self-assessed lawn care skill level, men vs women, 2022

Figure 48: Scotts Lawn Instagram post, September 2021

Figure 49: Those who 'like' or 'love' lawn care, by age, 2022

LAWN AND GARDEN TASK RESPONSIBILITIES

- **Only a third of Canadians hire professionals for lawn and garden help**

Figure 50: Involvement in lawn and garden care, done yourself or hired professionals, 2022

Figure 51: Hired professionals for any lawn or any garden task, by age, 2022

Figure 52: Involvement in lawn and garden care – done yourself or hired professionals, by household income, 2022

- **Certain tasks are more likely to be outsourced**

Figure 53: Involvement in lawn care, done yourself or hired professionals, 2022

Figure 54: Involvement in gardening tasks, done yourself or hired professionals, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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MOTIVATIONS FOR HIRING PROFESSIONALS

- **Canadians are seeking help for a variety of reasons**
Figure 55: Motivations for hiring professionals, 2022
Figure 56: Motivations for hiring professionals, men vs women, 2022
- **Time is a barrier for younger consumers**
Figure 57: Motivations for hiring professionals, 18-44s vs over-45s, 2022

LAWN AND GARDEN RETAILERS

- **Home improvement and garden centres are relied upon most for purchases**
Figure 58: Retailers used most often for lawn and garden purchases (up to three), 2022
Figure 59: Select retailers used most often for lawn and garden purchases (up to three), men vs women, 2022
Figure 60: Retailers used most often for lawn and garden purchases (up to three), 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Mintel Trend Drivers**
- **Abbreviations**

What's included

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- Full Report PDF
- Infographic Overview
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