

Lawn and Garden Products: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the lawn and garden category
- How the market will fare the post-COVID-19 slowdown
- Consumer drivers for participating in the lawn and garden market
- Usage of lawn and garden products by key consumer segments

Sales growth in the lawn and garden market is historically tied to housing market growth. Low interest rates spurred a wave of home buying over the past year; however, the economic fallout from the COVID-19 pandemic will cause many prospective buyers to put their home-buying aspirations on hold, adversely impacting lawn and garden product sales. Despite this, the pandemic has also spurred an interest in home-grown food production for greater self-sufficiency. This is evidenced by dozens of news articles that detail unprecedented demand for seeds and garden plants.

The market is slowly but assuredly innovating safer, more environmentally friendly products and this will be a critical strategy for sustained growth. In particular, consumers are concerned about the safety of lawn chemicals, but also feel that they have few alternatives. Brands that crack the code of safe and effective products will reshape the category for the next generation of consumers.



“These are uncertain times. COVID-19 casts a shadow over a category with slowing sales growth, not to mention the health and safety of consumers. But there is also space for the category to reinvent itself around better health, sustainability and nutrition for humans as well as plants.”

– **Jamie Rosenberg, Senior Global Analyst**

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