

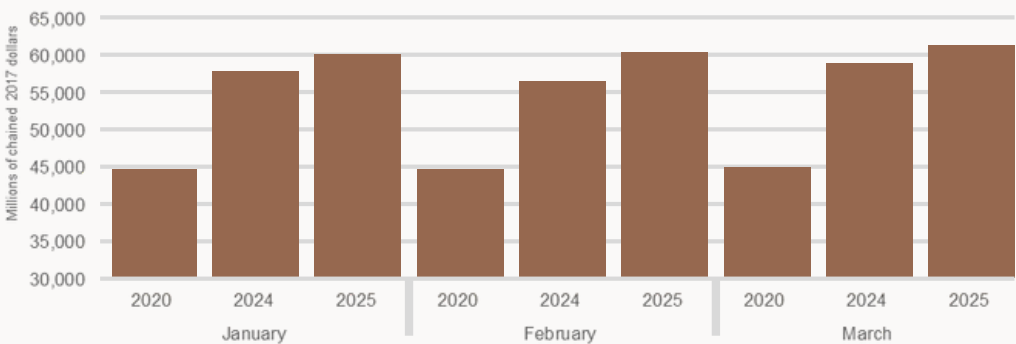
THE BEET GOES ON



*Forget panic: consumers are planting! Sales and social media show consumers **returning to the garden for solace in 2025.***

From the Front Lines: What Front Line Sales are Telling Us about the 2025 Garden Consumer

Consumer spending on Flowers, Seeds, and Potted Plants - monthly comparisons



U.S. Bureau of Economic Analysis, "Table 2.4.6U. Real Personal Consumption Expenditures by Type of Product, Chained Dollars" (accessed Sunday, May 11, 2025).

Are we facing an economic crisis? The better question is whether that matters when it comes to garden spending.

Looking at historic consumer spending patterns, spending on flowers, seeds, and potted plants in 2025 mirrors sales from '24. Interestingly, **both years exceed sales from early 2020, as pandemic concerns brewed.** If we look even farther in the rearview mirror, garden spending took a dip in the immediate aftermath of the 2008 economic recession, but quickly began to regain stability.

Comparing this spring's economic uncertainty with past crises gives us potential insight into how consumers spend in the garden in the immediate aftermath of financial or societal upheaval. It also gives us a window into what to expect for the future.

As Dr. Charlie Hall, economist at Texas A&M University, states, **"Our spending doesn't have the same erratic nature as our confidence."**

The Garden Center
Snapshot: Businesses May Be Feeling Tariff Anxiety, but Customers Aren't.



The **Garden Center Group**, a nation-spanning network of garden centers that collects and shares sales data, offers keen insights into how businesses are faring in the uncertain economic landscape of 2025.

- Will the threat of tariffs and their trickle-down costs make consumers pull back on garden spending? So far, **sales data suggests it won't.**
- Poor weekend weather nationwide threw a wrench in early spring sales, but **2025 sales have begun to close the gap with 2024** by early May, and are currently at -3.9% YTD

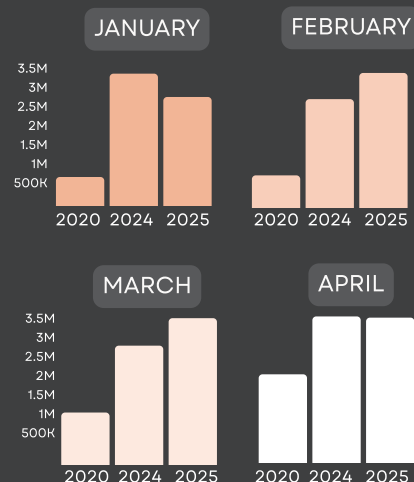
Plan to Pivot: Growing Success in the 2025 Landscape

Data tells us a numbers story: how much consumers spend, how many items they buy, and what they value. But it's no replacement for the pattern-spotting and perspective on the front lines. And from these industry leaders, these are the products and strategies that are shoring up success this year:

- ✓ On social media, **edible gardening** content is soaring. For industry leaders, the trend tracks as beans, edible seeds, and veggies are red-hot.
- ✓ **Savvy businesses are selling “a plant for two purposes.”** As consumers' need to justify their leisure purchases rises with the economic pinch, the products they buy **must bring value in more than one way**. Boosting curb appeal to raise property value, feeding pollinators, providing exercise, and feeding their families are a few places to start!
- ✓ IGCs are sharing with **GrowerTalks** that **social events, open houses, and seminars** have helped boost foot traffic, energize customers, and increase sales.

Social Media Digs Up Strong Gardening Interest on New Platforms

In February and March 2025, garden social media content grew over the prior year. While 2025 still lags behind the peak years of the pandemic for gardening mentions on social media, our findings show gardening social media generally **ahead of 2024 and far exceeding the pre/early pandemic period.**



But the real story? **It's YouTube and Reddit, where gardening and houseplant content is exploding in popularity.**



YouTube grew **32%** over spring 2024 (and **174%** compared to peak pandemic!)

Reddit grew **36%** over spring 2024 (and **160%** compared to peak pandemic!)

In Your Words: What Industry Leaders are Seeing

BloomBox

People can't get enough! The brand sold out during the grand opening. As the Baltimore Banner put it **'BloomBox was the hottest club to get in.'**

Costa Farms

In-store sales of annuals and perennials are projected to be **20-30% ahead of 2024** when the weather finally cooperates.

Park Seed

Customers are loving **compact, hybrid, and organic** vegetables, **convenience products** like seed tapes and mixes, and **pollinator-friendly** blooms.

National Wildlife Federation

Saw a 12% YOY increase in Certified Wildlife Habitats in March; the highest number of new certifications since 2021 and **reflecting renewed enthusiasm similar to early pandemic years.**

Get Ahead of the Curve

- We can provide custom forecasting tailored to your brand and business goals so you can anticipate consumer behavior and plan with confidence.
- Contact us to explore how we can help get your voice, and brand, in the next industry wave of insights and exposure.