

THE NEW CONSUMERS

arden companies need to start talking to and identifying with America's new consumers: The rapidly growing base of *Millennials*, *Hispanics*, and the new top spenders in the garden industry, *Young Men*.

Photograph courtesy of Pixabay.com

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The New Consumers

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Hispanics are the largest minority in U.S. and the fastest growing segment. Hispanics traditionally grow veggies for family & friends.

Millennials are BIGGER than Baby Boomers, comprising an estimated 25% of the U.S. population.

Millennials in the U.K. spend \$1500 annually on gardening, almost 4X the average in the U.S.

Young men in the U.S. spend \$100 more than average on garden plants and products.



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WELLBEING FROM THE OUTSIDE IN

Gor more and more consumers, health is a top priority. People aren't just gardening for beauty, they are gardening to nourish their communities, the environment and their own wellbeing. And they want brands to help them do it.

Photograph by Glen Carrie, Unsplash.com



Products that are environmentally friendly and safe for pets and children reign supreme. Blueberry plants, like the BrazelBerries® Collection of edible berries, are good for health and wellness, rank high on consumers' eco-scale.





DID YOU KNOW?

In a global survey of 30,000 consumers, 72% of people said that businesses are failing to take care of the planet and society as a whole.

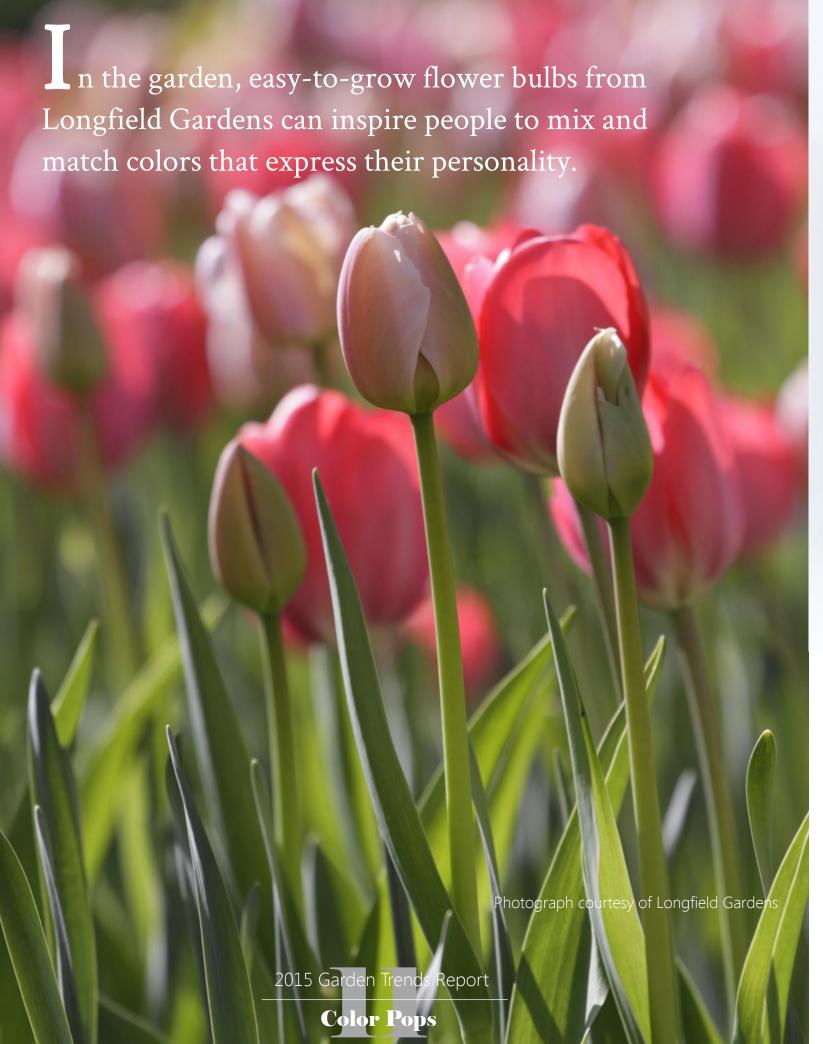
- Accenture & Havas Media, June 2014

Trees, flowers, plants, birds and bees all increase overall health and wellness for self, society and the planet. Plants are clean air filters, oxygen machines, and wellness prescriptions.

Trees absorb 1/5 of carbon emissions, reduce electricity consumption and increase mental health.

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Pops of exploding color like pink and teal give a fun, fresh and flirty feel. Popular shades of pink include such variety as bubblegum, pink dust, mauve, blush, and fuchsia. While teal and turquoise act as a cooler complement to pink.

Inversely, rustic, natural color palettes create a vintage, homey feel. Light pastels and more worn down hues like faded denim evoke feelings of comfort and give a reimagined contemporary look.

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Color Pops





U.S. demand for outdoor products is expected to increase 4% in 2015 to almost \$7 billion.

Plants will play a key role whether it's potting up containers and terrariums, cooking fresh food from their garden or redecorating the patio.

Wanting to instantly "set the space" before a party is a key reason people buy plants. They're looking for easy, quick solutions they can personalize.

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Garden-tainment



According to the National Association of Home Builders, homes are predicted to shrink in size by 10% in 2015. With smaller homes, people are taking to the outdoors for dining, cooking, and entertaining.

In fact, the 2014 Casual Living and Apartment Therapy Outdoor Decorating Survey notes that 62% of Millennials, 46% of Gen Xers and 24% of Baby Boomers are spending more time outdoors.

According to the survey, 85% of Millennials rated outdoor rooms as "Very Important" or "Important" compared to 83% of Gen Xers and 74% of Baby Boomers.



Photograph Courtesy of RESCUE!®



B SIZED Decadence

Hether in a small space garden or on an apartment balcony, compact plants will pack a lot of punch in 2015 with rich colors and textures as major focal points.

Photograph courtesy of Suntory® Flowers

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Bite Sized Decadence

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Bite Sized Decadence



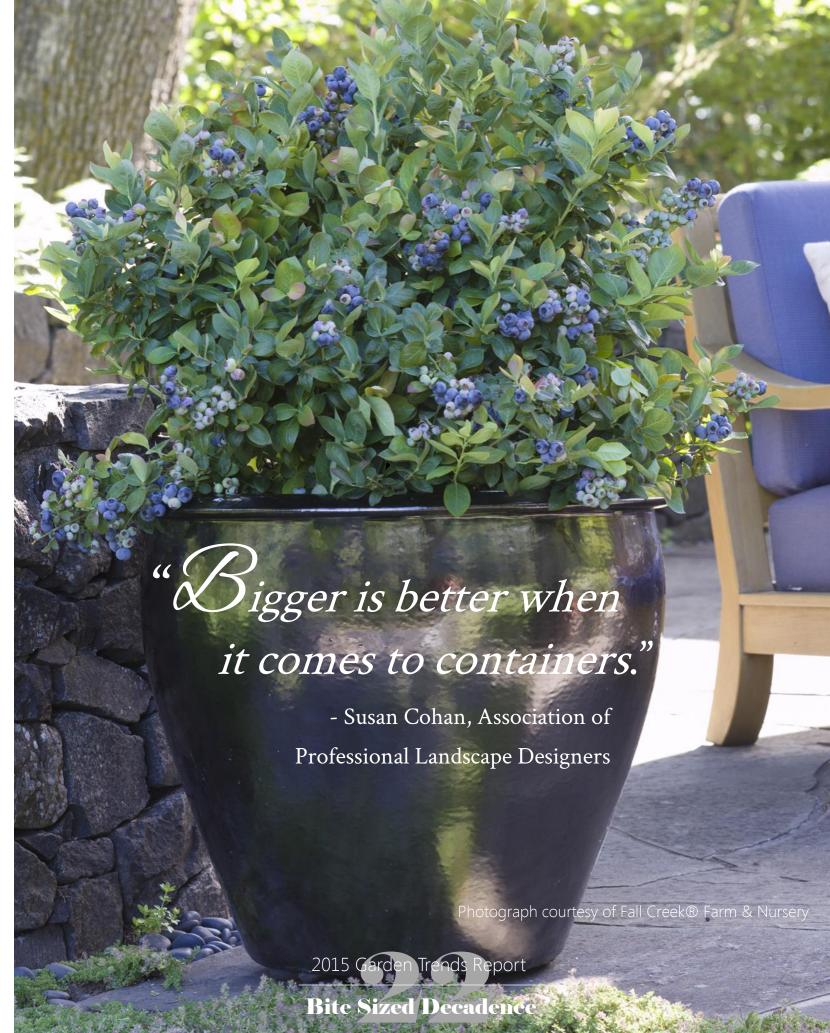
These plants deliver the best in color and class for consumers.

As people continue to see a decrease in their free time and living spaces, they will concentrate on making a big impact with bold plants.

Whether it's a burst of color from one plant like Million Bells® calibrachoa (above) from Suntory® Flowers or a mix of show-stopping plants from Longfield Gardens (right), making a luscious statement in a small space packs a big punch in 2015.



Photograph courtesy of Longfield Gardens



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Bite Sized Decadence



No-fuss cacti and succulents are ideal for consumers who seek attractive, low-maintenance plants. Tiny and easy to grow succulents in bold containers bring nature inside the home. According to lifestyle expert, Carmen Johnston,

"Succulents are the new gateway plant for consumers."

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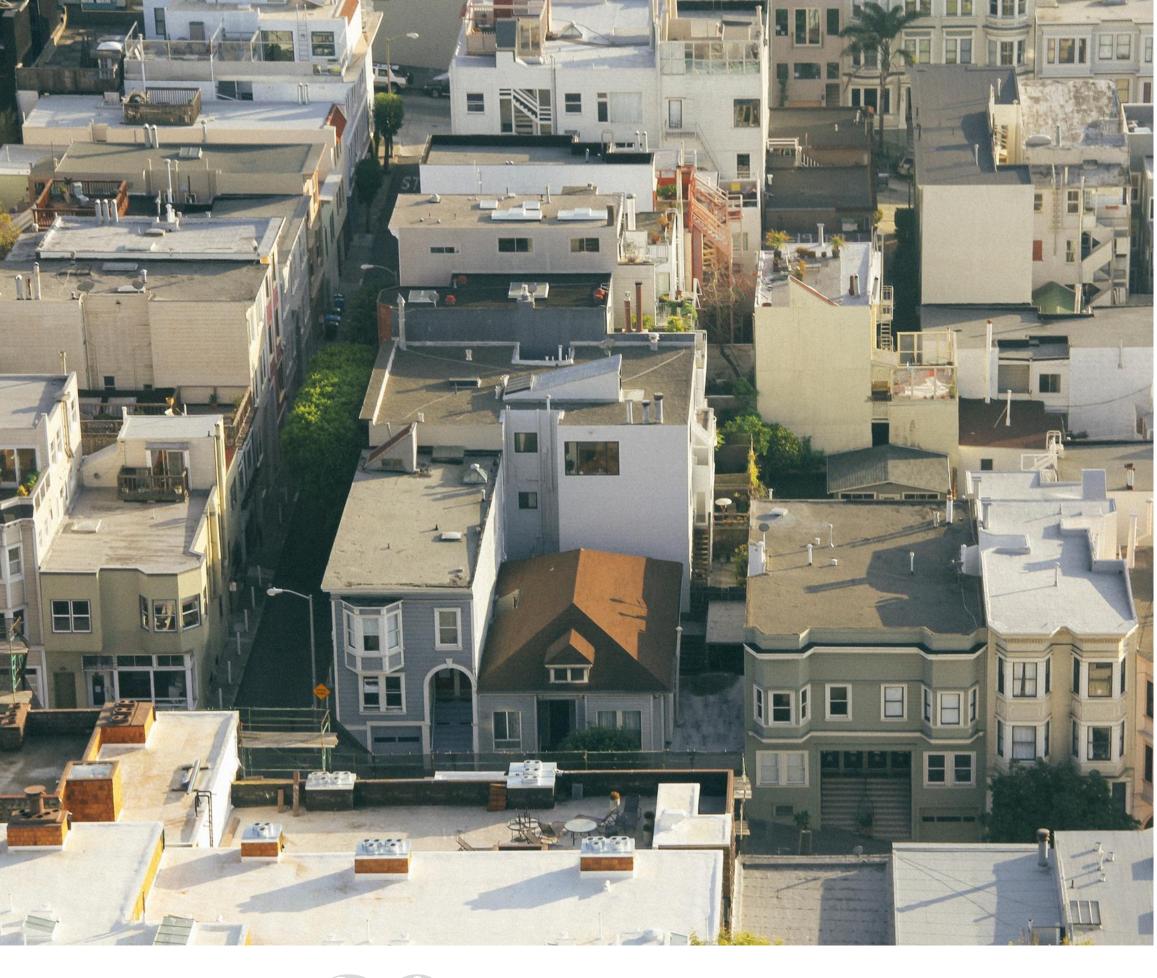
Bite Sized Decadence

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Bite Sized Decadence







rebelling against and campaigning for the reversal of ordinances that prohibit them from expressing themselves and living the way they want. These rebels are transforming the neighborhood into "agri-hoods" – complete with urban chickens, bee keepers and lawn-less landscapes.

REBEL HOODS

Photograph by Gabriel Santiago, Unsplash.com

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Rebel Hoods

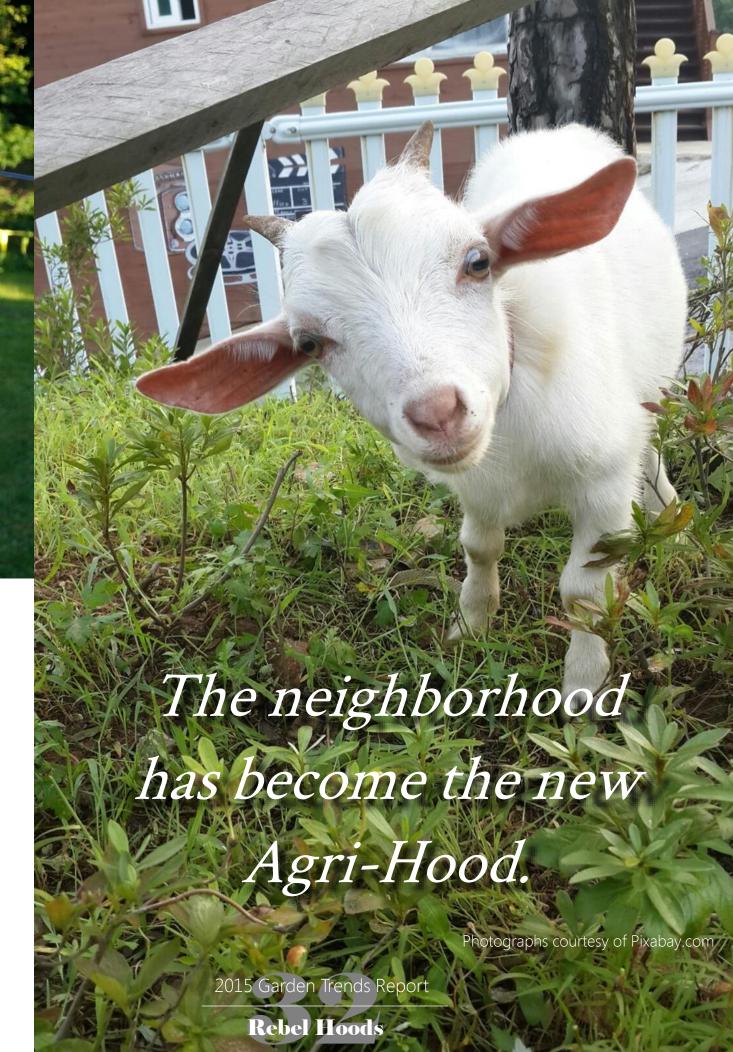


The Community Associations Institute estimates about 63.4 million U.S. residents lived in 323,600 Homeowner Association communities in 2012.

Individuals have started rebelling and reversing ordinances set upon them by Homeowner Associations or local government. They are reclaiming their land and taking pride in being able to sustain their families. From growing and cultivating their own food and raising backyard goats to the comeback of the clothesline, people are paving their own way and sharing their goods.

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Rebel Hoods

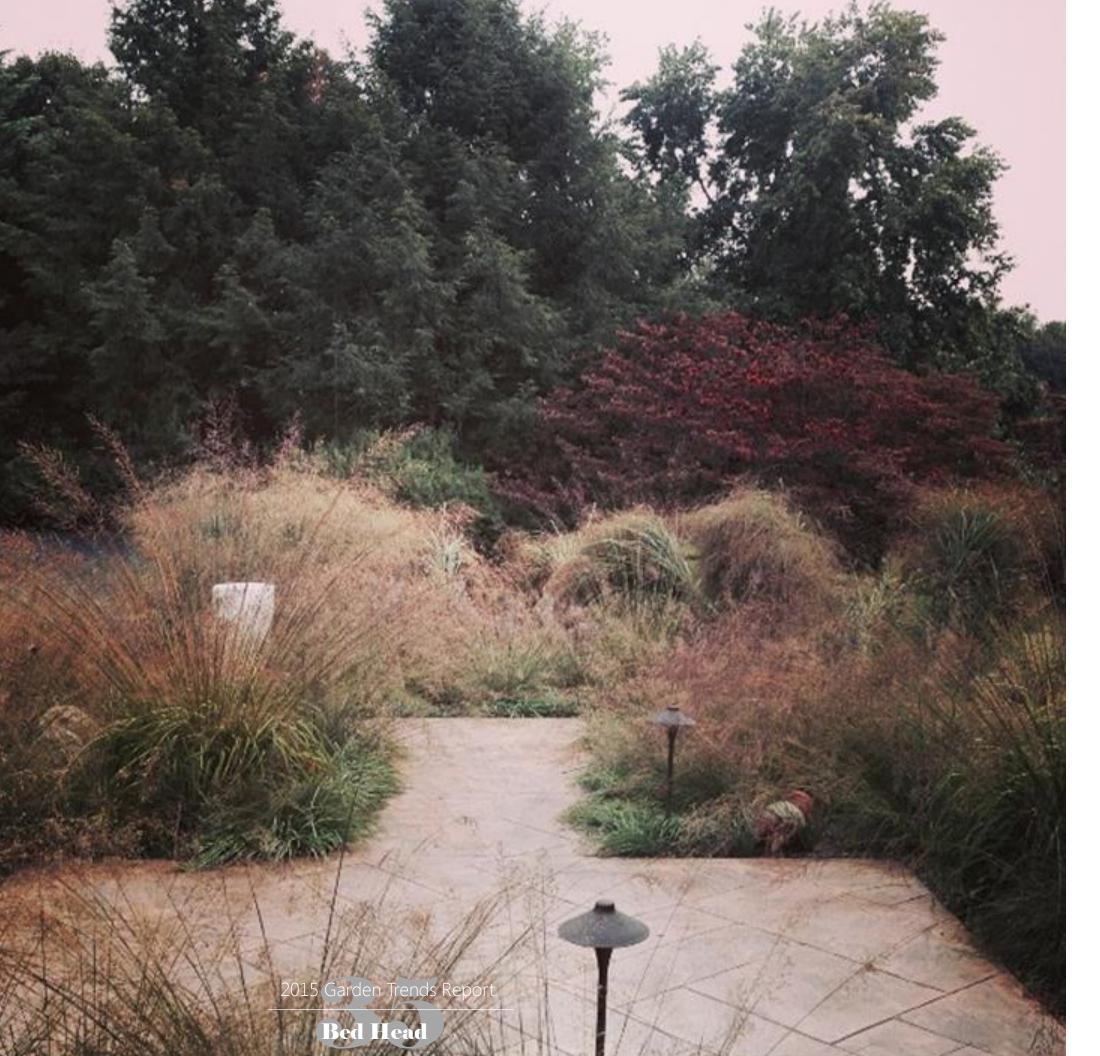


urposefully unstyled outdoor spaces are the result of intentionally working within the natural landscape. This casual landscape style expresses an effortless personality with an "anything goes" attitude.

Photograph courtesy of American Beauties



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Create "bed head" meadows and natural habitats using native plants to increase diversity, balance and ecosystems.

Native plants require less water and fertilizer because they are well adapted to the local climate.

Responsible gardeners use responsible plants. Be water-wise with natives and other responsible drinkers.

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Bed Head





The legal marijuana market is growing at a rate poised to overtake even that of global smartphones!

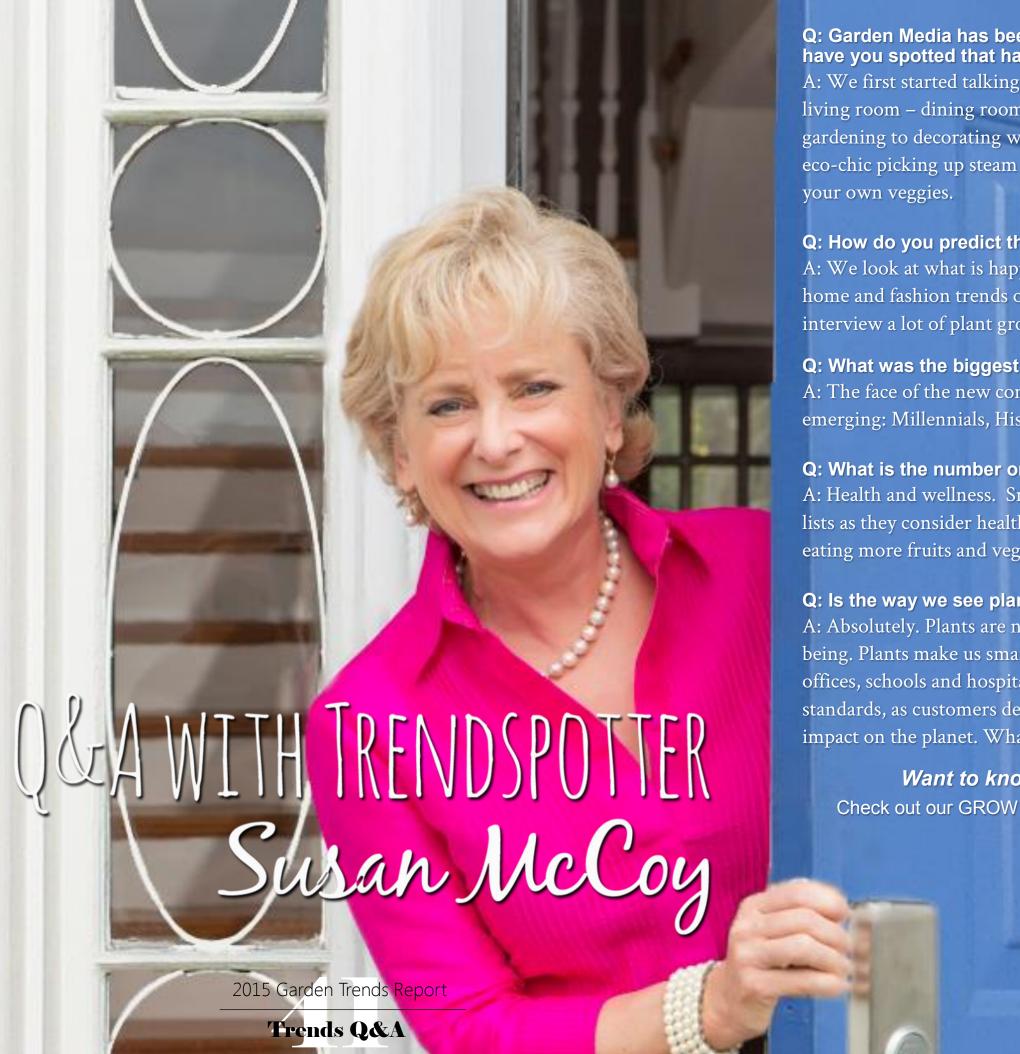
With an increasing number of states decriminalizing marijuana, more people will begin growing their own and need seeds, plants and products.

New businesses opportunities range from tech companies that track seed-to-sale operations to real estate agents who find space for growers.

Garden centers can capitalize on new laws by carrying grow lights and hydroponic supplies, plant nutrients and additives, potting soils and growing media, eco-renewable mulch, and eventually cannabis seeds and new cultivars.

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Smoke Your Garden



Q: Garden Media has been predicting garden trends for 14 years. What trends have you spotted that have lasted?

A: We first started talking about outdoor living in 2001. The backyard was the new living room – dining room – and kitchen. We saw homeowners moving away from gardening to decorating with containers. We saw the organic "green movement" or eco-chic picking up steam around 2004. The next year we saw an uptick in growing

Q: How do you predict the garden trends?

A: We look at what is happening in the garden now. Then we research consumer home and fashion trends on a global level and see how they fit in with gardening. We interview a lot of plant growers, garden magazine editors and landscape designers.

Q: What was the biggest surprise this year?

A: The face of the new consumer is changing and three distinctive new groups are emerging: Millennials, Hispanics and young men.

Q: What is the number one reason people select the products they buy?

A: Health and wellness. Small fruit trees and berry shrubs are on consumers shopping lists as they consider healthy choices and ways to get their children in the garden and eating more fruits and vegetables.

Q: Is the way we see plants going to change in the 21st century?

A: Absolutely. Plants are no longer a luxury. They are necessity for our health and wellbeing. Plants make us smarter, more productive and less stressed and are showing up in offices, schools and hospitals across the country. Brands are being held to higher standards, as customers demand that products are not only reliable but have a positive impact on the planet. What better brands to do this but garden plants and products?

Want to know more about the 2015 Garden Trends?

Check out our GROW blog for weekly updates at grow.gardenmediagroup.com

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Trends Q&A