Garden Media

Garden Trends Report

2019

Rooted Together
How to Use TRENDS

Trends drive consumers and consumers drive sales.

Trend helps you – well in advance – select the plants, products or services consumers want.

Trends ignite a new business, product, service or customer experience.

Trends make you the gatekeeper, influencer and trend-setter.

Trends can breathe new life into your current business.
The team of trend spotters at Garden Media has had their finger on the pulse of garden trends for almost 20 years:

2001: Outdoors is the New Living Room
2002: Decorating with Containers
2006: Grow Your Own Food
2006: Sustainable Gardening
2008: Gardening for the Birds and Bees
2011: Succulents
2011: Gardening with a Purpose
2015: Millennial Gardener
2018: Self-Care and Mental Wellness
Rooted Together
The Future for Gardening
Looks Joyful

Gardening connects us to Mother Nature and is birthing the ‘new environmentalist’ who just may be the saving grace of the planet.
There is a new global reality. Each passing year is the hottest on record, insects are rapidly disappearing, and we are buried in our technology.

According to landscape designer Thomas Rainer, we have driven nature out of our neighborhoods and cities.

For years it was all about “ME.” People climbing the corporate ladder and putting “self-care” above all else.

But there is hope.

Now we are seeing the trend swing in another direction, toward “SHE” – Mother Nature.
People are awakening to Mother Nature to find balance and peace and are awakening to our responsibility to help save the Earth.

This awakening cultivates a healthier relationship with technology, draws people outside, brings them in touch with their roots. Gardening is a natural fit.

Horticulture is essential to solve climate change, biodiversity loss and urban eco-system services.

According to author Michael McCarthy, a modern-day Rachel Carson, finding joy in nature will help save the environment, and in turn, save us.
The Future is POSITIVE

American gardeners set a record $47.8 billion in lawn & garden retail sales – from bulbs to furniture.

Average households set a spending record of $503 – up nearly $100 over the previous year.

18-34 year olds set a record high, too – making up 29% of all gardening households.

Container gardening and landscaping set new highs in gardening sales, too.

Consumer horticulture creates more than 2M jobs.
Self Care to EARTH CARE

Gardening – indoors or out – is one defensive measure everyone can embrace.

83% of landscape architects say the hottest trend is sustainable designs using native plants.

As the original green industry we need to put a stake in the ground because each of us has a stake in the future of our planet.

For us to survive, the earth must thrive.
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The Indoor Generation is disconnected from the natural rhythms, craving to make a connection with nature. The indoors is the new outdoors.
Who is the INDOOR GENERATION?

A new Indoor Generation Report shows this “social clock society” is staying indoors all day.

90% of people worldwide spend nearly 22 hours a day inside without enough daylight or fresh air.

Reports show that Americans spend approximately 93% of their time enclosed either indoors or in vehicles.

Children spend on average less than 1 hour per day outside, 50% less than their parents did as children.
From Farm to OFFICE

Over the past 200 years, we have migrated from fields and farms to factories and offices.

Instead of basking in nature, people today are basking in the glow of a screen, which puts us out of sync with natural rhythms.

Being part of the “in crowd” is bad for our health and happiness, fueling higher rates of obesity, issues with cholesterol and mental health issues like anxiety, depression and insomnia.

Daylight and fresh air are not just “nice to have” – they are what we “need to have.”
Indoors is the new OUTDOORS

Bringing Mother Nature indoors adds light, life and fresh air to the indoor generation.

Costa Farms® launched the houseplant movement in 2008 with their O2 For You® Houseplants with a Purpose branded collection. The trend has since exploded.

30% of all households bought at least one houseplant last year, according to Garden Research.com.

Pinterest searches for indoor plants is up 90%, with terrariums, cactus plants and tropical plants leading the way.

Increasing popularity of biophilic design moves the outside in, using plants, natural materials and warm lighting.
Plant PARENTS

Once considered old fashioned, houseplants have reached fever pitch.

Spurred on by social media and the wellbeing craze, Millennials, part of the “Rent Generation,” have fallen in love with indoor plants.

They have become “plant parents,” with a sense of purpose and a new connection with nature.

According to The New York Times, wellness-minded Millennials are filling their voids – both decorative and emotional – with houseplants.

In the last few years, Millennials were responsible for 31% of houseplant sales, according to Garden Research.com.
Screen Age

Television. Social Media. Internet. Video Games. Spending too much time in front of a screen is causing physical and psychological problems. We are ignoring Mother Earth.
Turn off the BLUE LIGHTS

We are addicted to technology.

Blue light from screens can cause lack of sleep, obesity, stress and depression.

Mobile time for 0-8 year-olds tripled since 2013, to 48 minutes a day, says Common Sense Media.

Tweens log about 4-1/2 hours a day, while teens spend almost 7 hours, estimates the American Academy of Pediatrics.

Adults spend 11 hours a day looking at screens and check their phones every 10 minutes.

Daily, 2-17 year-olds are exposed to about 15 unhealthy food commercials. It’s no wonder about 1/3 of American children are overweight.
Teach Our CHILDREN WELL

Prune screen time and teach our younger generations healthy media habits.

The #DeleteFacebook movement has people turning off the blue light and turning on Mother Nature IRL.

Gardening teaches responsibility and encourages healthy choices.

Gardening teaches nurturing, patience and delayed gratification.

Gardening teaches trust and confidence.

Gardening teaches good stewardship and how to care for Mother Earth.
Grow NATURE LOVERS

Start off easy.

Pick out seeds together. Choose colorful fruits and vegetables.

Plant a container garden with kid-friendly and healthy plants.

Plant compact blueberry, and thornless raspberry and blackberry shrubs, such as Bushel and Berry®, right outside your door.

Demonstrate healthy environmental practices to protect people, pets and the planet.

To help your garden thrive naturally, use Espoma’s organic plant food.
Golden Hearts

There is a ‘new environmentalist’ in town. People young and old are uniting for good causes to create a healthy future for generations to come.
Breaking GOOD

The ‘new environmentalist’ has hit a breaking point.

Our absorption with self-care and technology has been a detriment to the planet.

Changes in the environment and policies are impacting people’s engagement.

The Golden Hearts are looking for fulfillment outside of themselves and are turning to caring for the earth.

Unilever found 1/3 of people worldwide choose brands for their social and environmental impacts.
Volunteering among 18-34 year olds set a record 25.2%, exceeding the national rate, according to The Corporation for National & Community Service.

By 2020, people engaging in “responsible tourism” is expected to increase 350%, to 300 million, the UN World Tourism Organization forecasts.

Volunteering connects and offers a sense of fulfillment beyond our self.

Volunteers offers brands and business an opportunity to drive a big environmental stake in the ground.
Gen Z’ers all over the world are stepping up to create a livable future through environmental movements.

The Collegiate Plant Initiative connects students to nature by dropping plants on college campuses.

The Million Pollinator Garden Challenge numbers doubled in 2018.

A $1.9M partnership with Microsoft and Future Farmers of America will reach more than 650,000 ‘new environmentalists’ ages 12-21.

And it’s not just movements. The Sierra Club says teens are selecting schools based on sustainability.
Root to Stem

From brewery grain flour to plastic straws, waste that normally ends up in landfills is being upcycled or eliminated entirely.
What is the MOVEMENT?


1/3 of all food globally is wasted each year.

4.4 pounds of waste is trashed daily by each American. That’s 1,600 pounds per year, or the weight of a 22’ U-Haul truck.

Last year, Google saw a 700% increase in the search term Zero Waste.

Currently only 9% of plastics are being recycled, and 8 million metric tons a year are being dumped into the ocean.

Upcycling isn’t new but expectations are. A world-wide shift is zeroing in on the need for sustainable solutions.
Brands are taking action to address the waste issue.

500 million plastic straws are discarded a day; bans on plastic are sweeping the country.

Coca-Cola, AT&T and IKEA are committed to removing single-use plastics, offering plant-based food options, zero-emission deliveries and zero landfill commitments.

In our own industry, The Espoma Company is incorporating renewable (plant-based) resin for several of its organic fertilizer bags.
Make Soil, Not WASTE

The EPA says food is the largest waste in landfills - more than diapers, styrofoam and tires combined.

Landfills are the 3rd largest source of the greenhouse gas methane.

One solution: Compost reduces household waste by almost 40%!

Dig a hole, build a compost bin or use a tumbler, such as the Back Porch from Mantis. Tumblers are an easy and low-maintenance way to make compost in as little as 4-6 weeks.

Composting is the “new recycling.” Make healthy food to help Mother Earth survive and thrive.
Silence of the Insects

Fifty-six years ago Rachel Carson’s “Silent Spring” warned of bird die-offs from the aerial spraying of pesticides as an environmental crisis. Today a new biocrisis is emerging – the decline of flying insects.
Global Insect COLLAPSE

The moth snowstorm, a phenomenon Michael McCarthy remembers from his boyhood when moths “would pack a car’s headlight beams like snowflakes in a blizzard,” is a distant memory.

And scientists are worried. A German study published last year shows that in the past 30 years, the population of flying insects plunged by 75%. Insect declines in Alabama are just as significant as those in Germany.

The UN warns 40% of pollinators – particularly bees and butterflies – risk global extinction.

“That’s dangerous because insects are the foundation of our ecosystem,” says E.O. Wilson, a Harvard biologist. We need to get ahead of this problem.

A decline in flying insects means the animal kingdom is in danger. And so are we!
Yet, Invasives are THRIVING

New invasive plants and insects, such as spotted lanternfly and allium leafminer, are spreading rapidly due to a lack of natural predators.

The U.S. Forest Service says invasive insects and diseases put 70 million acres at risk.

The mountain pine beetle, for example, attacks stressed trees, allowing wildfires to spread more rapidly.

The National Wildlife Federation reports 42% of threatened or endangered species are at risk primarily due to invasive species.

The Forest Service says the U.S. spends $138 billion per year to control or eradicate invasives and to restore habitats.
Defensive Gardening

The best defense for dealing with invasive species: early detection and rapid response.

The Davey Tree Expert Company is creating new models of tree care to combat climate change and invasive species. Experts identify invasive species and provide solutions to manage them.

One important tip: Don’t let invasive species hitchhike on mulch, firewood, hay, vehicles, and even hiking boots.
Plant insect gardens.

‘Buglady’ Suzanne Wainwright-Evans says to breed and buy plants for pollinators, not aesthetics, use beneficial pests and destroy invasives.

BugGuide.net helps identify the good from the bad insects for your garden.

Select insect-friendly native plants and flowers to attract ladybugs, ground beetles, spiders, and bees.

Plant more native shrubs and trees. White oak support over 500 pollinators! Visit the NWF Native Plant finder for more ideas.

Add a pond and/or compost heap to offer additional habitats.

And be mindful about pesticide use.
Go a Little WILD

Margaret Roach suggests we intervene less, relax and enjoy nature more.

Let a small part of your garden go wild to support insect life, she says.

Treat and protect big trees.

“Un-mow” areas treated as lawn and figure out which “weeds” to pull from these mini-meadows.

Plug in divisions or native seedlings to create thriving pollinator communities.

Clean up less to support overwintering insects, spiders, birds, other animals.
RoboGardening

With the rapid decrease of insects and even faster increase in human populations, gardening will rely on technology to propel more change in the years ahead.
“From drones to phones, new technology is making gardening easier,” according to the Associated Press.

Planning, planting, watering and even weeding is done remotely.

Hort-tech mixes 3-D modeling, GPS mapping, laser technology, drones, robotics, devices that read weather and soil moisture, and battery-powered and low – or no-emission equipment.

Robots that see are the next big thing. Vision-technology combines laser vision with AI software to enable automated arms to carry out more complex tasks, such as slicing chicken. Will planting, watering and weeding be next?
RoboSMART

From robotic mowers and landscapers to wireless plant sensors and sprinkler systems, high-tech tools free gardeners from unpleasant tasks or simply make them better gardeners.

Garden designers to arborists are using drones to get a bird’s eye view of landscapes to tops of trees.

The new Tertill is the Roomba for the garden. The solar powered robot whacks weeds for up to 3 hours.

SmartPhone apps, like PlantsMap, solve the challenges of documenting, organizing, mapping, tagging and sharing about plants.
Bee populations are declining so quickly even Walmart is getting into the robotic bee business.

The retail giant filed 6 patents using drones to identify pests attacking crops, monitor crop damage, spray pesticides, and pollinate crops.

Drones are the next wave. From Japan to Russia, experimental mini drones have been 37% successful in pollinating flowers.

Research scientists at Texas A&M are using drones to “read the weeds.” Early identification requires fewer chemical controls.
MoonStruck

Moon-phase gardening is an idea as old as agriculture, popular in folklore and superstition, but new concepts and scientific ideas are reconnecting people to their roots.
Connecting with the phases of the moon taps into our deep desire to be in tune with nature.

The moon is appearing more in design than ever before, from watches to wedding gowns. Plenty of women are ogling Mandy Moore’s crescent-shaped necklace in ‘This Is Us.’

Creators are channeling the moon, with its rocky craters, Sea of Tranquility, changing phases and luminous hue.

More people are turning to the moon for sage advice on the best time to plant, prune, weed, and harvest.
Lunar planting is an age-old belief that phases of the moon affect plant growth.

Gardening by the Moon is a great way to help plan your above- and below ground crops.

Here’s how it works, according to an *Old Farmer’s Almanac* tradition:

Plant annuals and vegetables that bear crops above ground during the waxing Moon: from the day the Moon is new to the day it is full.

Plant flowering bulbs, perennials, biennials, and vegetables that bear crops below ground during the waning Moon: from the day after it is full to the day before it is new again.
Design for the MOON

Flowers and plants that glow at night appeal to the garden entertainer, a large percentage of consumers.

Light-colored plants, such as lamb’s ear, white echinacea or white Muscari, the Bulb.com 2019 Bulb of the Year, reflect the moonlight and glow in a night garden.

Night-blooming fragrant flowers, like evening primrose, Angel’s trumpet or moonflower, awaken the senses.

Keep biting bugs away with white marigolds, lavender, rosemary, and other insect-repelling plants.

An added benefit: Moon gardens attract different nighttime pollinators.
Get Minted

A cool, minty color trend is on its way. No longer considered outdated, vintage mint green is making a comeback in home décor and in the garden.
Neutrally Refreshing

People are obsessed with this “new neutral.”

This oxygenating, fresh tone of mint harmonizes science and technology with plant life and nature.

This color embodies the drive to move away from ultra-feminine hues such as Millenial pink to more gender-neutral colors.

Global trend forecasting network, WGSN, revealed “neo mint” will dominate the worlds of fashion and interiors in 2020.
Optimistically BLUE

The color ushers in a new decade of optimism and a return to nature.

Mint is re-emerging in design.

This bluish-green hue is soft, upbeat and easy to decorate with. Yet it’s not boring or predictable.

In the garden, mint can be used to refresh your backyard or patio with outdoor furniture and garden accessories.

From hydrangeas to orchids to shrimp plants, mint colored flowers bring a spirit of life, renewal and energy to the garden.
Mint is easy to grow, requires very little care, and you can cut as much as you need.

Mint is more than an herb for tea and mojitos. This multi-purpose herb is a great pollinator plant for bees and butterflies.

Chickens love mint! It is an immunity booster for them and tastes great.

But biting insects don’t. Plant around patios and walkways to deter insects.

Mint has ancient healing benefits, aiding digestion, freshening breath, and improving gut health, a 2019 food trend.

According to Sheila Sanford, White Moth Wisdom, smelling strongly scented plants raises mental awareness and increases heart vitality.
Nature’s Legacy

Falling In Love with the Natural World

“There is a legacy deep within us, a legacy of instinct, a legacy of inherited feelings, which may lie very deep in the tissues - it may lie underneath all the parts of civilization which we are so familiar with on a daily basis, but it has not gone; that we might have left the natural world, most of us, but the natural world has not left us.”

The Moth Snowstorm
Michael McCarthy
Introduction
- Onbeing.org
- Global Banking & Finance Review
- Time
- Brainpickings
- National Initiative for Consumer Horticulture
- Garden Research
- American Society of Landscape Architects

Indoor Generation
- O2 For You
- Velux
- Fox News Insider
- Ddrops
- Washington Times
- Country Living
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- Catering Today
- Garden Research

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- Unilever
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- The Corporation for National & Community Service
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- The Sierra Club
- National Pollinator Garden Network
- The Collegiate Plant Initiative

Root to Stem
- Mantis
- The Espoma Company
- U.S. Environmental Protection Agency
- The Wall Street Journal
- Parade
- Permaculture News
- IKEA
- Waste 360
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- Bloomberg

 Silence of the Insects
- The Davy Tree Expert Company
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- Wall Street Journal

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Sources
Thanks to these companies for their support
For More Information:

TRENDS@GARDENMEDIAGROUP.COM
610-444-3040
www.gardenmediagroup.com/trends