



Garden Media

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garden trends report

GROW 365



THE KITCHEN GARDEN AND THE KITCHEN COUNTER are not the only places plants will pop up in 2017. In coming years, people will “Grow 365” indoors and out – anything, anywhere.

By making gardening a healthy lifestyle choice, anyone can integrate nature into their lives and enjoy the health benefits of growing 365 days-a-year.

Garden Media’s 2017 Garden Trends Report reflects people’s desire to bring health and wellness into their everyday lives all year long.

CLEAN, HEALTHY LIVING

is also driving changes in the lawn and garden industry.

A growing number of American consumers describe themselves as “health conscious” or “ingredient sensitive,” and a majority say they pay close attention to the ingredients in the food they buy.

Demand for clean food, clean water, clean air, clean medicine and clean environments is dramatically shifting how people buy plants and products, and garden both inside and out.

Challenges to gardening outdoors – severe climate conditions, contaminated water, soil infertility and pests – make gardening indoors a growing opportunity.

As mainstream consumers grow food indoors, indoor gardening is redefined.

And the “canna-business” sweeping the U.S is giving this medicinal plant an upscale makeover and moving it out of the closet and into the living room – and the garden



Image Courtesy of Brienne Gluvna Arthur

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THESE INNOVATIONS DRIVE

the important Millennial market force that wants to grow their own food, teas, cocktails, beer and medicine. Five million of the six million 'new' gardeners last year were 18-34 year olds, according to the 2016 National Gardening Report.

Two new national organizations are cultivating the love of gardening and value of plants. One will increase the number of people who garden and the other will drive interest in careers in horticulture.

Now more than ever, growing 365 days-a-year is growing the gardening industry.



BrazelBerries
Baby Cakes Blackberry

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GROW 365

2017 GARDEN TRENDS

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A close-up photograph of green plants, possibly clover, with water droplets on their leaves. The plants are in sharp focus in the foreground, with a blurred background.

PEAK SEASON

PEAK SEASON

*New technology makes growing
365 days-a-year, easy,
affordable and convenient.*

PEAK SEASON

**Growing clean fresh food is a necessity,
not a luxury**

With the demand for organic, local food exceeding supply, and people choosing to live in smaller spaces and urban environments, more people will grow indoors.

Indoor gardening – growing under lights in soil, hydroponically or aquaponically – is becoming mainstream and destigmatized. From growing arugula to bok choy, clean fresh food will be available to plant, pick and plate every season.

From herbal tea gardens on the window sill and healing herbs under lights to vitamin-packed microgreens on the kitchen counter, medicinal gardens are blooming indoors.

You control the conditions, instead
of Mother Nature controlling **you**.



PEAK SEASON

Growing without the help of Mother Nature

Indoor gardening stores made just under \$1 billion in 2015 and the market has grown 8.2% in the last five years.

Increasing consumer focus on healthy eating habits spurs demand.

66% of parents think children need to be involved in activities centered around healthy food.

37% of Millennials and 28% of Boomers are growing herbs indoors.

18% of people don't garden at all because of limited or no outdoor space.



PEAK SEASON

Growing smart indoors

Finally, stylish and affordable indoor hydroponic gardening systems exist.

Growing under lights is forecast to grow 6.3% each year through 2021, which is faster than the projected GDP growth rate of 2.2% over the same time period. (IBISWorld)

Gardening indoors gives anyone living anywhere access to 'Grow 365' fresh, healthy food.

Technology is making indoor gardening **easier** and making indoor gardeners more **successful**.



PEAK SEASON

Modern Homesteading helps people garden indoors year-round.

This new national brand provides inspiration and education about growing under lights or in water.

Curated indoor gardening, hydroponic and aquaponic supplies appeal to all indoor gardeners, from beginner to advanced.

Millennials are attracted to the smart technology and endless growing possibilities.

The first department opened to a positive response at Homestead Gardens in March 2016.

Customers are visiting garden centers up to **8 times a year**.





WELLNESS

WELLNESS HOTSPOTS

From garden therapy and forest bathing to soundscaping and workplace culture, healthy is the new wealthy.

WELLNESS HOTSPOTS

Forest Bathing for Healthy Living

Developed in Japan in the 1980s, forest bathing is a cornerstone of preventive health care and natural healing in Japanese medicine.

Considered by many to be the latest fitness trend to hit the U.S., forest bathing is the “medicine of being in the forest” and spending time in nature awakening all five senses.

Forest bathing is today where yoga was 30 years ago.

Research shows time spent in nature reduces stress and increases well-being.



WELLNESS HOTSPOTS

Soundscaping

Studies examine how sounds – or the lack of sounds – indicate the ecological health of a landscape and the health of our lives.

Our mental health, wellness and quality of life are directly affected by trees.

Trees change everyday city sounds – from adding birdsongs to buffering sirens.

The loss of trees changes the soundscape and decreases our quality of life, increases stress levels, affects our mental health and diminishes our ability to focus.

The Davey Tree Expert Company's pioneering research takes the new field of "soundscape ecology" further by exploring how trees affect our health and wellbeing.



WELLNESS HOTSPOTS

Nature's Sunscreen

Trees provide more than shade to keep people and homes cool. They actually minimize the harmful effects of UV rays on skin.

That's right — trees actually act as nature's sunscreen.

According to Purdue University, sitting under a shade tree provides the equivalent of SPF 10.

Shade trees are as important as a hat or sunglasses to protect skin from the damaging UV rays, according to The American Cancer Society.

Not all shade is created equal.

The Davey Tree Expert Company says protection depends on canopy density, species, time of day and location.



WELLNESS HOTSPOTS

Workplace Wellness

Dr. Ken Pelletier, a pioneer in workplace wellness, sees a shift from a goal of increased ROI to one of pursuing ROV (return on value) and creating a culture of wellness.

Indoor office plants create healthier and happier workers, lower healthcare costs, increase productivity, lower absenteeism and reduce turnover.

The **O2 For You collection** from Costa Farms touts the many benefits of indoor plants.





TIDY GARDENS

"Keep only those things that speak to your heart. Then take the plunge and discard all the rest. By doing this, you can reset your life and embark on a new lifestyle."

- Marie Kondō,

The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing

TIDY GARDENS

Global Trend

People are taking a page out of the book of the #1 New York Times best-selling guide to decluttering from Japanese cleaning consultant Marie Kondo.

Tidy gardens does not mean trimmed hedges and clean corners. It simply reflects a global shift toward reduced consumption coupled with finding bliss in what you do, not in what you have.

Coincides with a downsizing trend as U.S. population shifts from suburbs to city living and gardening in smaller spaces.

Finding joy in **less**.



TIDY GARDENS

The 8 Pillars to Tidy Up

1. Thin your garden. Get plants under control. Divide, prune and share.
2. Clear out the garden clutter. Get rid of things you don't need.
3. Keep what you need or love and what loves your garden.
4. Out with the old, in with the new. Purge plants that are past their prime, have outgrown their space or are not thriving.
5. Eliminate harmful synthetic fertilizers, pesticides and herbicides.
6. Respect belongings – keep them looking good, pruned, sharpened and tidy.
7. Create boundaries and define spaces.
8. Use a restricted palette of plants and hardscaping.

The architectural features of Desert Escape cacti & succulents from Costa Farms **instantly** gives a garden a tidy look.



TIDY GARDENS

Tidy Plants, Tidy Spaces

New varieties of dwarf plants and edibles conserve space and produce bountiful harvests.

Grow plants in large containers instead of many small ones. Maximize small spaces by growing multiple plants in the same container.

Easy-to-grow, low-maintenance container berry plants like BrazelBerries make growing fresh fruit simple – and tidy. These compact blueberry shrubs are neater than larger, leggy berry bushes.

BrazelBerries are **ideal** for small spaces.





CLEAN GARDENING

As consumers continue to demand clean products and clean food, they are turning more and more to growing free of synthetic chemicals and growing indoors without dirt.

CLEAN GARDENING

Effects of the Clean Movement

Americans now demand to know what is in and on their food – and where it comes from. The demand for organic, locally sourced food now far exceeds the supply.

Consumers today are demanding products that are clean and “free” from pesticides, antibiotics, preservatives and cages.

This clean food movement and lack of locally grown, organic food is causing a profound shift in the food world that is dramatically affecting gardening.

The Sun System LEC 630 from Sunlight Supply **works magic** on hot peppers.



CLEAN GARDENING

Natural and Organic

“CLEAN” and “GARDENING” are words that normally don’t go together.

Clean gardening means using only products that come from natural origins – no synthetic fertilizers, no synthetic pesticides and no GMO seeds.

Concern about chemicals in the lawn and garden followed a concern of cost and time as the top three gardening challenges, according to the 2016 Mintel report.

Using clean techniques, such as Espoma’s organic lawn and garden products, ensures families, pets and the environment are **not** exposed to unnecessary hazards and pollutants.



CLEAN GARDENING

Pure Hydro

The high demand for clean food is driving consumers of all levels to grow indoors.

People want clean food, free of pesticides that harm their families.

The water crisis in Flint, Michigan raised awareness of the importance of clean water inside homes and outside in the garden.

According to the 2016 IKEA Life at Home Report, 60% of people worldwide grow vegetables or flowers indoors.

Using purified water in hydroponic and aquaponic systems is a safe option indoors or out.

The **next generation** of hydroponic farming systems extends the season and makes gardening safe.





UBER-IZING

UBER-IZING GARDENING

*The world isn't just at our fingertips
— it's racing toward our front door.*

UBER-IZING GARDENING

Gardening Subscription Services

Gardening subscriptions offer a simple and convenient service for a beginner to start gardening without being overwhelmed by choice or lack of knowledge.

Likewise, more passionate gardeners are introduced to new and exciting plants, products and tools they may never have thought to try.

Subscription services can range from seeds of the month and artisanal microgreens to heirloom bulbs and new plants.

People want to buy from **trustworthy** sources who have done the research, curation and personalization for them.



UBER-IZING GARDENING

Gardening Subscription Services

From BirchBox to Blue Apron, products and services delivered to your door offer convenience and value by saving time and often money.

Subscription services introduce people, especially Millennials, to products they didn't even know they wanted.

Subscriptions compel people to engage more in gardening and take more risks.

In turn, they will create a new generation of confident gardeners willing to take on advanced projects.

The garden industry is poised to ride this rising trend.

The average consumer maintains **6-8** subscriptions covering various categories from music to beer.



UBER-IZING GARDENING

Gardening Subscription Services

Delivering experiences comes in the form of regular workshops, too.

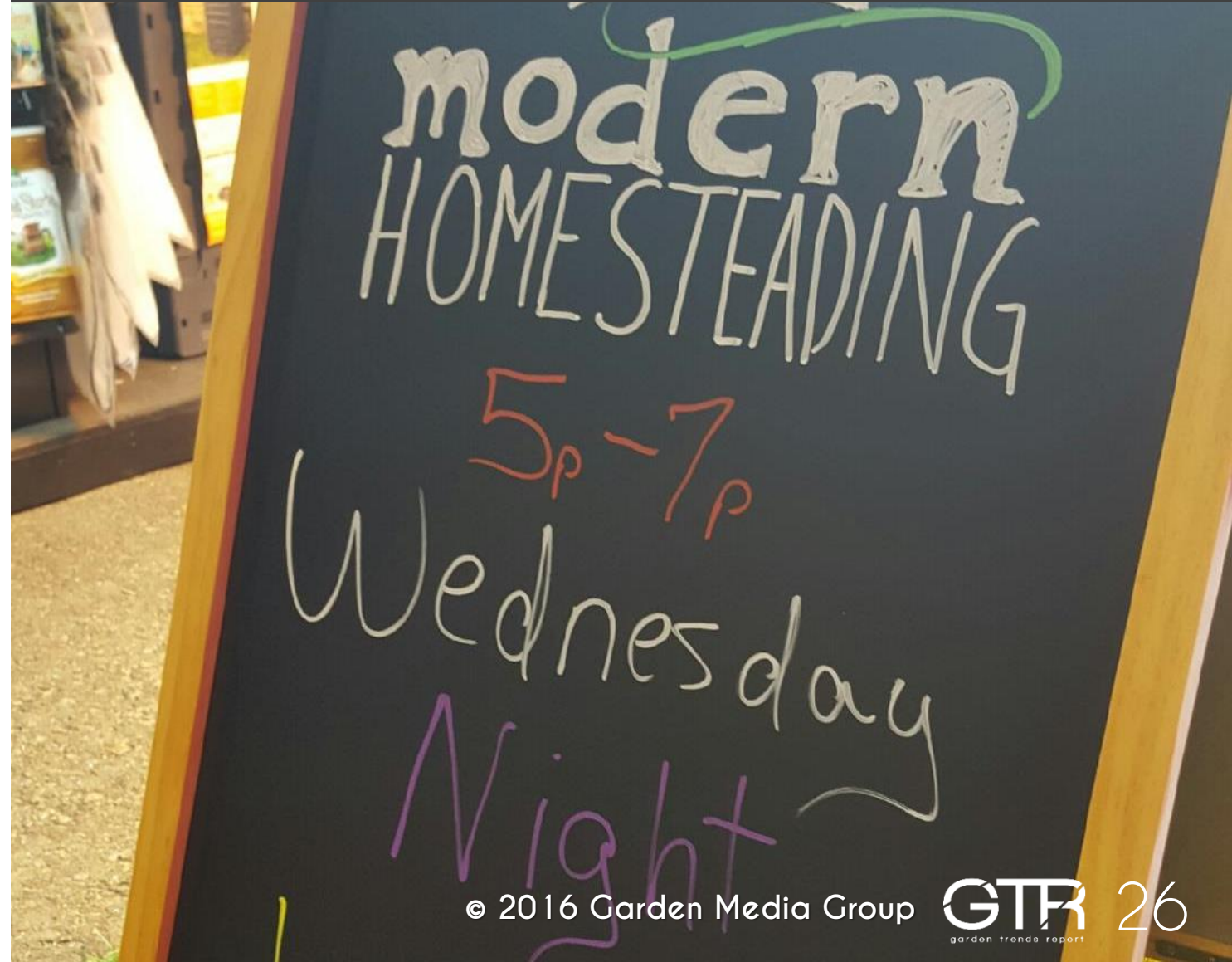
These attract Millennials who document experiences and devote discretionary income to these moments.

65% of Millennials would attend a class or workshop at a store to enhance their growing skills.

Almost half of Millennials splurge on classes to improve their body, mind and soul.

Gardeners can stay ahead of trends and technology by subscribing to regular classes, such as Modern Homesteading's Wednesday Night Lights.

Uber-izing is more than a delivery service, it is about the **experience**.





BUZZ OFF!

The scare of the Zika virus and other mosquito-borne diseases combined with the demand to be chemical free is driving people to look for ways to control mosquitoes naturally.

Using nature to help keep your yard insect free is economical, educational and fun and doesn't harm the environment.

BUZZ OFF!

Natural Pest Control

Bats won't suck your blood, but most North American species prefer to dine on insect pests, particularly bloodsucking mosquitoes.

A single bat can eat up to 1,000 mosquito-sized insects every hour, usually eating 6,000 to 8,000 insects each night.

One bat house can hold 25 bats. That's more than 150,000 insects eaten every night!

The added benefit is they are great nighttime pollinators for your garden.

Since bats are threatened with extinction, adding them to your garden is good environmental stewardship.

Bats are one of the **most** natural ways to exterminate mosquitoes.



BUZZ OFF!

On the Fly

While bats eat thousands of mosquitoes, many birds will eat mosquitoes, too.

Barn swallows and purple martins can eat pounds of mosquitoes every day.

Robins, mockingbirds, chickadees, nuthatches and woodpeckers are voracious insect eaters.

Attract more bug eaters by installing bird houses, filling feeders with a variety of seed, supplying a clean source of water and planting flowers and trees that supply food and shelter.

And stop using chemicals.

Attract bug-eating birds that eat mosquitoes by the **pound**.



BUZZ OFF!

Prevention Starts at Home

Many plants emit chemicals into the air and soil that repel bugs.

Herbs like basil, chives, lavender, mint, rosemary, sage, lemon balm and thyme keep mosquitoes away.

Apply neem oil to the skin or herbal repellents to keep mosquitoes away.

Or, simply blow them away with an electric fan. Mosquitoes don't stand a chance against the strong breeze.

Choose essential oils that **naturally** ward off mosquitoes.

Lavender 'Phenomenal'
© Peace Tree Farms

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GOLDEN AGE

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Gold is now the 'metal of the moment.' Metallic materials and textures have been trending in home décor for years and 2017 shows them melting into the outdoors as well.

GOLDEN AGE

GOLDEN AGE

When used outdoors, pops of gold warm up spaces and create the feeling of outdoor rooms. Plus, the reflective accent helps move light nicely around the garden.

Play with the placement of metal trays, lights and accent furniture to add a pop of radiance.

When it comes to golden foliage, the garden just can't have enough. Choose plants such as Katsura Japanese maple, carex and Goldy arborvitae to help your garden glitter.

One of our favorites is Rising Sun Redbud. It lights up any garden with golden yellow leaves that turn incredible shades of orange.

Gold is having a **magic moment** that is expected to last a decade.



Cercis canadensis 'Rising Sun'

GARDENING LOVE

Creating a gardening culture in the United States is a trend among industry professionals.

Two major organizations unite the industry professionals, scientists, extensions and NGOs to increase awareness that gardening is important to create a healthy life, healthy community and healthy world.



NICH

National Initiative for Consumer Horticulture

Creates a unified voice between government, industry, academics and non-profits to promote the benefits and value of horticulture to grow a healthy world.

The goal is to cultivate a passion and appreciation for plants and, in so doing, increase the demand for gardening with everyone.

www.Consumerhort.org





SEED YOUR FUTURE

Promoting Horticulture in the U.S.

Movement that seeks to excite youth about careers in horticulture by putting a human face on our core beliefs: horticulture is universal, invaluable, and above all, horticulture is life.

www.SeedYourFuture.org





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