

I BELIEVE IN *Me.*

2023

Garden Trends
REPORT





Individual.

The two driving forces of the moment: the individual and access.

If individuality is self-expression, then access is self-reliance.

The 90's were about me, the early 2000's Treat Yo'Self and self-care (or self-indulgence), and 2023 is self-reliance.

We're fighting to establish ourselves in a crazy, mixed-up world. We're educating ourselves on how to create a life that represents us, meets our needs, and reduces our dependency on people and systems. Reliance on the self is the only certainty.

2023 will be about personal empowerment. We got through COVID, grew our own food, what can't we do?!

So, with only ourselves to answer to, our lifestyles need to serve and reflect who we are.

Access.

2023
Garden Trends
REPORT

We learned we can't control external things. We can control what we do, what we think, and what we buy.

Now is the time to take responsibility for the materials we use, how stuff is produced, how we buy and consume, and the values buy into.

We're entering a spiritual renaissance of enlightenment. We are looking inward, embracing maximalism and cocooning ourselves in experiences and things most sacred... to us.

We are creating personal brands.

This is shown in the popularity of herbalism with an emphasis on home medicine, trendy kitchen gardens, urban vegetable production, and a call to utilize raw, natural materials.

Rooted in intention, this plea for the individual and access is essential to shared humanity as we settle into the notion that we are all we've got.



2023
Garden Trends
REPORT

Personal Reliance.

Contents.

Tesla Effect

Backdoor Revolution

Accessible Gardening

PlantTok

All Greek to Me

Redrawing the Map

Color of the Year

2023

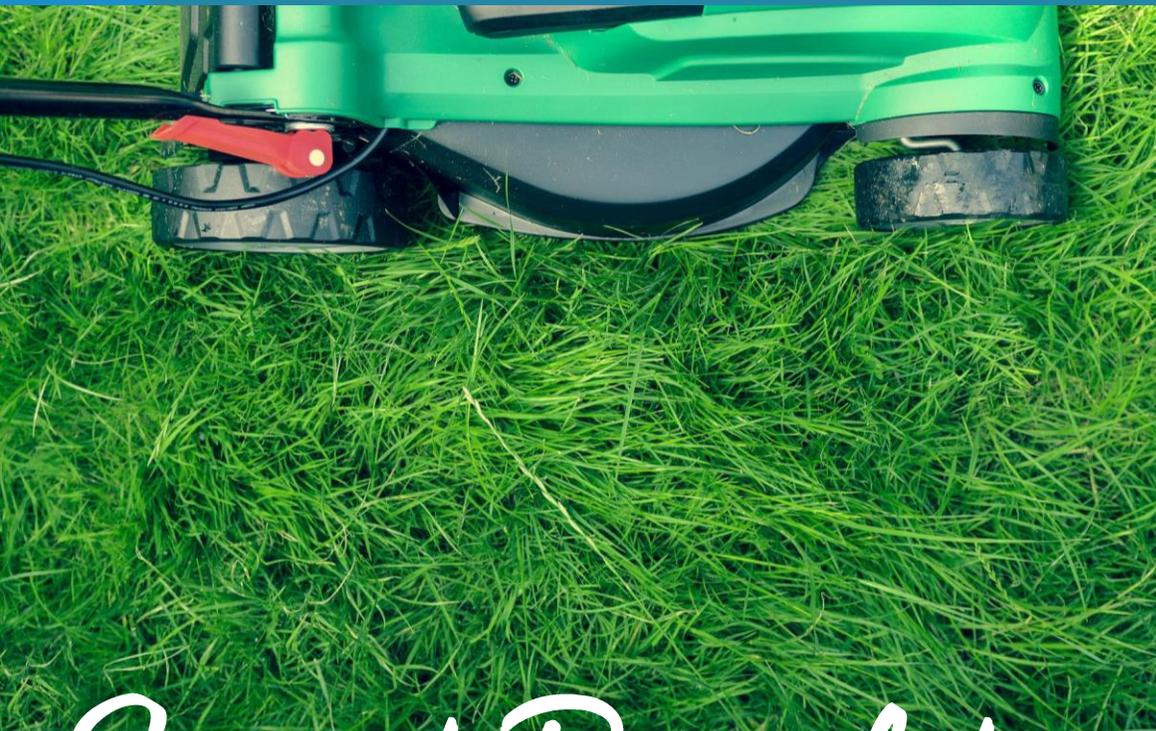
Garden Trends

REPORT

TESLA *Effect.*

TESLA

2023
Garden Trends
REPORT



Smart Benefits

2023
Garden Trends
REPORT

How often did the word Meta cross your lips in the last decade? How about more recently?

Technology is moving rapidly, and advancements are better or as good as their gas-powered cousins. Just look at the new F-150.

Call it the Tesla Effect. Tech is sexy, and start-ups woo investors by claiming to be the Tesla of boating, cycling, or gardening.

And the green industry has gone electric or battery-powered faster than any other industry. In the past two years, mowers, leaf blowers, and other electric equipment accounted for 17% of the U.S. market, 3x that of electric cars, says Freedonia.

Arizona offers vouchers to switch to electric lawn equipment, and California will ban gas-powered mowers by 2024. *Yet people are switching without the added push.*

Just like shovels and gloves, smart tools will be a necessity. While not without adverse effects, when utilized correctly, people have more success, they can be easier to use and allow for more access. As digital natives garden more, they will lean into the tech they've used all their lives.

In Q1 2022, Home Depot experienced its strongest first-quarter sales on record.

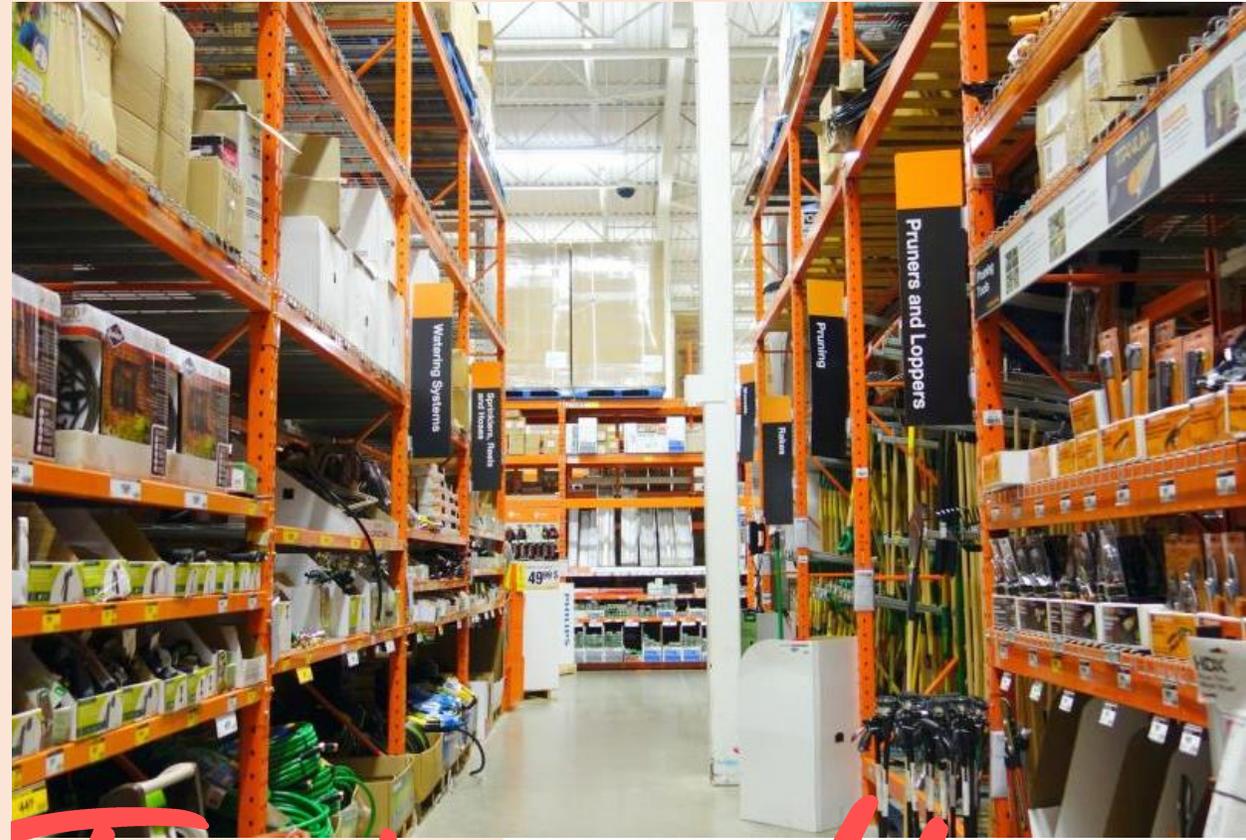
The company expects sales to increase by about 3% and earnings per share growth in the mid-single digits. How?

Ted Decker -- Chief Executive Officer says the growth is due to the level of innovation. Almost 90% of the products on display are new SKUs to Home Depot.

Decker says, “The pipeline for innovative products remains strong. Customers are looking to improve their homes and adopt new innovations.”

And he says they’re seeing the customer trade-up for innovation in markets such as the electrified lawnmower.

2023
Garden Trends
REPORT



Trading Up

A Green Return.



New partnerships challenge the status quo.

Silicon Valley tech investors are moving in on creators and brands to help accelerate growth, modernize operations, enhance capabilities and make gardening much more accessible.

Take recent VC capital investments for Epic Gardening, \$17.5 million, and Enter Neverland, \$4.7 million. Companies want in on this quickly growing space.

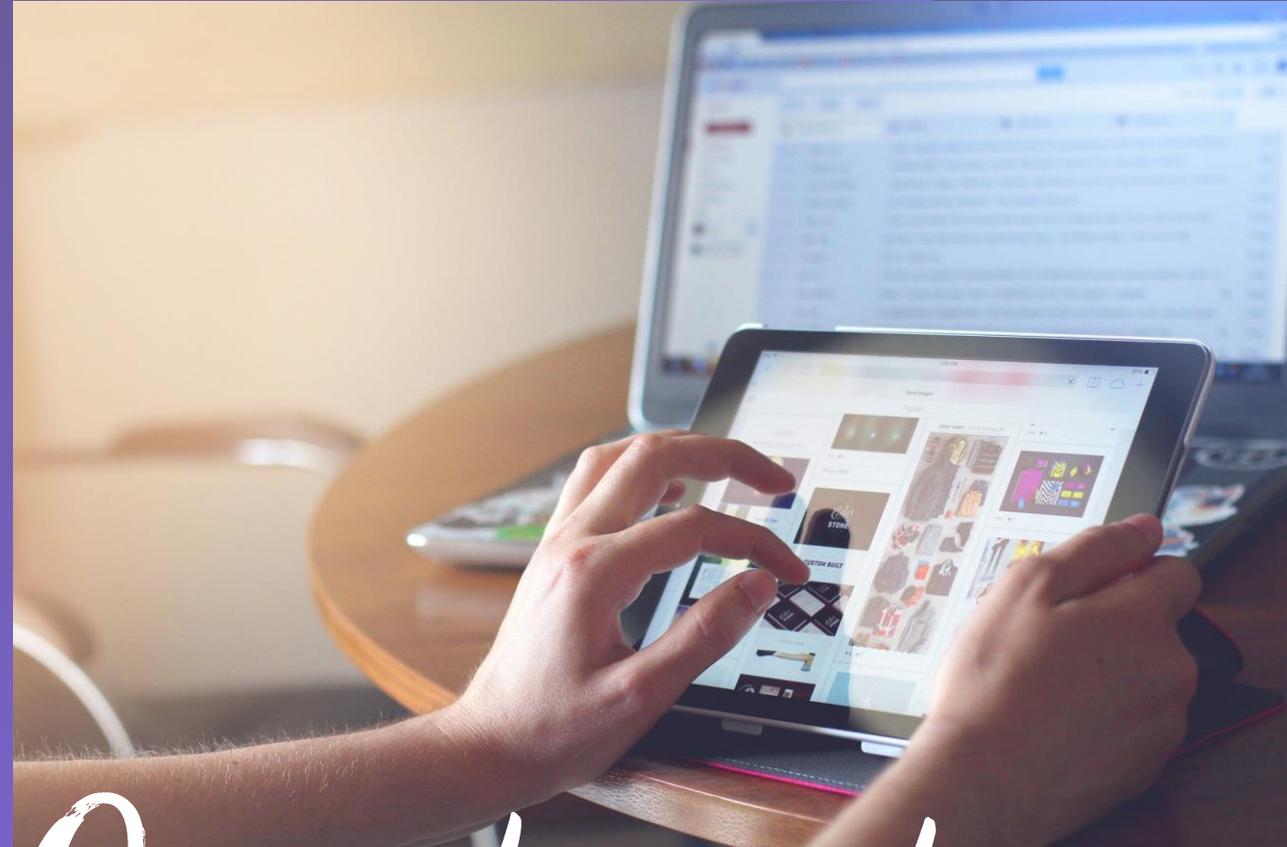
Plus, new smart devices, such as Tertill® Weeding Robot, from the inventor of Roomba®, are bringing innovation outdoors, enabling people to spend their precious time doing what they love, rather than tedious chores, like weeding.

This solar-powered robotic weeding device chops weeds, lives in the garden, runs on sunshine, and keeps people from doing the #1 most-hated garden chore.

Omnichannel shopping expands.

- Customer preference for online and delivery increased at the grocery store by 50% during the pandemic and is rising.
- According to McKinsey, grocery e-commerce sales have grown 60% since 2020.
- People like the convenience of online shopping and prefer home delivery, marking a shift from curbside.
- People are making fewer trips and visiting fewer stores: They're 20% more likely to visit just one grocery store weekly.

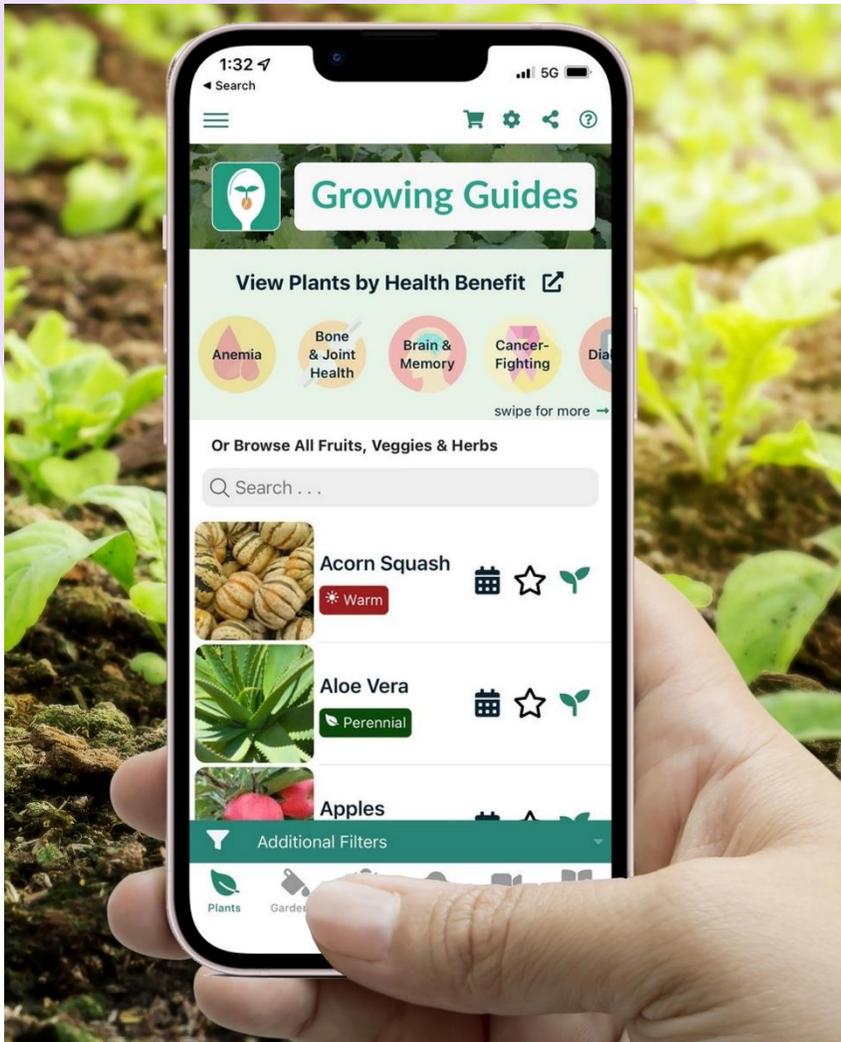
In 2023, consumers will seek out one-stop shops where they can buy everything in one place.



Omnichannel Commerce.

2023
Garden Trends
REPORT

From Seed to Spoon.



A place like our phones.

Since people like to search products and fill baskets online, we are seeing an app revival. [From Seed to Spoon](#) by [Park Seed](#) allows you to shop, log plants, calculate planting and harvesting dates, and find recipes.

Wine.com app has label scans, ratings and purchases, propelling mobile device revenue to 1/3 company revenue, growing 30%.

You don't need your own app, you can do everything inside an established one such as Instagram.

Text-based shopping makes a sale even faster. Loyalty and personalization are key here. Brands are improving wallet share by offering personalized recommendations and promos.

This omnichannel shopper spends 2-4x more money than in-store customers. The focus has shifted from protecting in-store sales to supporting online and in-store. What can you do to help solve your customers' pain points?



BACKDOOR *Revolution.*

2023
Garden Trends
REPORT

We are in the middle of a housing shortage.

Inventory has fallen from a monthly average of 1.6 million units in 2019 to 1 million in 2022.

Buyers are being priced out. Home values have risen 32% in the past two years. Roughly 73 million millennials — the largest U.S. generation ever — are entering their prime first-time home-buying years. But experts don't think these first-time buyers will return to normal until after 2030.

And, with home buying out of reach for many, demand for rentals is going up in mid-size and small cities.

Housing Crisis.



2023
Garden Trends
REPORT



The 'Missing Middle' of the housing market.

According to Forbes, who coined last year, the 'Year of the ADU', accessory dwelling units (ADUs) would help alleviate these shortages.

ADUs are self-contained living units that can be attached or detached from single-family homes.

Since housing is the single largest monthly expense for most Americans, seniors and adult children see an accessible ADU as a way to cut costs while in a great neighborhood, near employment, retail, and transit. ADUs also let owners receive rent to help offset mortgage payments.

And local government is starting to see the benefit, too. Approvals are becoming easier to obtain.



Reform.

This Backdoor Revolution will happen in your small-to-mid-size city next.

Portland's zoning reform in 2021 is part of a wave of similar changes across North America. Houston, the least expensive boomtown, led the way by slashing minimum lot sizes to 1,400 sq. ft. Minneapolis legalized triplexes citywide. Cities from Walla Walla to Charlotte have set the wheels in motion to end bans on duplexes and lot splits.

Garden centers and brands alike have an opportunity to help define spaces, design products to suit the evolving needs, like these new 'Cottage Clusters,' and understand the needs of their customers.

Privacy is key.

Small space design and container garden searches reach new highs on Google Trends each season. The Great Grow Along survey said container gardening is the #1 way 34-45-year-old gardeners prefer to garden.

Showcase small but mighty and how to incorporate containers in landscapes. Plants such as the [Petite Knock Out®](#) rose are perfectly suited for this type of living. It has the same flower power and easy care as others in The Knock Out® Family of Roses but in an adorable, compact size!

Fences provide privacy, and plantings do too. Vertical design is also important, and arbors give an overhead plane that makes people feel a little more protected and enclosed. Green walls are making a push, finally, taking a front-seat.

Consider how you can position your products to suit this Backdoor Revolution.



Petite.

A hand holding a pink flower against a background of green leaves. The hand is positioned in the center, with the fingers spread, holding a small pink flower with a darker pink center. The background is a dense field of green, rounded leaves. The overall tone is natural and vibrant.

ACCESSIBLE *Gardening.*

2023

Garden Trends

REPORT

In 2023 and beyond, 100 is the new 50.

We are entering an era of 'Super Agers,' people whose brains function as if they were 30 years younger.

Super Agers have a longer range of productivity, live in multiple locations, and have multiple careers and partners.

Housing, products, and other accessible opportunities will adapt for Super Agers to thrive. The ADU Revolution is ideally suited for their needs.

There are technological implications. Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) will transport people anywhere they desire, so they can relax and relive their more carefree days. It will enable them to do what they love at all ages with minimal impact, travel hassles, or expenses.

As we focus our efforts on attracting millennials, don't forget boomers too.



Super Agers.

2023
Garden Trends
REPORT



People are nostalgic, finding comfort in familiar pursuits and products from decades past.

Down Aging boomers are determined to stay as active as possible. It's not just gardening or golf; they're hiring robo-companions and attending Senior summer camps.

Millennials are Down Aging, too. They're buying vinyl for their old-school turntables. They watch "Friends" more than their parents did, and they eat up remakes such as "A Star Is Born," "Pet Sematary," "90210," or "Fuller House."

Outdoors, millennials and boomers are channeling midcentury mod with retro metal lawn chairs, pagoda umbrellas, and plants with a tropical flair like [Royal Hawaiian® 'Waikiki' Colocasia](#) from Southern Living® Plant Collection.

Brands who tug at the nostalgic heart-strings of Down-Agers will win their business. *Enact a throwback logo for an anniversary, revive a best-seller, or relaunch a product with a smart spin.*



Down-Aging.



Accessibility.

2023
Garden Trends
REPORT

We have an entirely new customer in this loyal generation.

We are increasingly asked to focus efforts on millennials, but don't forget boomers. Nurture a core audience by giving them new experiences.

Instead of losing Super Agers to Jimmy Buffet's retirement community, Margaritaville, create new options.

For example, Art-Reach Philadelphia is working with the Pennsylvania Horticultural Society to make art and gardens more accessible. Using specialized raised pods, plants are placed at a manageable height for people who can no longer bend over, or those in wheelchairs, allowing anyone to enjoy them.

Plant Coaching is also relevant to this audience. Whether they picked up gardening late in life, or lifetime hobbyists, coaches assist in many ways and appeal to all generations.

PLANT Tok.



2023
Garden Trends
REPORT

A close-up photograph of two hands holding a yellow smartphone. The hand on the left has bright blue nail polish and is wearing a yellow sleeve. The hand on the right has light-colored nail polish and is wearing a light green ribbed sweater sleeve. The background is a solid, vibrant pink color.

TikTok.

“New York Restaurants Can’t Ignore TikTok Anymore,” said a recent headline. And neither can we.

TikTok users spend an average of 52 minutes per day on the app. 90% visit the app more than once per day. And there are over 1 billion monthly active users.

Compared to other social media platforms, TikTok has hit the mainstream hard. The good news: It allows for more democratization. Content from an account with few followers has as much potential to go viral due to the ‘For You’ page. Algorithms boost content onto feeds, regardless of whether they follow the account.

And it’s not just dance videos. People are turning to TikTok for financial education, investing tips, cooking hacks, book recommendations, and garden advice.

2023
Garden Trends
REPORT



Yes. BookTok. It's sent old books back to bestseller lists and helped launch careers.

Videos with #BookTok have been viewed 13 billion times. Users say, "It's like getting a recommendation from a friend or bookseller but in the comfort of your own home."

Small to large retailers have taken advantage of BookTok's popularity to market popular titles. Barnes & Noble has created specialized tables featuring books "found on BookTok."

If this can happen to book stores, which were once near obsolescence, shouldn't the green industry also become TikTok content creators? Some already have.

Here's what they're doing and why.

BookTok.

Green Industry Tok-ers.



@flockfingerlakes: 14K followers
2.9M Views



@nativeplanttok: 270K followers
1.8M Views



@learntogrow1: 71K followers
167K Views

PlantTok is fueled by those looking to create unique spaces that speak to their identity.

- **Gnomecore** - ornate objects with purpose, coziness, self-care, and the transcendent promise of a good and sensible life. Maximizing whimsical and eclectic - gardens filled with bold colors, textures, and art.
- **WitchTok** - with 19.8 billion views, the trend shares inherited knowledge, ceremony, and objects passed down from ancestors or unique to regions. Find people using herbs, magic, and witchcraft.
- **Moon Gardens** – Google Trends says the term will peak in 2023. From mindfulness spirals to planting suggestions, (as well as features in Real Simple, The Old Farmers' Almanac, and lectures nationwide), plant choices, hardscape designs, moon gates, and sculptures are topping the charts.

A woman with long brown hair, wearing a teal-colored, long-sleeved, button-down dress, stands in a field of purple flowers. She is looking upwards towards a large, bright full moon in a clear blue sky. The scene is bathed in a soft, golden light, suggesting late afternoon or early evening.

Self Expression.

2023
Garden Trends
REPORT



Community Spirit.

2023
Garden Trends
REPORT

Community commerce is an opportunity for brands to fit seamlessly into people's digital experience.

According to Great Grow Along, 85% purchase products or services after seeing them reviewed on social and 79% take gardening advice from online sources.

Commerce is moving towards Shoppertainment, an experience that entertains, enables, and connects – allowing for product discovery and transaction at rapid speed.

After viral videos about #LittleMoons mochi got 19.5 million views, sales rose 700%. Starbucks launched two limited drinks inspired by TikTok, generating 11.5 million impressions. *Brands can move quickly if they deploy the right tactics.*

The way consumers discover and purchase products has changed, and they are taking action faster than ever. Community drives discovery, and entertainment drives action. If brands want to be a part of the future of community commerce, they must be willing to listen to the community to determine micro-trends and utilize creators to create impact.

The best way to know what's trending on TikTok, is to be on TikTok.

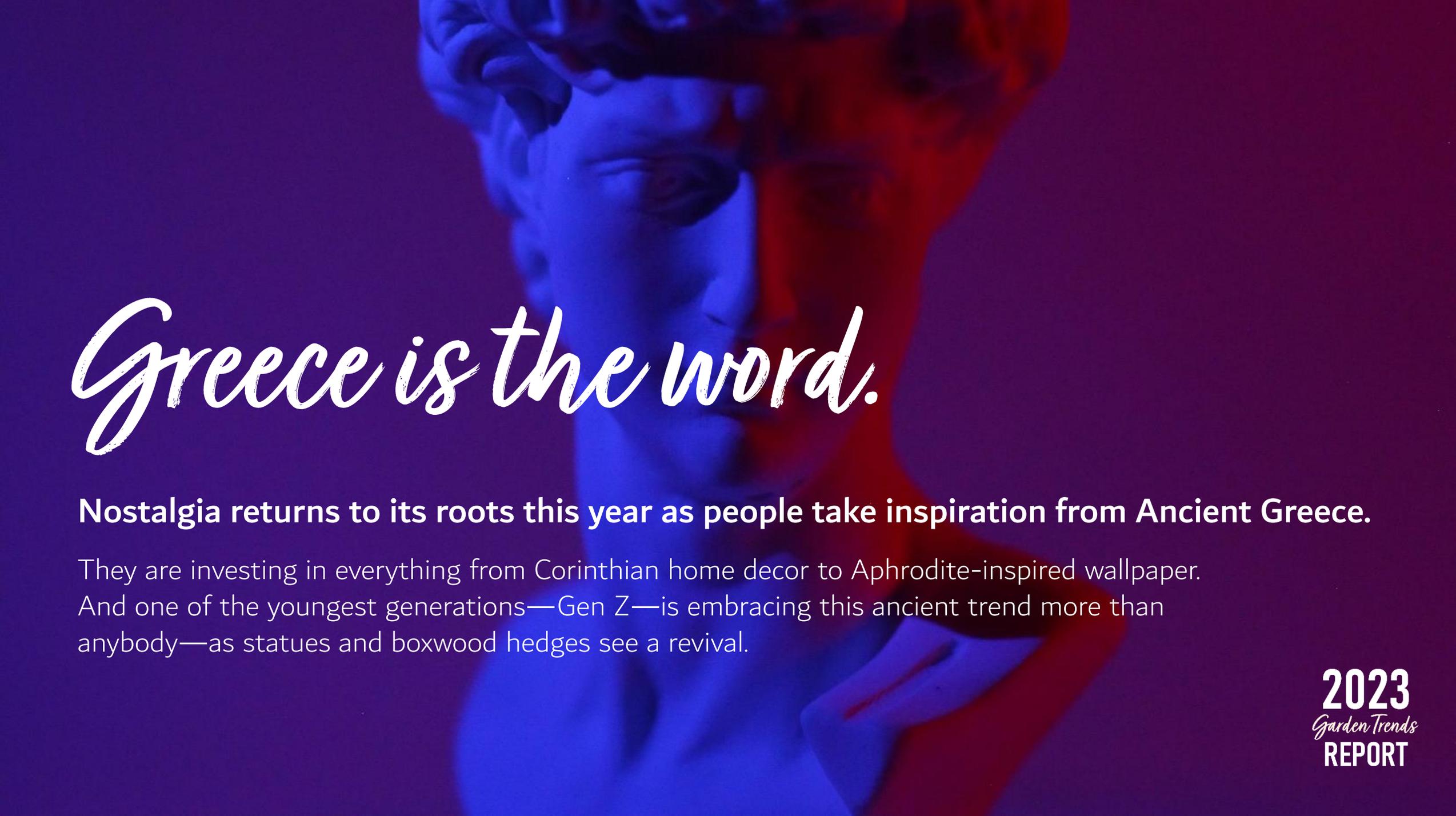


IT'S ALL *Greek to me.*

2023

Garden Trends

REPORT



Greece is the word.

Nostalgia returns to its roots this year as people take inspiration from Ancient Greece.

They are investing in everything from Corinthian home decor to Aphrodite-inspired wallpaper. And one of the youngest generations—Gen Z—is embracing this ancient trend more than anybody—as statues and boxwood hedges see a revival.

2023
Garden Trends
REPORT



Classic Greek gardens are designed to stand up to the elements. These are scrappy gardens that make do.

A garden to suit the Greek gods:

- Stone walls, archways, and a pale-colored backdrop are typical features of a Greek garden.
- Add statuary and terra cotta, and use symmetry.
- Use plants to shade seating areas with climbers around arches and tall trees. Olives are the IT plant in Europe right now.
- Create impact by elevating raised beds and patios.
- Key plants are hardy, water-wise succulents, boxwood, and roses.
- Grow bulbs , such as agapanthus and cyclamen, for a natural, timeless look. Look for inspiration from [Flowerbulbs.com](https://www.flowerbulbs.com).

Romantic Beauty.

2023
Garden Trends
REPORT



Gravel gardens, a staple of Greek design, look amazing in heat and drought and require 80% less maintenance.

Plus, they offer incredible environmental benefits, thriving on rainfall alone with no fertilizer or other additives needed.

Great for small spaces or can encompass an entire front yard.

Gravel can be chosen to match personal style and color scheme but must be pea-sized.

Add containers for pops of color.

Jeff Epping, the Godfather of gravel, suggests starting with grasses such as prairie dropseed, little bluestem, big bluestem, or switchgrass. Then layer prairie plants such as pale purple coneflower, rattlesnake master, prairie baby's breath, smooth penstemon, cup plant, stiff coreopsis, asters, and goldenrods. Dramatic grasses like [Platinum Beauty™ Lomandra](#) from Sunset® Plant Collection steal the show as low-water focal points.

Native plants, such as the collections from [Garden for Wildlife™](#) by National Wildlife Federation, work exceptionally well in gravel gardens and are suited to withstand harsher conditions.

Gravel Gardens.



Photo: Andrew Bunting, Vice President of Horticulture, Pennsylvania Horticultural Society



REDRAWING

The Map

2023
Garden Trends
REPORT

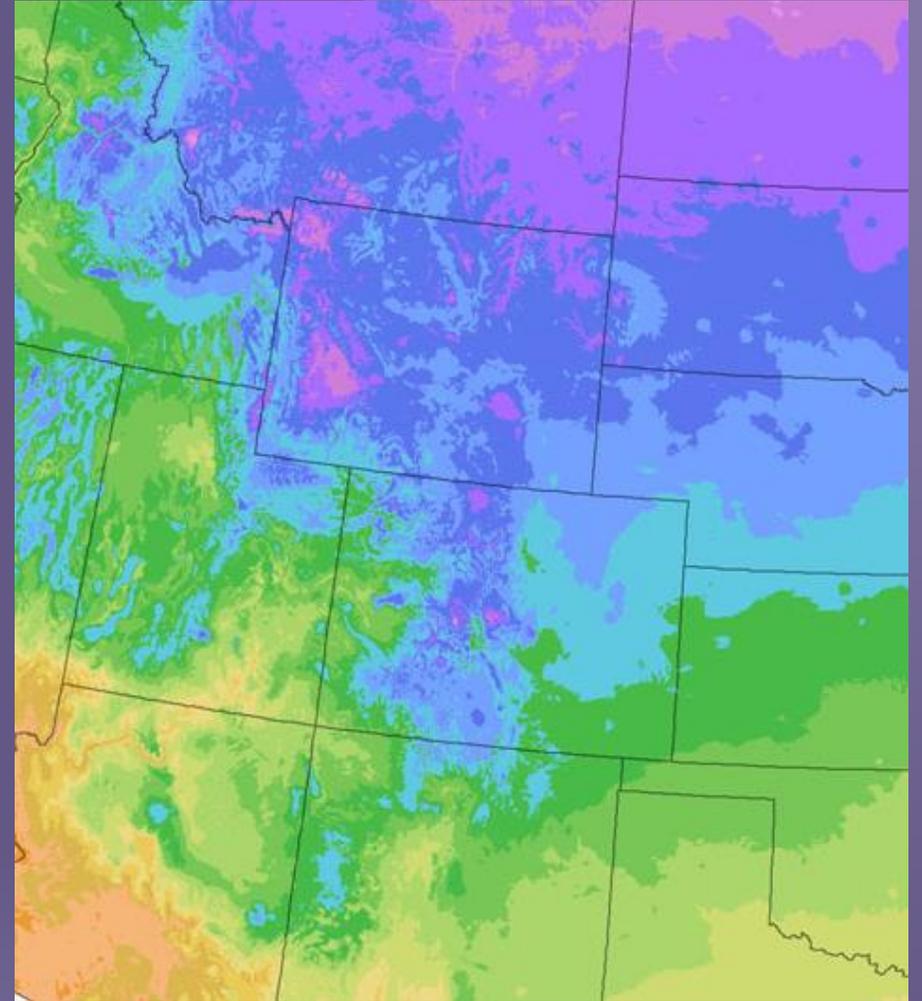
Hardiness Zone.

The U.S. Department of Agriculture first published the hardiness zone map in 1960. It is based on the average annual minimum temperature of any given spot. Each zone marks a 10°F band, from -60°F in zone 1 to 70°F in zone 13.

Since the map was last updated in 2012, nearly half the country is at least half a zone warmer.

Researchers believe the lines will continue to march northward at a “climate velocity” of 13 miles per decade.

In the worst-case scenario, by the end of the century, Earth’s climate is projected to warm by an additional 11°F. The next 10 to 30 years are a critical window for climate action.





As the climate changes, trees find themselves in an uncomfortable situation.

Damage from heat and drought can stress them and make them more susceptible to disease and insect infestations.

Not only does the palette of trees that will thrive in a particular area need to change, but Dan Herms, Ph. D., a scientist at [Davey Tree](#), says the climate is warming fast enough to change the hardiness zone within the lifespan of trees planted today.

Herms says we need to make informed decisions about which trees to plant for the changing climate because trees are one solution to battle a warming planet.

Forward-thinking public gardens are already doing this, moving away from monoculture and choosing climate resilient trees.

Trees are the answer.

Green Infrastructure.

Trees are green infrastructure that contributes to climate change resilience through the ecosystem services they provide.

New studies prove this efficacy. One study by Princeton University shows reforestation produces clouds that protect the planet from the sun's rays. By planting forests, you'll cool the climate.

They also sequester and provide long-term carbon storage, decrease stormwater runoff, conserve energy through shading and reduction in urban heat, and filter air pollutants.

As the climate crisis deepens, businesses and consumers join nonprofit groups and governments in a global tree-planting boom. Last year saw billions of trees planted in scores of countries worldwide. These efforts can be a triple win, providing livelihoods, absorbing and locking away planet-warming carbon dioxide, and improving the health of ecosystems.

But when done poorly, the projects can worsen the very problems they were meant to solve. Planting the wrong trees in the wrong place can actually reduce biodiversity, speed extinctions, and make ecosystems far less resilient.



RTRP.

Planting the right tree in the right place still is the most important, and we would add, in the right way.

Davey Tree's climate research focuses on identifying appropriate trees to plant in a changing climate.

For example, in central West Virginia, oak and hickory are predicted to increase in dominance, as sugar maple, beech, and gray birch decrease in abundance. In northern Maine, spruce-fir forests will transition to maple-beech-birch forests, which will be replaced by oak-hickory forests in New York.

Work with your local arborist to identify zip-code relevant species.

2023
Garden Trends
REPORT

COLOR OF *The Year*

2023
Garden Trends
REPORT



Did you know in Europe, the color orange didn't have a name until the 16th century?

Before this, it was called yellow-red or saffron. Things changed when Portuguese merchants brought the first orange trees to Europe from Asia.

Deeply rooted in history, orange is a color with spiritual connotations. It's the color of transformation in Confucianism, the color of perfection and illumination in Buddhism, and a color used in Hinduism dresses of Krishna. In Western culture orange is associated with feelings of warmth, excitement, and amusement.

It was the signature color of the decade between the Sixties and the Seventies - the swinging '60s, a time of change, peace, love, and psychedelic aesthetic. The '70s aesthetics moved away from the psychedelic into more natural - Acid Orange into the beautiful terra-cotta we see today. Earth tones dominated this era, as the "earth movement" began in 1970 with the first Earth Day.

Terracotta.

2023
Garden Trends
REPORT

Terracotta can add warmth and vibrancy to a decorating scheme, used to liven up many different interiors.

It can be used as a highlight color amongst a more gentle, contemporary color palette.

Add graphic patterns, cushions, and rugs.

Embrace the joy and optimism typical of the '70s decade with curved shapes, handmade finishes, macramé, and fun details such as fringes.

Match white and earthy tones with materials derived from the earth — such as terracotta and Moroccan-inspired ceramics, but also the dry and sculptural colors typical of desert environments.

2023
Garden Trends
REPORT

Desert Vibes.





Go Terracotta.

So. Many. Choices.

Plant and accessory choices are endless when it comes to stocking the store with the color of the year. Have fun, be bold, and think outside the container.

- Try tried and true flowers from Bloomables® such as the Sombrero® Adobe Orange Coneflower, Tecoma 'Red Hot', and Veranda® Mango rose.
- Terracotta hues abound in Coppertop® Sweet Viburnum, from Sunset Plant Collection. The new growth on this gorgeous and low-maintenance landscape star is dark maroon to terracotta, providing season-long appeal.
- Look for the classic color in new container styles that appeal to all generations with the new lines from LBE Design. Form meets function with these indoor and outdoor containers. Solid construction and enduring handcrafted quality.

2023
Garden Trends
REPORT

Glossary

TESLA EFFECT

- [Freedonia](#)
- [Epic Gardening](#)
- [Enter Neverland](#)
- [Tertill](#)
- [From Seed to Spoon](#)
- [Park Seed](#)

BACKDOOR REVOLUTION

- [Forbes](#)
- [Petite Knock Out](#)
- [Great Grow Along](#)
- [Star Roses](#)

ACCESSIBLE GARDENING

- [Southern Living Plant Collection](#)
- [Art-Reach Philadelphia](#)
- [Pennsylvania Horticultural Society](#)

PLANTTOK

- [Flock Finger Lakes](#)
- [Native Plant Tok](#)
- [Learn to Grow](#)

GREEK TO ME

- [Flowerbulbs.com](#)
- [Sunset Plant Collection](#)
- [Garden For Wildlife™](#)
- [National Wildlife Federation](#)

REDRAWING THE MAP

- [U.S. Department of Agriculture](#)
- [Davey Tree Expert Company](#)

COLOR OF THE YEAR

- [Bloomables](#)
- [LBE Design](#)

Contact Us

TRENDS@GARDENMEDIAGROUP.COM

WWW.GARDENMEDIAGROUP.COM

Thank You!

2023

Garden Trends

REPORT

