



*Garden Media*

2024 **GARDEN**

**TRENDS** REPORT

ECO-OPTIMISM

# ABOUT TRENDS

We scout global consumer trends from home design to fashion, consulting media and experts worldwide. This report is a go-to resource for the green industry viewed over 10k times annually. We are featured in top outlets like The New York Times, Better Homes & Gardens and more.

## Our Track Record:

- 2003: Predicted container gardening craze
- 2004: Spotted the surge in vegetable gardening
- 2007: Flagged the renewed interest in native plants
- 2009: Anticipated the trend of vertical gardening
- 2018: Forecast the rise of plants for wellbeing
- 2021: Projected the rise of tech and AI in the garden



# WHY TRENDS?

Be the first to fill these emerging consumer demands.

Shape winning new products, enhance customer experiences and well in advance of the competition.

Attract trend-loving customers through savvy marketing.

Drive consumers and therefore drive sales by making data-driven decisions.

When you're ahead of the curve, your company becomes a trendsetter, gatekeeper, and influencer.



# DID YOU KNOW?

**2023 will rank among the  
10 warmest years on record.**

200 million people could be displaced by  
2050 due to climate.

25,000 species are in danger of extinction  
due to climate.

Climate-related disasters have increased  
by 50% since 2000.

67% of Americans 18 to 23 experience  
Eco-anxiety – chronic fear of suffering an  
environmental cataclysm.





# AND YET...

**68% of people 15-24, or 1.2 billion people, want to make positive climate impacts.**

'Extinct' lion spotted in Chad for first time in 20 years.

Wind and solar broke energy use records last year.

US DOT rolls out \$350 million in funding to improve wildlife habitats.

If we stopped emitting GHGs today, global temperatures would begin to flatten in 3 years.





# ECO-ANXIETY

Eco-anxiety is real – people feel stress, worry and bleakness over climate change.

We are scientists, horticulturists, gardeners, communicators, and more. Our job is to understand environmental issues and translate these concepts into solutions our customers can understand.

One of our responsibilities, more with each new report, heatwave, hurricane, and fire, is to communicate **solutions** that don't create hopelessness.

Stubborn optimism needs to motivate us daily. The future is worth fighting for.





# A NEW SHERIFF

"EcoTok" is a collective against "climate doomism," for climate solutions.

Abbie Richards @tofology, co-founder, says, "Climate change isn't the apocalypse, it's an opportunity to make meaningful change."

Technology has given young people a louder voice than ever before. Gen Z are action-oriented, and unafraid to speak up. And, research shows that Gen Z's passion for change is revitalizing all generations, too. Globally, 52% of all people believe Gen Z influences change.

Younger still, KidsGardening paves the way in positive news. By providing garden education that celebrates our differences and the good we are doing, they are fostering a love for the environment at a young age.

*What future do you want? How are you working to make that a reality?*





# CLICK WHICH WORDS SPEAK TO YOU ↷

ZOOM  
OUT

DIGITAL  
INFLUENTIAL  
HUMBLE



HORTI-  
FUTURISM

BOLD  
FORWARD  
BRIGHT



DELIGHT  
IN THE  
DARK

ENCHANTING  
VIRAL  
GOTH



BUGGING  
OUT

ECLECTIC  
NATURAL  
BENEFICIAL



HANGING  
IN THERE

ELEVATED  
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DEFINED



NATURE  
CALLS

HOPEFUL  
INSPIRED  
VITAL



COLOR  
OF THE  
YEAR

PUNCHY  
VIVID  
POWERFUL







# ZOOM OUT

DIGITAL – INFLUENTIAL – HUMBLE



# BUYING POWER

## GEN Z, OR ZOOMERS, WILL RESHAPE THE FUTURE OF THE HORTICULTURE INDUSTRY

Young(er) people are often characterized as irresponsible when it comes to securing their future.

But it might be hard to say that about Gen Z, who are ahead of Millennials and Gen X when it comes to homeownership. In 2022, 30% of 25-year-olds owned their home, compared to the 27% of Gen Xers and 28% of Millennials when they were the same age, according Redfin. The average age of a first-time home buyer used to be 36.

And they're motivated: 71.5% of Zoomers plan to buy their first home in the next one to six years.

While we love first-time home buyers, this is important today because many Gen Zers have only ever worked from home. They see their home, and quality things to fill it, as a long-term investment.



DIGITAL - INFLUENTIAL - HUMBLE



# DELAYED GRATIFICATION



## Quality Over Quantity

Retailers need to cater to Zoomers' values. Nearly three-fourths (73%) of Gen Zers are willing to pay more and wait longer for sustainable products that are of better quality.



## A Story To Tell

While many consumers still utilize the one-day shipping option, Zoomers are more interested in unique pieces that have a story, where it's from, who made it. And owning those plants or products add to their own story.



## Ship My Plants

Companies such as [Ship My Plants](#), are paving the way for green buyers and sellers alike. SMP marries the plant-loving Zoomers' wants and needs with the inventory and capabilities of sellers by creating the ultimate online destination.



# NEW SHOPPING HABITS



## No Excess

Try adjusting inventory and pricing strategies. Switch to a “no excess inventory” by selectively choosing fewer pieces for in-store stock that align with Zoomers’ tastes and carrying more online.



## Shopping Powerhouse

Gen Z is the first generation raised entirely in a digital world. Retailers need to understand and cater to their specific habits and preferences, such as seeking input from trusted online sources and keeping website and social platforms up-to-date.



## Creators’ Influence

Creators are now more trusted when it comes to reviews over social ads and celebrity posts. Creators are 3.5x more influential than social media ads – so influencer marketing and promotions through short-form videos are key for getting to Zoomers.

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# HORTIFUTURISM

BOLD – FORWARD – BRIGHT



# HORTI FUTURISM

## WHAT DOES IT MEAN FOR HORTICULTURE?

From The Philadelphia Flower Show's The Garden Electric, to TeamLab's mind-bending international horticulture exhibitions, a "horti-futurist" movement is happening under our noses. *And it feels sci-fi.*

Which makes sense. China, the world's largest television industry that precedes Western markets, reported a 50% year-on-year increase in sci-fi film profits this year.

If we take a cue from the arts, people will be looking for something fantastical in the future. What will you provide?



Garden scholar and historian Tracy Qiu sees us replacing a cold, metallic vision of the future with bold, bright hortifuturism. "We used to view the future like we view the past, erasing its color and vibrancy. Not anymore!"



BOLD - FORWARD - BRIGHT



# SCI-FI IN THE GARDEN



## Space Survivor

Closed ecosystem terrariums, survivalist gardens, and night gardens that shine in starlight are landscape design trends to watch.



© Fairfield Garden Center c/o Garden Center Mag

## Neon, Neon, Neon

Nighttime botanic garden exhibits, such as South Coast Botanic Garden's "Astra Lumina" light event, push the public garden holiday light envelope. Store displays and floral designs inject neon and lighting to offer a vision of the future.



## Plants to Pick

Neons, bright variegation, "alien" plants like unusual succulents, star-flecked or silver-hued plants like 'Sterling Moon' Lunar Lights™ Begonia from Southern Living Plant Collection.



# GET THE LOOK



## Catalog Shoot

Planning a photoshoot or catalog? Pull design inspiration from the futuristic look botanic gardens from Asia to the US have captured!



© Rob Cardillo, Courtesy of the Pennsylvania Horticultural Society

## Futuristic Displays

Consider a more avant-garde approach to displays, feature sharp angles, swooping vines, orbs, floral 'starbursts' (hello agapanthus!) and tags/labels in neon and metallic tones.



## Up Late Date Night

Offer evening hours in the warm season? Illuminate your garden center with neon lights or glowing orbs. Got patio space? Offer a cosmic cocktail hour!

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# DELIGHT IN THE DARK

ENCHANTING – VIRAL – GOTH



# IT'S SERIOUS

OUR CULTURE'S LOVE AFFAIR WITH THE OCCULT HAS MOVED TO THE "IT'S SERIOUS" PHASE OF THE RELATIONSHIP

Investigation into darkness retreats and decaying places (#aesthetic) is happening by all generations, but particularly Gen Z, driving viral content such as the memorable greenhouse scene in Netflix's Wednesday, and The Last of Us, enchanting and terrifying the masses with deadly fungi.

With 430k posts on social media, #Gothgarden(ing) #VictorianGardens, #Halloweengardens #Steampunk and #Tombstonetourism are growing.

In fact, in 2024 we take our obsession to the grave.



ENCHANTING - VIRAL - GOTH



# GRAVE GARDENING EVOLVED



## Cradle Graves

In the first modern cemeteries, gravestones doubled as planters. As cities grew, they engulfed the land until these astonishing landscapes were sitting in the hearts of major American cities.



## The Third Space

Free and open to all, cemeteries are becoming hip hangouts. Laurel Hill in Pennsylvania offers movies, yoga and hort-therapy. Oakland cemetery in Georgia features a nature-themed light show, and the 'Spirit of Oakland,' in which "residents" come to life.



## Plants, People, Past

At Oakland, director of horticulture, Abra Lee, sees more young people learning about the cemetery's traditions. Plans for a 3-acre African-American section are underway – curating a plant palette distinct to the culture, era, and region.



# GOTH GARDENING



## Memorial Garden

Educate folks around what types of plants to grow in a grave garden. Teach them how to create a memorial garden, or plant a tree in a loved one's memory.



## Dark Hues

Choose an array of eerie plants such as 'Black Prince' Snapdragon, Blood Red Sunflower, and Black Peony Poppy from Park Seed, and Black Cherry Floribunda Rose & Hellebores 'Pine Knots Select Strain' from Jackson & Perkins. Flowerbulbs.com suggests black tulips.



## Dark Delights

Curate pottery and statuary. Think of evening experiences such as up-lighting trees. Leave plants a bit untidy. Withered plants and faded blooms add to the theme. Utilize dying plants for merchandising instead of marking down or trashing.

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# BUGGING OUT

ECLECTIC – NATURAL – BENEFICIAL



# TUNE IN

**BEETLES, BUTTERFLIES AND BEES – INSECTS ARE REALLY FLYING.**

Their intricacy and colorful beauty is finding its way into mainstream on cushions, wallpapers, lamp shades, jewelry, rugs, and even children's rooms.

“The growing intrigue and awareness of insects helps boost an interest in the plants that feed them”, says Shubber Ali, CEO of Garden for Wildlife™.

There was even a surprising array of dead wood to support insects at this year's Chelsea Flower Show, from Cleve West's fallen birch tree to Tom Massey's sculptural installation.

And it's working! The National Gardening Survey saw a 10% increase year over year in people planting for bees, butterflies and birds. The number of people purchasing native plants has almost doubled since 2019.



Photo © Rebecca Lindsey, Jewelry Design: Olga Ganoudis

ECLECTIC – NATURAL – BENEFICIAL



# BUGS GO MAINSTREAM



## Preservation Obsession

Insect taxidermy in décor is going mainstream. The importance of preserving and saving nature is gaining traction both in and outside our homes.



## More Realistic

Bug décor is no longer just a "cutesy" icon, their intricate anatomy is replicated accurately. The beauty enhances photos and drives empathy for arthropods.



## Make It Vegan

As bug awareness continues to grow, so does a new respect for the magnificent color, benefits, and ecology of insects and an eco-conscious way to preserve them.



# LEARNING OPPORTUNITY



## Pollinator Plants

Keeping stocking your shelves and gardens with pollinator favorites including the new [Easy Bee-zy™ Knock Out®](#) and regionally-specific, keystone native plants from [Garden for Wildlife](#).



Photo © Rebecca Lindsey, Jewelry: Olga Ganoudis

## Go Glam

Showcase local purveyors like Gateway Garden Center in Delaware did with a local jeweler who specializes in bug and nature jewelry. Find décor made from upcycled silverware to rugs and pillows.



## Rest In Pieces

Hold insect paper-making classes. Teach people how to create their own insect art gallery and preserve the beauty of nature... naturally. Or hold a class on how to identify, collect, prepare, season, and eat several kinds of insects.

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# HANGING IN THERE

ELEVATED – LUSH – DEFINED



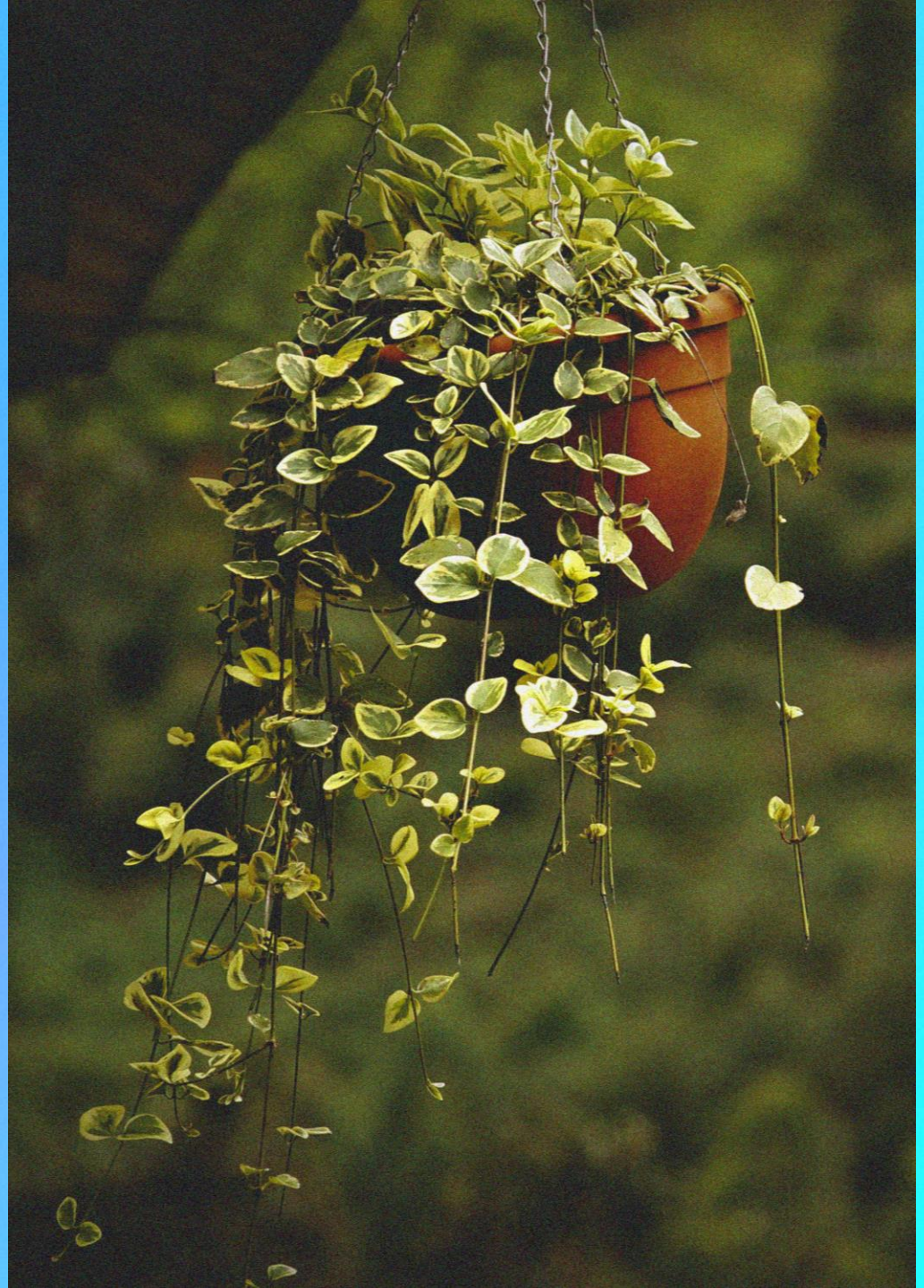
# HANGING AROUND

## SMALL-SPACE GARDENING STAYS

By 2050 the United Nations projects 89% of people will be living in urban areas. Combined with an increased interest in container gardening, the demand will continue to trend upward.

According to The NGA 2022 Survey, 600,000 more households engaged in container gardening last year, a 200% increase. It also found a steady rise in overall spending on container gardening, increasing by 50 million!

People aged 45–54 had the largest increase in spending on container gardening, \$72.81, up from \$22.19 in the previous year. It is not just any containers predicted to grow in popularity, specifically hanging gardens.



ELEVATED – LUSH – DEFINED



# HANGING GARDENS



Photo © RailScapes by PlantTraps



## Define Spaces

Maximize vertical space, add beauty, grow food, and create privacy. Designers will incorporate hanging and trailing plants as living art and/or to create focal points.

## Effective and Easy

Plants with draping forms often require less maintenance due to increased airflow, preventing rotting. It also allows plants to naturally 'spill' and trail as their vines grow.

## Social Stars

Hanging plants are best for vertical videos – popularized on social media platforms such as Instagram and TikTok.



# EXPLORE MORE TRAILERS



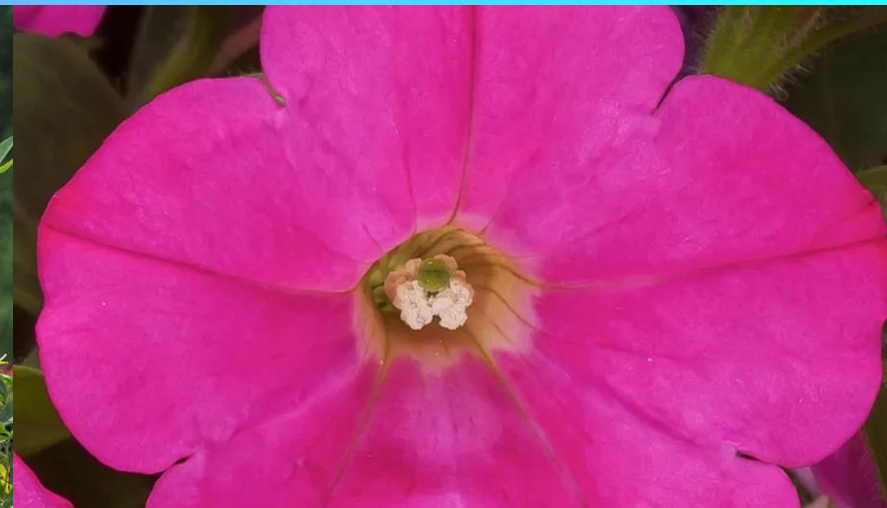
## Living Tapestry

String of Pearls, Pothos, Philodendron, Arrowhead, English Ivy, Inch Plant, Columnea, and Hoya.



## Edibles

Cherry tomatoes, [Midnight](#) and [Sapphire Cascade](#) blueberries from [Bushel and Berry](#)<sup>®</sup>, and cucumbers, peas, strawberries, nasturtiums, oregano, creeping thyme, creeping rosemary, mint, and sage from [Park Seed](#).



## Flowers

Lobelia, Fuchsia, Potato Vines, Vinca, Purple Pixie Dwarf Loropetalum, FlashForward™ Pink Petunias, and [Nonstop](#)<sup>®</sup> [Joy Mix Begonias](#) from [Park Seed](#).

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# NATURE CALLS

HOPEFUL – INSPIRED – VITAL



# POWER OF COMMUNITY

PASSION FOR THE HEALTH AND PROSPERITY  
OF COMMUNITY IS DRIVING CHANGE.

Concern for the environment defined almost every exhibit at the 2023 Chelsea Flower Show, and many were focused on sustainable and efficient community gardens.

This anti-garden or chaos-garden era is a rebellion against the tidy, non-native, heavy-input gardens of the past. Gens X, Y, and Z are passionate about sustainability. They want it in their food, their clothes, and their plants. And mostly, they want it in their community.

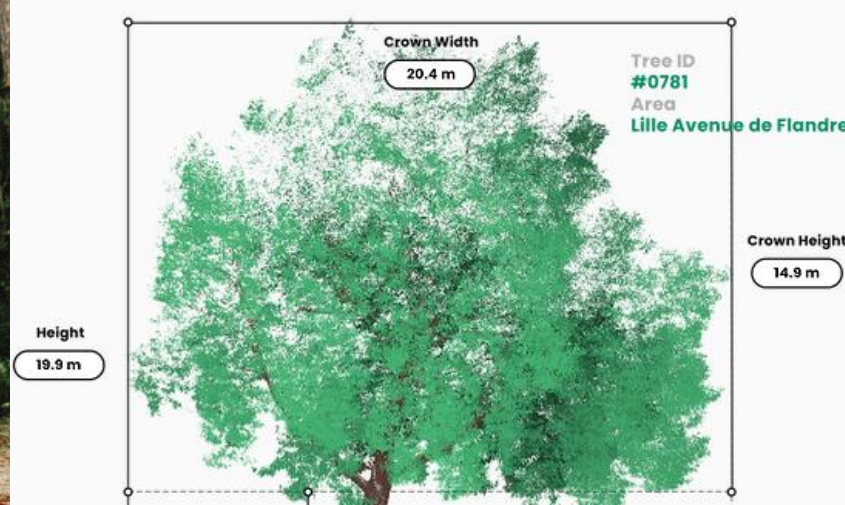
People are looking to effect change locally more than ever before. And they need our advice, connection, and products. We can inspire motivation and action by being leaders and bringing people joy. Stay eco-positive.



HOPEFUL – INSPIRED – VITAL



# SAVE YOUR CANOPY



## Vital Canopies

Seattle, the “Emerald City’s” new ordinance protects 88,100 trees – far more than the ‘99 law of 17,000. Like Akron, Kansas City, and Sarasota, tree ordinances are changing across the US in hopes of growing canopies.

## Tree Intelligence

Josh Behounek, [Davey Resource Group](#) (DRG), says technology is playing a big role in the ability to be efficient. With Singapore-based greehill, [Davey](#) can assess more trees, helping cities better calculate the benefits provided by existing trees and plan for the future.

## Trees of the Future

As people hear more about efforts around them to grow the urban canopy and the benefits of trees, they will want to know what the best trees are for their spaces. Help with curated lists for shade, wildlife, natives, etc.



# SPRING INTO ACTION



Photo © iStockPhoto - Lyndon Stratford

## Plant to Save the Planet

Create a display of top carbon-capturing plants such as fast-growing native trees, native grasses, and herbaceous perennials. Promote biochar.

## Action Oriented

Share how people can grow food, plant native, garden for wildlife, and replace their lawns. Add refill stations or offer reusable home products. Learn about ecobricks and invest in options other than the black plastic pot.

## Mobilize Gardeners

Protect the planet through a new initiative with [ReSeed](#) & [Gardening Know How](#). Gardeners can measure the positive impact of their yard, learn how to improve their garden's carbon storage, and partner with ReSeed to neutralize their carbon footprint.

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# COLOR OF THE YEAR

PUNCHY – VIVID – POWERFUL



# CYBER LIME

## WHAT BETTER COLOR TO SYMBOLIZE THE TRAITS OF HORTIFUTURISM?

A punchy near-neon that exerts and energizes the body and mind. This hyper-bright green signifies the powerful connection between nature and technology.

Based on compassion, community, and connection, this zesty lime is gaining traction as a gender-inclusive, dopamine hue in fashion.

Despite its vivid appearance, lime can be matched with many different colors. It looks great next to fuchsia, bright oranges, yellow and shades of pink and purple can also work for a radiant, lively palette. Lime pops next to black and also matches well with neutrals like white and tan.



PUNCHY – VIVID – POWERFUL



# MORE THAN COLOR



## The New Black

In the list of colors for 2024, shades of green will continue to rule. Designers, inspired by the environment, are increasingly using colors that echo nature.



## Greenterior

More than color, greenterior mixes sustainability and environmental awareness with harmony in nature. Frank Lloyd Wright was first to coin 'organic architecture' in 1908, and it's re-establishing itself as a major design trend.



## Synthetically Real

The body and mind are stimulated and energized by the zesty near-neon. The striking relationship between nature and technology is symbolized by this intense green.



# LIME PLANTS TO CHOOSE



## Flowers

Choose plants with lime green flowers to add a pop-up color to your containers or gardens. We love [Bloomables® Wedding Gown™ Hydrangea](#), Echinacea coconut lime, and Queeny lime zinnia.



## Foliage

Lime plants brighten up a dark corner. Try [Sunset Plant Collection 'Lemon-Lime' Nandina](#), Southern Living Plant Collection [Sunshine Ligustrum](#), Heuchera Key Lime Pie, Hellebore Gold Bullion, Japanese Forest Grass and Goldmound Spirea.



## Houseplants

The dramatic statement plant parents are looking for. They show up on social. Try [Costa Farms® 'Chameleon' ZZ](#), ['Painted Lady' Philodendron](#), ['Lemon Meringue' Pothos](#) and ['Golden Violin' Philodendron](#).

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[EcoTok Collective](#)

[KidsGardening](#)

[New York Times](#)

## ZOOM OUT

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[American Forests](#)

[Better Place Forests](#)

[Jackson & Perkins](#)

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**TRENDS** REPORT

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