



*Garden Media*

2025 GARDEN  
TRENDS REPORT

NATURE'S

RENAISSANCE

# 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

*Garden Media*

2024 **GARDEN**  
**TRENDS** REPORT  
**ECO-OPTIMISM**

AVAILABLE NOW



# NO VACANCY

We begin with a critical shift towards reclaiming urban spaces to integrate more natural elements. In the U.S., 84% of newly built single-family homes sold in 2022 were part of a Homeowners' Association, often imposing strict garden standards—clean, **green, tidy, mulched, and weed-free**. This is the current standard of many landscapes.

And if that weren't bland enough, over a quarter of our cities are covered in pavement, more in Orlando (33%) and Arlington, TX (39%). It's not sustainable or practical for a future where horticulture thrives. The good news is that there is a burgeoning movement to reintegrate natural elements into these highly regulated and often concrete-heavy environments.

# SOCIAL COMMUNITIES



## A History

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Reclaiming barren lots is not new, Europeans have sowed allotment gardens for centuries.

In the U.S., community gardens grew during the Victory Gardens era of WWII.



## Renewal

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PHS's LandCare has transformed 13,000 vacant lots in Philly into usable green spaces.

Chicago's Public Works Dept, Jeff Epping, Annamaria Leon, and others have experimented with gravel, native habitats, and permaculture.



## Design Forward

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Exhibits by Kelly Norris and Apiary Studios at the 2024 PHS Flower Show showed new approaches to horticulture.

At Chelsea, Robert Myers' St James' Piccadilly: Imagine the World to be Different shows the restorative power of greenery in cities.



## The Future

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From Australia to Ontario, cities are removing stretches of concrete and asphalt, allowing nature to take hold in their place as the benefits of a healthier, more sustainable urban environment are proven.

# THIS RENAISSANCE IS NOT MERELY ABOUT AESTHETICS

**it's about growing recognition of the need for green spaces.**

As cities adopt these green strategies amid the deepening climate crisis, they are creating better environments for both nature and humans, enhancing stormwater management, cooling, improving air quality, reducing noise, boosting mental health, reducing violence, and supporting urban wildlife.

This shift fosters a community affinity for living in these sustainable landscapes, marking a significant step toward integrating horticulture more holistically into our everyday lives.



# 2025 TRENDS AT A GLANCE

- 01** Social Retreat
- 02** 'Grow' Your Own Way
- 03** This Place Doesn't Exist
- 04** Lived-In Gardens
- 05** Living Fences
- 06** Foraged
- 07** Holy Moly Plants
- 08** Color of the Year

# SOCIAL RETREAT



TREND | 01



# A HISTORY OF SOCIAL

In 1971, email revolutionized the way we connect. Still, it was not until the 2010s, with the emergence of platforms like Twitter and Instagram and the introduction of the selfie camera, that we entered an era of around-the-clock connectivity, and our digital interactions moved into obsession and addiction.

Today, many of you are feeling the pressures of this addiction. We are tired of a landscape in which social connections are overshadowed by too much content, ads, misinformation, toxicity, and bots. **People won't stand for it anymore.**

By 2025, Gartner predicts that 50% of users will dramatically reduce their interactions with platforms like Meta, X, and TikTok. People are yearning to return to authenticity, leading us to a future where 'less social' might mean more connection.



## ENTER NICHE SOCIAL COMMUNITIES

These platforms cater to specific interests and foster tightly-knit communities that are not just engaging but enriching. **Today, 60% of people under 30** express a preference for these smaller, more focused communities over vast, impersonal networks.

People are seeking spaces to connect over shared passions and interests without the noise and distractions of mainstream social.

Just look to Sephora's Beauty Insider Community, which has over 6 million users and 3 million posts. This platform is not just a forum; it's a powerhouse driving 80% of sales from loyalty program members who are deeply engaged.

The statistics show that **73% of consumers are more likely to purchase and engage with brands** when they feel a part of dedicated communities. This engagement isn't superficial—it's driven by genuine interest and sustained by the quality of interaction niche communities foster.



# SOCIAL COMMUNITIES



## NextDoor

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**85+ million verified neighbors** discussing issues like potholes and missing dogs and seeking recommendations for services like landscaping and arborists.

goodreads



## GoodReads

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Share what you're reading with **150+ million** fellow book geeks, with popular tagged genres including Gardening, Plants, Flowers, Herbs, Horticulture, Landscaping, and Garden Design.

STRAVA



## Strava

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The largest sports community in the world with over **100M members**.

Features botanic garden runs, areas with pretty trails and communities with nice gardens.



GROW ANY PLANT

## Greg

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Platform for **houseplant enthusiasts** to connect with fellow plant lovers.

Build brand loyalty and drive sales through informative content, plant care Q&A sessions, and partnerships with niche influencers.

# QUALITY OVER QUANTITY

## Know Your Niche

Before diving in, identify platforms where your audience resides. Don't cast a wide net; go narrow.

## Content is Currency

Create high-quality content that educates, entertains, and resonates. Offer solutions and insights and spark discussions that position you as a resource.

## Encourage IRL Meet-ups

Host workshops based on popular niches.

## Respect

Familiarize yourself with the culture and community guidelines. Avoid overly promotional content.

## Collabs

Choose micro-influencers who embody the community's values.

## Authenticity is Key

Ditch the robotic marketing speak, participate in conversations, answer questions, build rapport, and don't sell. By focusing on creating authentic connections, you can leverage these platforms not just for transactions but also for building lasting relationships in the community.





‘GROW’ YOUR  
OWN WAY

TREND | 02

## FUNFLATION

Music is proving to be a welcome addition to the garden.

There's been renewed interest in live music in the post-pandemic environment. **Call it "Funflation" or "revenge spend,"** fans pay big dollars to attend live music events.

Live Nation reported a staggering 21% YOY increase in revenue for Q1 2024.

While the garden is no stranger to music, it's becoming more popular. From concerts in public gardens to Spotify playlists for plants, music is a cherished addition to the experience. **81% of gardeners enjoy tunes while tending to their plants,** with pop being the most popular genre. And we have all read the research that suggests plants themselves also 'enjoy' music.





# LISTENING BARS

This musical renaissance extends beyond gardens into new social experiences. Trendy neighborhoods around the world are witnessing the rise of restaurants offering musical experiences, setting an atmosphere that contrasts with the typical noisy nightlife. **This shift caters to a broader demographic, including the newish "sober curious."**

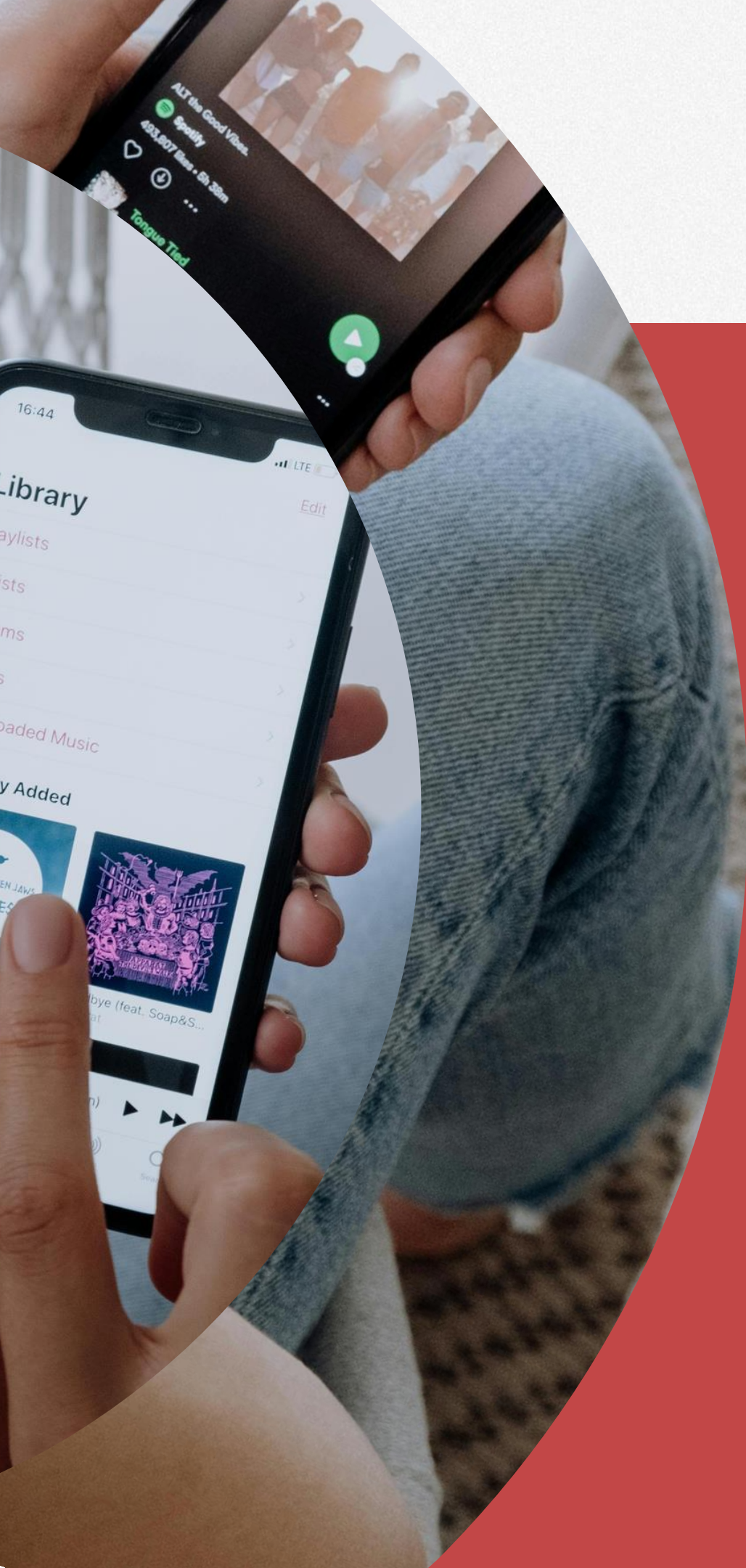
The psychology of music plays a significant role in enhancing happiness and influencing consumer behavior. A study published in the Journal of Marketing revealed that **playing music in stores can increase weekday spending by 10%**. Slower, pleasant music makes shoppers spend more time thinking about their purchases and enjoying the atmosphere. Dynamic or fast-paced music encourages faster shopping and fewer purchases.

# CURATE A PLAYLIST

With over **2.9 million user-generated Spotify playlists** related to plants and gardening, there is no shortage of musical inspiration. What genre of music exemplifies your brand? How about a song to compliment a new plant launch?

Collaborations with influencers like Darryl Cheng, Summer Rayne Oakes, and Black Men With Gardens, who have curated botanical-themed playlists, can further enhance this integration.

**Scan for our official 2025 Garden Trends Playlist!**



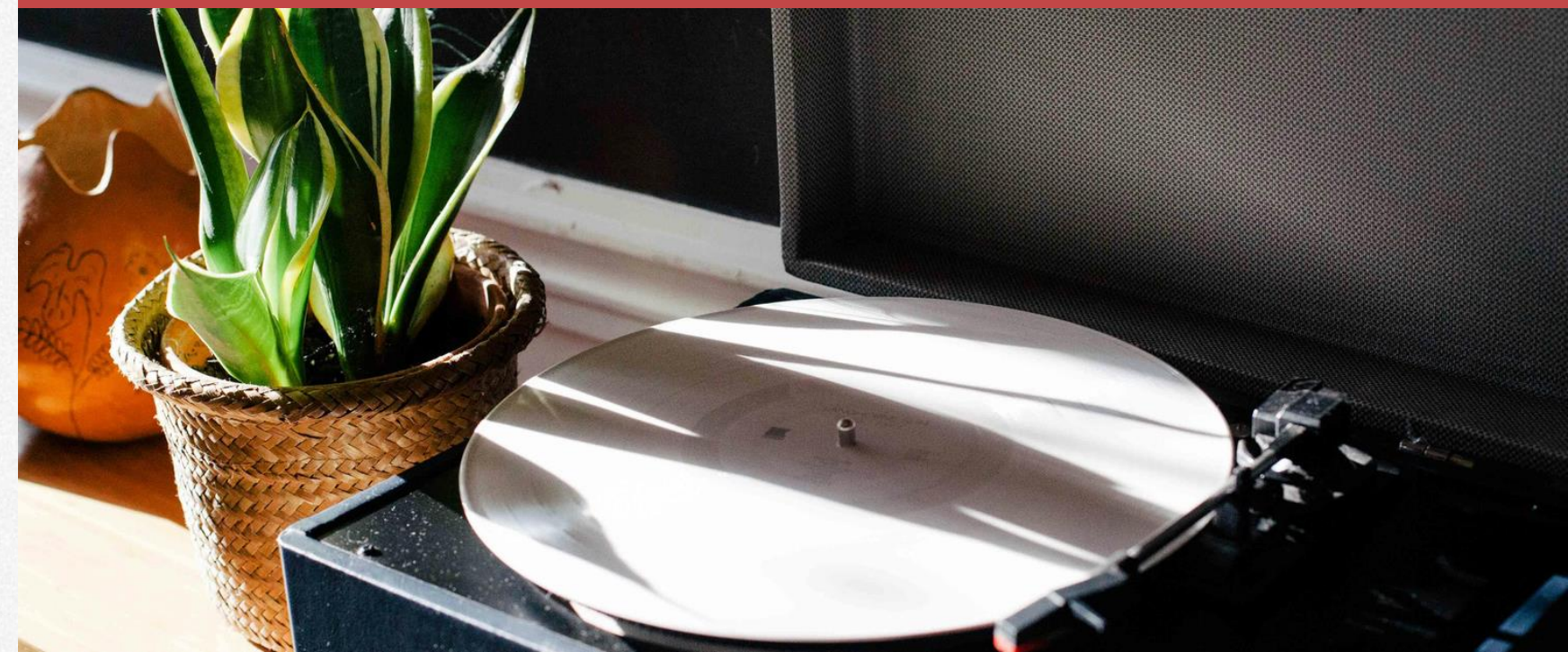
This insight has practical applications in our gardens and events. For example, hosting a 'bring your own vinyl' night can create a unique, interactive musical experience. Such events feature a DJ who plays records brought in by attendees, sometimes dedicating time to play a full A-side of an album.

**To maintain a friendly atmosphere, consider theming these nights.** This helps ensure the music remains accessible and enjoyable for all, preventing any niche genre like crunkcore or folk death metal.

Complement these themes with cocktails or mocktails and display plants that match the genre—perhaps dark or purple plants for a night featuring the stylings of Ozzy Osbourne.

## BYOV NIGHT

As we boost the experience of sound in the garden, we enhance personal spaces and deepen our connection to nature.





A circular collage with a central landscape image. The landscape shows a tree in the middle ground, a building in the background, and a rocky foreground. The collage is surrounded by various botanical and topographical elements, including green leaves, purple flowers, and a topographical map with red and green areas. The text "THIS PLACE DOESN'T EXIST" is overlaid in white, bold, sans-serif font across the center of the collage.

# THIS PLACE DOESN'T EXIST

TREND | 03



# WHY DO WE WANT UNREAL?

As artificial intelligence becomes more ingrained in our daily experiences, many are gravitating towards things that don't exist. Why? The answer lies in our pursuit of spaces beyond the boundaries of reality, offering us a glimpse into **dreamlike, colorful, and safe environments.**

These AI-generated visions of supernaturally cozy spaces and perfect plastic imitations of nature allow us to experience a sense of relaxation and safety that the real world sometimes fails to deliver.

## UNREALITY: MAXIMALISM

We are seeing people drawn to gardens that look unreal.



This journey into unreality is not just about creating visually appealing spaces; it's about crafting environments that soothe our emotions. **It's maximalism to its extreme, where our imaginations can run wild without the constraints of the physical world.**

As we navigate this new landscape, we challenge you to recognize that the rise of AI and the unreal is not inherently "good" or "bad." Instead, we should view them as new mediums through which our customers and us alike can express creativity and aspirations, especially as social media begins to feel stale.

# TYRANNICAL CUTENESS

On Pinterest, plants with “never-before-seen colorations” and “surreal pastels” are top pins. Don’t be offended or defensive about these clearly fake (to us) plants. They resonate deeply with consumers, particularly those who may not have a garden but are eager to incorporate nature into their lives.



Instead, show the “reality” to any “unreality” and align your brand with the growing demographic into these dreamlike creations. As more embrace this unreality, it can help us innovate, inspire, and show people how they can create their own paradise in the real world.

# IDEAS FOR BUSINESS



- Host a build-your-own plastic flower workshop.
- Pair LEGO® installations with living flora & cut or dried flowers to make a visual display.



- Acquire and sell the planter & tool for 3D printing STL files at your local library.
- Partner with local businesses to create installations out of recycled plastic.



- Install plantings to mimic surrealist plantings like Hitachi Seaside Park's nemophila installation.
- Create a carousel of AI-generated, real, or dreamlike gardens and ask fans to choose the scene that feels the most "them."



- AI-generated relaxation videos featuring natural scenes and plants are accruing millions of views. Pre-record a 2+ hour cozy/relaxing scene from your garden center or botanical garden and post to YouTube.

A circular graphic with a textured orange border. Inside the circle is a photograph of a weathered wooden chair in a garden. The chair is the central focus, with a wooden fence behind it. The garden is filled with green grass, purple flowers, and yellow flowers. In the foreground, there are large white daisies with yellow centers. The background is a dense wall of green trees and bushes. The text 'LIVED-IN GARDENS' is overlaid in white, bold, sans-serif font across the middle of the image.

# LIVED-IN GARDENS

TREND | 04



## WHAT IS LIVED-IN?

This movement is a delightful shift from the pristine and untouched towards a more genuine, seasoned aesthetic.

It reflects a broader societal craving for authenticity, a desire that has manifested, somewhat confusingly, from worn iPhones and used Rolexes to the iconic \$645 Golden Goose Sneakers.

**These items, cherished for their lived-in look, resonate because they feel personal, sentimental—truly loved.**

## LIVED-IN ADDS VALUE

These spaces are meticulously designed to appear as if they have been nurtured for decades, offering an oasis of tranquility and historical beauty.



In the realm of gardening, this trend takes shape in many of our nation's public gardens. These landscapes boast a naturalistic, luxurious, and prestigious appearance, evoking the timeless charm of centuries-old European gardens.

**The appeal of lived-in gardens goes beyond mere aesthetics.**

According to recent research from Virginia Tech, a well-landscaped home can enjoy up to a 12.7% increase in property value. That translates into a significant financial advantage—potentially an additional \$38,100 on a \$300,000 property.



# MATURE TREES & PLANTS

According to the research, buyers prioritize sophisticated design, with a strong preference for mature plantings and trees, which alone can increase property values significantly, ranging from **\$1,000 to \$10,000 per tree.**

By embracing the lived-in garden trend, you are not just creating a beautiful space but investing in a landscape that grows more valuable with time, both financially and as a sanctuary for life.



**While people try to add value to their landscape by planting new trees, the care of existing mature trees, which provide significant health, community, and environmental benefits, is often overlooked. Ensuring their health through proper practices allows them to continue offering these benefits for years.**

**DR. DAN HERMS, DAVEY TREE EXPERT COMPANY**

# ACHIEVE THE LOOK



- Let roses and vines climb and extend to unexpected areas.
- Plant densely for a full, established look.
- Layer plants by mixing tall shrubs or trees with medium-sized perennials and groundcovers to add depth and complexity.



- Don't get rid of plants that are not perfect. Trim and maintain to show their established growth.
- Select long-blooming plants such as coneflowers, salvia, Black-eyed Susan from [Park Seed](#), and Knock Out® Roses from [Star® Roses and Plants](#)



- Grow a bulb lawn. Stinzen gardens have been around since the 15th century.
- Plant fast-growing varieties to get the established look sooner. Milkweed, Hydrangeas, [Encore® Azaleas](#), Canna Lilies, Leyland Cypress, and Lombardy Poplar.



- Plant native plants. Check out the [Native Plant Finder](#) from the [National Wildlife Federation](#).
- What looks more established than a moss-covered wall or a moss lawn? Cultivate and grow moss or plants that look like it, such as sagina.

A circular graphic with a light blue background. Inside the circle, there is a photograph of a clear blue sky with wispy white clouds. At the bottom of the circle, there are green plants with some reddish-brown leaves. The text 'LIVING FENCES' is centered in the sky area, and 'TREND | 05' is at the bottom.

# LIVING FENCES

TREND | 05



# BRITISH ESTATE CORE

Whether it's a wild Piet Oudolf hedge or one from Sissinghurst Castle, living fences are a statement of luxury and a functional addition to our outdoor spaces.

Thumbtack reports that **29% of people plan to invest \$5,000 in outdoor spaces this summer**, underscoring the significance of yards in creating lasting memories.

With 62% of homeowners prioritizing landscaping projects, the demand for living fences has soared.

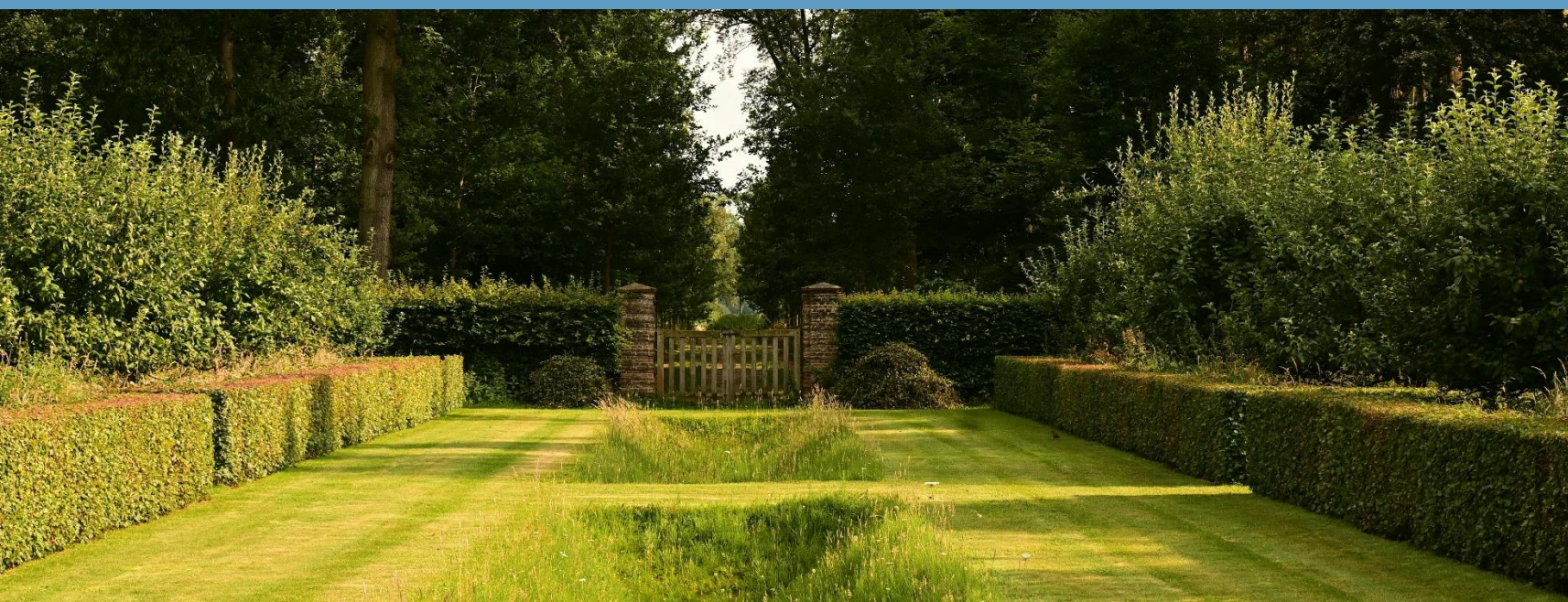
## THINK BEYOND THE TRADITIONAL HEDGE

Hedges can be boring – in some ways, that’s the point of a hedge. But why not introduce a mix of plants?

A diverse hedge doesn’t just ward off diseases; it prolongs the season of color and varied textures and, **most crucially, supports a broader range of wildlife by providing food, shelter, and nesting sites.**

It transforms a simple border into a vibrant ecosystem.

Imagine creating a layered hedge using native plants. This beautifies your yard year-round and offers habitats for local wildlife. Tools like the [National Wildlife Federation’s Native Plant Finder](#) are invaluable in selecting species well-suited to your regional conditions.



Moreover, the environmental benefits of living hedges are profound—they help reduce soil erosion, conserve water, and soften the stark hues of HOA-approved paints like white, taupe, and beige.

Consider the cost-effectiveness as well: installing a traditional privacy fence can cost an average of \$50 per linear foot, amounting to \$2,500 for a 50-foot section. Conversely, the same length in a living fence could cost **between \$300 and \$500 total—a significant saving with added aesthetic and ecological benefits.**

## COST COMPARISON

Living hedges also provide countless environmental benefits over a traditional fence.





# RENTER-FRIENDLY OPTIONS

For the 1 in 4 Americans living in apartments or condos, the concept of living fences can still be embraced.

**Finding plants that work in this capacity allows this large and growing demographic to be included in the equation.**

To implement this at home, consider planting varieties like the [Garden Gems® Cercis collection](#) or [Dynamo Red™ Photinia](#) in large patio containers to create a natural privacy screen. Other great options include [Summer Jazz™ Fire Campsis](#) and [Peaches and Cream™ Lonicera](#), which enhance privacy and add a splash of life to any balcony or garden.

# DON'T JUST SELL THE PRIVACY



## Wildlife Friendly

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- [Coppertop® Sweet Viburnum](#)
- [Prunus 'Chestnut Hill'](#)
- [Napoleon® Prunus](#)



## Estate Worthy

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- [Buxus 'Little Missy'](#)
- [Dragon Prince™ Cryptomeria](#)
- All [Star® Roses](#) and Plants rose varieties
- [Better Boxwood® Skylight™](#)
- [Thuja 'Green Giant' Arborvitae](#) from [Jackson & Perkins](#)



## Natural and Wild

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- [Leading® Lime Tight™ Lomandra](#)
- [Party Lights™ Osmanthus](#)
- [Acacia Cousin Itt](#)
- [Show Off® Forsythia](#) from [Jackson & Perkins](#)





# FORAGED

TREND | 06



# AMATEUR FORAGERS

Across social media, the rise of boutique flower farms highlights a burgeoning interest in local, fresh flowers. This surge in popularity reflects a broader shift: people are not just growing flowers; they are becoming amateur foragers **seeking to transform the natural bounty of their surroundings into stunning floral designs.**

This movement is fueled by a desire to engage intimately with our environment, create beauty, and enhance our well-being.

## A FORAGED OASIS

Flower foraging is not merely gathering—it's a personal connection with nature. It involves exploring your garden, fields, and woodlands to find plants, flowers, and branches that can be creatively assembled into arrangements.

**People are drawn to seek, prep, and create arrangements that beautify their spaces and enhance their well-being.**

Ace Berry, a renowned florist from [Oasis® Forage Products™](#), describes foraging as more than just a hobby—it is a source of joy and a form of meditation.

"It's my Zen," he says. "When foraging, you forget about needing specific quantities or types of flowers. You're simply there, in the moment, with nature as your palette."



# HARVEST ETHICALLY



**In a new book, *Go Forth and Forage*, Whitney Johnson explains how to do it:**

- Have a plan—bring the right tools



- Know the environment, wildlife, and poisonous plants
- Only forage with permission
- Know the laws



- Collect plants that are not endangered, rare or invasive
- Only take what you need
- Harvest sustainably





# DO THIS AT HOME

- Create capsule collections from your plants. Ace Berry suggests mimicking floral trends like Monochromatic Magic—a sophisticated arrangement in one color palette using roses and peonies, or Wildflower Whimsy, which captures the essence of meadows using natives such as goldenrod and penstemon.
- Encourage foragers to utilize their own landscape, from blueberry bushes to ornamental shrubs like 'Sunshine' Ligustrum.
- Consider adding Oasis® Forage Kits to your offerings. These kits equip enthusiasts with the tools they need and inspiration to explore.
- Host classes and webinars on flower design with experts from Oasis.

Together, we can spread knowledge and passion for foraging, fostering a community that values and preserves nature.



# HOLY MOLY PLANTS

TREND | 07



# WHEN PLANTS MIMIC FASHION

Our focus turns to how celebrities have embraced the bold trend of cut-out dresses. Stars like Ellie Goulding, Olivia Dean, Dua Lipa, and Tyla have turned heads at film premieres showcasing this playful silhouette that offers glimpses of skin.

Parallel to this fashion trend **is an interest in plants that mimic these aesthetic choices**, such as Monstera Deliciosa and Split-leaf Philodendron. With their distinctive cut-out leaves, these plants first caught the public's eye during the pandemic, but according to [Costa Farms](#), their appeal continues to grow, showcasing the enduring influence of fashion on our plant choices.

## FENESTRATION STATION

Plant parents are drawn to the uniqueness of elongated foliage and deep fenestrations – in fact – the deeper the splits, the more captivating the plant.

Searches for Monstera have skyrocketed by 600% on Google Trends, and terms like 'biophilia' dominate the conversation in interior design. These plants are statement pieces that bring a dramatic flair to home and office.

As these plants mature, their fenestrations become more pronounced, enhancing their aesthetic appeal and making them prized possessions in the plant community.

This trend underscores a shift towards a more 'lived-in' look in our green spaces, where the beauty of mature and fenestrated plants is celebrated.





# 'UPPING' THE STARTER



## Airy

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### **monstera**

esqueleto deliciosa,  
adansonii, lechleriana



## Fringe

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### **philadendron**

tortum

### **pothos**

silver streak



## Artistic

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### **schefflera**

alpina, actinophylla  
(Umbrella Tree)

### **monstera**

Thai Constellation, cobra



**COLOR OF  
THE YEAR**

TREND | 08



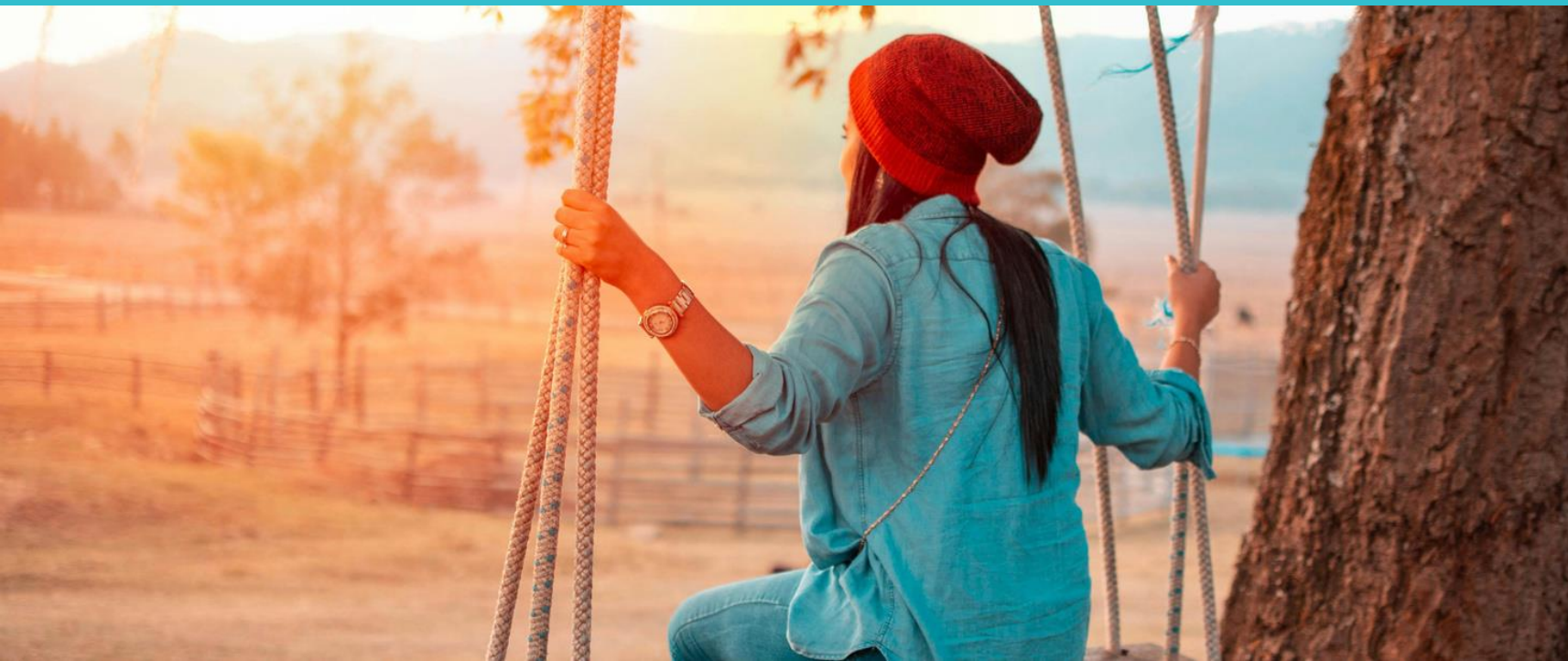
# TEAL

With a bold, synthetic quality, this color **bridges the realms of fantasy and reality, evoking the serene blues of Caribbean waters, the expansive freedom of vast skies, and the immersive depth of virtual spaces.**

It aligns with evolving wellness trends, offering a calming effect that is as sophisticated as soothing. Whether applied sparingly or used as a bold statement piece, this color complements a modern palette that includes shades of blue, green, brown, orange, and gold, making it a versatile choice for any setting.

## TECH NOSTALGIA

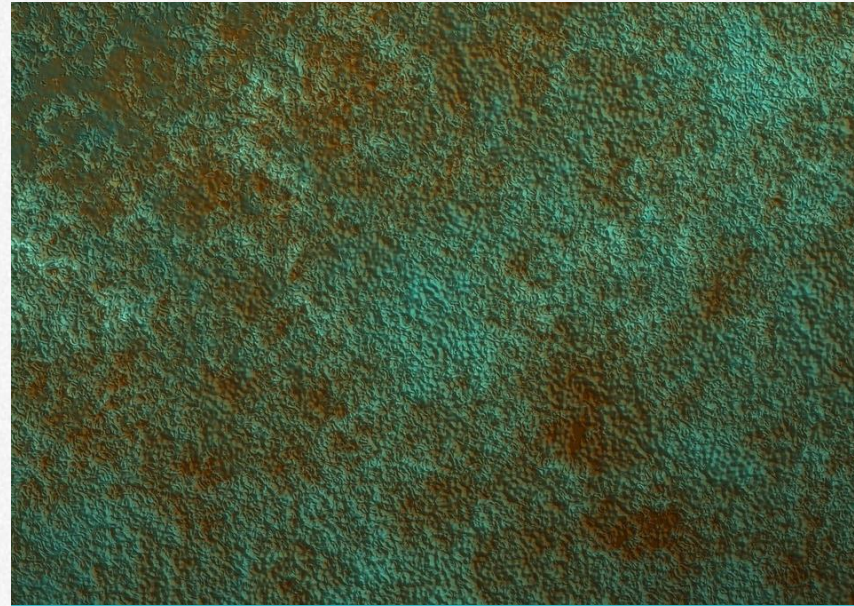
There's more to this color than its aesthetic appeal. It also evokes a powerful sense of nostalgia for the **vibrant and carefree spirit of the 1990s and early 2000s**, a time of bold fashion and optimistic energy.



Gen Z is the first generation to experience nostalgia for early tech designs like the first iPhone or Windows 7.

This trend revisits the **Frutiger Aero aesthetic**, known for its teal and green hues and glossy textures, which dominated the tech scene from 2000 to 2013. This aesthetic envisioned the future as bright and colorful, which starkly contrasts the grey and metallic futurism that followed. It's a celebration of color that rejects the minimalism of recent years, bringing joy and vibrancy back into design. The Frutiger Aero aesthetics are now making waves across major outlets, from The Guardian to Architectural Digest, signaling a broader return to color and creativity in our visual culture.

# IN THE GARDEN



**Purposeful Patina**

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**Natural Patina**

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**Hardscaping**

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**Blue Chalk Stick  
Succulents**



**Allium ceasium  
Zamin**



**Beyond Blue™ Fescue**  
Sunset® and Southern Living®  
Plant Collections



**Clarity Blue™ Dianella**  
Sunset® and Southern Living®  
Plant Collections



**Agave tequilana**



**Brunnera 'Jack  
Frost'**  
Jackson & Perkins



**Skyscraper® Senecio**  
Sunset® and Southern Living®  
Plant Collections

# SOURCES & GLOSSARY

## INTRODUCTION

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[Terremoto](#)  
[Kelly Norris](#)  
[Pennsylvania Horticultural Society](#)

## SOCIAL RETREAT

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[Gartner](#)  
[Inaturalist](#)  
[LinkedIn](#)  
[New York Times](#)  
[Strava](#)  
[Tintup 1 / 2](#)

## HOLY MOLY PLANTS

[Costa Farms](#)  
[Google Trends](#)  
[Women's Wear Daily](#)

## GROW YOUR OWN WAY

[Collingwood Today](#)  
[Dosd.com](#)  
[Eater.com](#)  
[Forbes](#)  
[Longwood Gardens](#)  
[New York Times](#)  
[PR Newsroom](#)  
[So Sound](#)  
[Yahoo Finance](#)

## THIS PLACE DOESN'T EXIST

[Fanbyte](#)  
[Gaijin Pot Travel](#)  
[The Gamer](#)  
[Lego - TikTok](#)  
[Lego.com](#)  
[WFLA](#)  
[Retro Recipes - YouTube](#)

## FORAGED

[OASIS® Forage](#)

## LIVED-IN GARDENS

[Davey Tree](#)  
[Homes and Gardens](#)  
[Moments](#)  
[The Wall Street Journal](#)

## LIVING FENCES

[Brown Jordan Outdoor Kitchens](#)  
[Forbes](#)  
[National Wildlife Federation](#)  
[Star Roses & Plants](#)  
[Thumbtack](#)

## COLOR OF THE YEAR

[Graphic Springs](#)  
[Jackson & Perkins](#)  
[MojoMax](#)  
[Southern Living Plant Collection](#)  
[Sunset Plant Collection](#)  
[WGSN](#)



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2025 GARDEN  
TRENDS REPORT

NATURE'S  
RENAISSANCE

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