

United States Landscaping Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 85 pages | Mordor Intelligence

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Report description:

The US landscaping market is expected to register a CAGR of 5.1% over the forecast period.

The United States has the world's largest landscape industry. Florida, California, and New York are the states with the most landscaping businesses in the country. There are over 600 thousand landscaping businesses in North America, with the majority being in the United States. Further, the rapidly expanding commercial and residential construction sectors in the country, owing to the rising population, are likely to boost the demand for these services in the United States during the forecast period.

A significant shift that models the current landscaping industry is the growing demand for residential outdoor landscaping from younger households across the country following the industry dip after the economic recession. The growing demand for gardens in residential constructions primarily contributes to the expansion and growth of the landscape market.

Furthermore, younger households in the United States are increasingly inclined towards gardening and lawn care activities under landscape maintenance. According to the 2021 Garden Media Garden Trends Report, American adults spend USD 47.8 billion on lawn and gardening equipment each year. Thus, the rising health consciousness of millennial consumers is leading to the need for self-sufficiency in food and vegetable gardening in their yards and compounds, consequently resulting in a paradigm shift in the US landscaping industry after the economic recession.

However, the market faces some challenges, such as the seasonal nature of the shortage of quality labor, high competition, and fluctuations in fuel prices.

US Landscaping Market Trends

Growing Interest in Gardening Boosting the Landscape Industry

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An increase in new and young gardeners has been driving the landscaping industry in the United States for the past two years. According to the Bureau of Labour Statistics, the average spending per household on lawn care and gardening activities rose considerably from USD 144.17 in 2017 to USD 170.77 in 2020 in the United States. Increased gardening activities, driven by the need for self-sufficiency in growing indoor fruits and vegetables amidst rising health consciousness, have called for landscaping needs by the younger generation households.

As per a study by the National Gardening Association in 2020, 35% of US households grow vegetables, fruits, and other food. The number of households engaging in food gardening has grown from 36 million households to 42 million households in the last few years. The highest increase was among millennials and households with children.

Veteran gardeners are also gardening more, and gardeners of all types are participating in more gardening activities. Therefore, the growing inclination of millennials and younger consumers toward gardening maintenance as part of residential outdoor landscaping activities are anticipated to drive the landscaping industry in the United States.

Growing Demand for Lawn Care Services Post COVID-19

The demand for lawn care is increasing, as evidenced by the rising average spending per household for landscaping activities. According to Garden Media's 2021 Garden Trends Report (GTR), 16 million Americans took up gardening, and many more were spending up to two hours more per day gardening during the COVID-19 pandemic. After the pandemic's early stages, outdoor living trends also accelerated dramatically, as homeowners opted to bring the outdoors in and the indoors out with patio and deck renovations, outdoor kitchens, expansive windows, and gardening.

Outdoor residential environments are extremely important to homeowners, who view their yards as serving multiple functions, like a place to observe nature and socialize and a place of beauty and recreation. According to the GTR 2021 report, 82% of American homeowners are more interested in updating their outdoor living spaces than before the pandemic. Software like the Rain Garden app, developed by the Connecticut NEMO (Nonpoint Education for Municipal Officials) program, teaches how to build a garden and has information from 23 states on appropriate plants to include in a garden.

Almost all construction projects need landscaped outdoor areas, whether residential buildings or commercial properties. As the number of construction projects continues to increase, the demand for landscaping and lawn care services also increases. Hence, the constantly growing landscaping industry across the country, coupled with the shift toward outdoor living trends post the COVID-19 pandemic, has created an ever-increasing demand for lawn care services in the country.

US Landscaping Market Competitor Analysis

The market is moderately consolidated as the leading landscaping companies are eyeing the capitalization of the emerging demand trends amid a rigid competition by the small domestic and regional players. Some of the most notable players in the industry include BrightView Holdings Inc., TruGreen Inc., The F.A. Bartlett Tree Expert Company, Gothic Landscape, Landscape America, Liberty USA Landscaping, Park West Companies, and Yellowstone Landscape, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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