

Landscaping and Gardening Service Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The landscaping and gardening service market is projected to register a CAGR of 4.2% during the forecast period.

Key Highlights

Demographic shifts and lifestyle changes are creating new opportunities in the gardening and landscaping industry globally. Urbanization and the increased trend of nuclear families and the higher millennial population have led to gardening in small spaces surrounding the residence as gardening is embraced as a hobby.

Most importantly, the demand originates from the high-income demographic, which generates a healthy portion of the market revenue. North America dominates the market with some of the major companies in the region, like BrightView Holdings Inc., SMART STONE, Yellowstone Landscape, Denison Landscaping, and Asia Flora & Landscape Sdn Bhd.

Landscaping & Gardening Service Market Trends

High Rise in Demand Post Covid-19

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. Gardening is not the only thing that increased over the last year. Post the early stages of the pandemic, outdoor living trends have 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 even gardening.

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According to the GTR 2021 report, 82% of American homeowners are more interested in updating their outdoor living spaces than before the pandemic. Developed by the Connecticut NEMO (Nonpoint Education for Municipal Officials) program, software like the Rain Garden app 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 gardening services also increases.

In Europe as well, French communities have a strong interest in flowers and gardening. More and more French people, more than a third of whom see the garden as a special leisure and leisure area, are taking up this activity on a terrace, a balcony, or a windowsill. Since the coronavirus (COVID-19) crisis, the French have been increasingly concerned with the geographical origin of the plants they buy, mostly to promote French manufacturers, merchants, and businesses. In order to keep pollinating insects alive, a great majority of French people would be ready to adopt more ecologically friendly gardening products and limit pesticide use. Most garden owners have already implemented sustainable solutions and opted for professional maintenance services.

North America is Dominating the Market

The Canadian government is encouraging growth in the nursery and landscaping industries by announcing new investment plans in March 2022. The Minister of Agriculture and Agri-Food announced a roughly USD 1.5 million investment in two initiatives with the Canadian Nursery Landscape Association (CNLA) to assist in exploiting new market possibilities. Through initiatives within the Canadian Agricultural Partnership that contribute to a better Canadian agricultural sector, the Government of Canada is dedicated to assisting in developing, diversifying, and increasing markets for Canada's nursery and landscaping business. The decorative horticulture sector in Canada accounts for most of our horticulture industry. This funding will assist the Canadian Nursery Landscape Association in developing its market and increase exports, resulting in increased growth for local businesses.

Growing technical innovations, ornate hardscaping, contemporary features, lush gardens, and smart irrigation are all trending in the region and are anticipated to influence the landscape and gardening service market. Statistics from the IBIS World 2020 landscaping services industry report show that the landscape services industry has annual revenues of USD 105.3 billion, employs more than 1 million people, and represents 513,305 businesses. This indicates the scope of market growth. Furthermore, consumer spending on lawn and gardening-related activities are increasing. For instance, according to the Bureau of Labor Statistics, in 2020, the country's average expenditure on lawn and garden supplies accounted for USD 155.07 per consumer unit. According to 2020 NGS reports, the wealthiest household share of the garden marketplace spending went from 8.0% in 2015 to 20.0% in 2019.

Landscaping & Gardening Service Market Competitor Analysis

The results of the market share analysis indicate a very fragmented market, with the companies competing to gain market share, despite having diverse and increasing product portfolios. The players in the market are heavily investing in landscaping services to diversify their research divisions to expand the market. Some major companies in the market are BrightView Holdings Inc., SMART STONE, Yellowstone Landscape, Denison Landscaping, and Asia Flora & Landscape Sdn Bhd.

Additional Benefits:

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

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