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United States Garden Seeds - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 108 pages | Mordor Intelligence

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Report description:

The United States Garden Seeds Market size is estimated at USD 0.84 billion in 2024, and is expected to reach USD 1.01 billion by 2029, growing at a CAGR of 3.70% during the forecast period (2024-2029).

Key Highlights
-A growing interest in sustainability among consumers has led to an increase in the number of home food gardens in the country. In the United States, a massive influx of the young generation, particularly millennials, is showing interest in home gardening. While some of the millennials' appeal lies in food gardening, the young gardeners are also branching out beyond vegetable gardening into flowers and other ornamental seeds. For instance, as per Gardening Statistics 2022, 35% of US households grow vegetables, fruits, and other food. Additionally, the internet today provides convenience to a shopper, along with instant satisfaction. It is easier to purchase various options, including seeds, over the internet. Hence, the growing internet marketing and sales trend, along with consumers' positive outlook toward home gardening, is boosting online sales for gardening seeds in the United States.
-Vegetables, such as tomatoes and cucumbers, among others, were preferred. With many people showing interest in gardening for the first time, there had also been a push to pool resources and collective knowledge on home food production. Further, the freshness and relatively better flavor of homegrown herbs are the primary factors leading to the increasing cultivation of herbs in home gardens.
-Also, the trend of consuming organic food has led to an increased number of households shifting to the cultivation of organic tomatoes and carrots, thus, pushing the demand for organic vegetable seeds. The players in the market are also promoting the sales of CCOF & USDA-certified organic, non-GMO, and open-pollinated organic carrot seeds. Hence, the increased interest in the organic production of vegetables and the initiatives from key companies are driving the market's growth.

US Garden Seeds Market Trends

Vegetable Seeds Segment Leads the Market in the United States

The vegetable seed segment is the largest, holding almost 48.2% of the market share in 2021. It is also the fastest-growing segment. According to USDA, the production of vegetables in California accounted for 435.9 million cwt. The increasing concern for food security among the population has become a significant reason for the home gardening of vegetables to become a more popular factor in the United States. This shows the importance of having a good supplier of seeds and seedlings. Additionally, technological advancements in the growth of vegetables in the country, such as greenhouses, vertical farming, and organic farming, are expected to boost the segment's sales during the forecast period.

Currently, tomato seeds dominate the vegetable seed segment and are anticipated to retain their position over the forecast period. According to the United States Department of Agriculture, four out of five people prefer tomatoes over any other homegrown food. The National Gardening Association also stated that 86% of the US households grew tomatoes in gardens. Additionally, 95% of all American gardeners produce 700 varieties of tomatoes.

Increasing consumer preference toward organic foods has also led to an increased number of households shifting to cultivate organic carrots, thus, pushing up the demand for carrot seeds. Moreover, the players in the market are also promoting the sales of CCOF & USDA certified organic, non-GMO, and open-pollinated organic carrot seeds. Therefore, the increased vegetable production and the trend of organic cultivation are expected to aid the market's growth in the coming years.

Increasing Trend of Kitchen Gardening

Kitchen gardening or home gardening is the practice of growing vegetable crops in residential houses to meet vegetative requirements. Kitchen gardening is on the rise in the United States. According to recent statistics, 55% of American households engage in gardening activities. The most popular homegrown vegetable crops are tomatoes, cucumbers, sweet peppers, beans, carrots, summer squash, onions, hot peppers, lettuce, and peas. Additionally, 67% of adults are growing edible plants, including vegetables (52%), herbs (33%), and fruits (31%). This has led to a boom in home gardens and the promotion of the benefits of growing your own food.

The age group between 18-35 years is more focused on growing herbs, with almost 4 of every 10 persons growing their own chives, cilantro, etc. In addition to these factors, the focus on better-tasting food and the need for improved food quality, as well as saved money on food bills, are driving the kitchen gardening practice in the United States.

Furthermore, empty grocery store shelves often leave customers worried about the certainty of a continuous supply of fresh produce. To tackle such situations, people are increasingly opting to grow their own produce. Gardening trends also increased after the pandemic. In 2021, the National Gardening Association found that gardening participation in the United States ramped up in the past few years, especially among millennials. The free time and solitary lives often push them to engage in some activities, including home gardening. Thus, the reduced supply of fresh produce and growing interest among the millennial population in home gardening is aiding the market growth.

US Garden Seeds Industry Overview

The United States garden seeds market is fragmented. W. Atlee Burpee & Co., Green Garden, Johnny's Selected Seeds, and Garden's Alive are some of the key players in the market studied. There are more than 100 companies catering to the garden seed market in the United States.

In terms of market dominance, W. Atlee Burpee, with around Johnny's Selected Seeds, Green Garden Products, and Garden's Alive, occupies a notably higher share in the market for garden seed.

Additional Benefits:

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

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