

United States Lawn Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The United States Lawn Care Market size is estimated at USD 51.93 billion in 2024, and is expected to reach USD 62.58 billion by 2029, growing at a CAGR of 3.80% during the forecast period (2024-2029).

The COVID-19 pandemic did not have much impact on the market. In 2020, large parts of the US population were forced to stay home to curb the spread of COVID-19. Since the lockdown, gardens, balconies, and backyards became a welcome escape from the confines of home.

The United States has the world's largest landscape industry, following which the lawn care market in the country has evolved at quite a good pace. In the United States, lawns are viewed as an indicator of socioeconomic character and are indicative of success. There is a significant market opportunity that exists in the lawn care and management industry in the country. From equipment to fertilizers, agrochemicals, and seeds, lawn care services require knowledge, time, and money. The United States has the largest landscape industry in the world and, hence, has the greatest number of companies and operators associated with and engaged in lawn care businesses.

The demand for lawn care is increasing, as evidenced by the rise in average spending per household for landscaping activities. In addition to the rise of residential and commercial constructions, many health-conscious millennials are planning to go into vegetable gardening, further driving up the sales of lawn care services.

Maintenance Services was the largest segment in the market by type segment. With the growth of green spaces and eco-cities, the need for such cost-effective and efficient services has been rising in the country and is anticipated to boost the market during the forecast period. The rapidly expanding commercial and residential construction sectors in the country, owing to the rising

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population, are also likely to boost the demand for these services in the United States during the forecast period.

US Lawn Care Market Trends

Increasing Demand for Residential Lawn Care and Maintenance Services

The demand for lawn care is increasing, as evidenced by the rising average spending per household for landscaping activities. In addition to the rise of residential and commercial constructions, many health-conscious millennials are planning to go into vegetable gardening, further driving up the sales of lawn care services.

A significant shift that models the current lawn care 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 lawn care market.

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. According to the United States National Gardening Survey 2018, the average spending per household on lawn care and gardening activities rose considerably from USD 503.0 in 2017 to USD 608.5 in 2019.

Also, the majority of people tend to pay additional amounts for a residential space or an apartment with a gardening area. Thus, the demand for landscaping is on the rise to provide an aesthetic appeal to commercial and residential properties. Moreover, the growing inclination of the millennial and younger consumers toward gardening activities and lawn care maintenance as part of residential outdoor landscaping activities is further anticipated to drive the lawn care industry in the United States.

Real estate agents and city planners are experiencing an increased demand for landscaping in residential as well as commercial areas. Furthermore, landscaping adds to the resale value of a building and speeds up its sale. Other benefits would be adding plants indoors to improve air quality, restoring native plants to residential landscapes, efficient waste removal by creating residential composting systems, and using plants as a food source within the residence. Hence, all these factors are anticipated to bolster the market growth of the landscaping tools market across the world during the forecast period.

Thus, the increase per household spending on lawn care and gardening services by the average American family, coupled with other factors like lawns adding to the aesthetic appeal of the residential property, is anticipated to bolster the lawn care market during the forecast period.

Growing Demand for Lawn Care Services 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 gardening. Moreover, the results reveal that outdoor residential environments are extremely important to homeowners, who view their yards as serving multiple functions, like a place to observe nature and socialize, as well as 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.

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The landscaping industry is enjoying a period of consistent growth. From 2016 to 2021, the industry grew 5.1% per year on average. In 2021, the industry was expected to grow by 5.3%, higher than the country's overall economic growth. The constant growth of the landscaping industry during the last five years has subsequently resulted in providing a conducive environment for lawn care businesses to thrive and grow significantly during the same period.

Hence, the constantly growing landscaping industry across the country, coupled with the American's shift towards outdoor living trends post the COVID-19 pandemic, has created an ever-increasing demand for lawn care services in the country. These are the prominent factors that are anticipated to drive the market for lawn care during the forecast period.

US Lawn Care Industry Overview

The United States lawn care market is highly fragmented, with many service providers in the country's lawn care industry, with major players occupying only 7.82% of the total market shares. BrightView Holdings Inc., The Davey Tree Expert Co., and TruGreen Inc. are the prominent service providers in the United States market with a share of 3.24%, 2.03%, and 1.36%, respectively.

The lawn care maintenance market in the country is highly fragmented, with small, medium, and large companies functioning at various levels in the region. Prominent players like BrightView Holdings Inc., The Davey Tree Expert Co., and TruGreen Inc. have been able to hold this industry by expanding their presence throughout the United States.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumption and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Porter's Five Forces Analysis
 - 4.4.1 Bargaining Power of Suppliers
 - 4.4.2 Bargaining Power of Buyers
 - 4.4.3 Threat of New Entrants
 - 4.4.4 Threat of Substitute Products
 - 4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

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- 5.1 Service Type
 - 5.1.1 Maintenance Service
 - 5.1.2 Ancillary Service
- 5.2 Application
 - 5.2.1 Commercial
 - 5.2.2 Residential

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 BrightView Holdings Inc.
 - 6.3.2 The Davey Tree Expert Co.
 - 6.3.3 TruGreen Inc.
 - 6.3.4 Ruppert Landscape
 - 6.3.5 Land Care
 - 6.3.6 Yellowstone Landscape
 - 6.3.7 Park West Companies
 - 6.3.8 Gothic Landscape Inc.
 - 6.3.9 U.S. Lawns Inc.
 - 6.3.10 Gibbs Landscape Company
 - 6.3.11 Landscape America

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 AN ASSESSMENT OF IMPACT OF COVID-19 OVER THE MARKET

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