

## **United States Garden Seeds - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 80 pages | Mordor Intelligence

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### **Report description:**

The United States Garden Seeds Market size is estimated at USD 0.92 billion in 2025, and is expected to reach USD 1.12 billion by 2030, at a CAGR of 4.1% during the forecast period (2025-2030).

With high-income levels and increasing focus on organic food consumption, consumers, especially health-conscious and young people, are more inclined toward home gardening to grow organic fruits and vegetables without harmful chemicals used in standard farming. Therefore, there has been a rise in the expenditure on garden seeds in the country. According to a survey by the Bureau of Labor Statistics, the average annual spending on lawn and garden supplies per consumer unit in the United States increased to about USD 128 in 2022 from USD 125 in 2021. Additionally, purchasing seeds has become more accessible due to internet penetration. The players in the market are also promoting the sales of CCOF and USDA-certified organic, non-GMO, and open-pollinated organic seeds. For instance, in 2023, W. Atlee Burpee & Co. launched new seed varieties, including Vivacious Hybrid Tomato, Creme Brulee Sunflower, Rise and Shine Squash, Two Tasty Hybrid Tomato, Bliss Tomato Hybrid, and Party Time Cucumber.

US Garden Seeds Market Trends

Growing Consumer Interest in Home Gardening

With the global population expected to reach over 9 billion by 2050, there is a continuous need to increase food production and buffer stocks. In this scenario, countries worldwide are resorting to various counter strategies to meet the growing demand and avert food insecurity and famine. Over recent years, growing interest has been in strengthening and intensifying local food production to mitigate the adverse effects of global food shocks and price volatility. Consequently, much attention is paid to home

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gardens to enhance food security and nutrition. Home gardens are an integral part of local food systems and the agricultural landscape of countries worldwide and have endured the test of time. For instance, as per the Bureau of Labor Statistics, in 2022, the average expenditure on gardening and lawn care services in the United States amounted to approximately USD 202 per consumer unit. Between 2007 and 2022, average spending increased by roughly USD 100 per consumer unit. Other than this, growing interest in organic food consumption is anticipated to expand the market for home gardening and the sales of gardening seeds in the country.

## Vegetables Seeds Are More Sold In The United States

Tomato seeds are the most preferred vegetable seeds in the United States. The increasing demand for fresh, locally-grown produce drives the tomato seed market. Many gardeners prefer the rich tomato flavor of heirloom varieties, including Brandywine and the large beefsteak tomato type. Pear tomatoes and yellow types are also gaining popularity. Cucumber seeds have become increasingly popular among home gardeners in the United States, with a growing focus on disease-resistant and compact varieties suitable for small spaces. Cucumbers are low in calories and high in vitamins K, C, magnesium, and potassium. Their refreshing flavor and hydrating properties make them appealing in juices and summer salads. Significant companies are also launching new vegetable seed varieties to increase their market share. For instance, W. Atlee Burpee & Co. launched 60+ garden seed varieties for 2023. Similarly, Seed Savers Exchange launched Black Coat Runner Bean, Jarrahdale Pumpkin Squash, and many more in 2024.

## US Garden Seeds Industry Overview

The United States garden seeds market is competitive. Some notable players operating in the market include W. Atlee Burpee & Co., Johnny's Selected Seeds, Plantation Products, LLC, Gardens Alive Inc., and Baker Creek Heirloom Seeds. Companies operating in the market are focusing on strategic acquisitions and product innovations as key strategies to increase their market share and consumer base.

### Additional Benefits:

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

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