

A person is standing on a large rock in a grassy mountain landscape. The sun is low on the horizon, creating a warm, golden glow and long shadows. The person is looking out over the valley.

THE GREAT RESET

Garden Media
GTR
Garden Trends Report
2021

Hello, friends. I'm writing to you from my home office.

I trust you made it through the spring and summer and safely to the other side, *whatever that may be*.

While much has changed within our industry and out, we're still here reporting trends. This year, we had to scrap many trends we had identified and examine shifts in behavior during the quarantine. Then we set out predicting how these shifts would shape the future of gardening.

How the world will change post-COVID-19 remains to be seen. But one thing is certain: **We are in the middle of A Great Reset.**

We've seen the error box; the screen has gone blank. No one knows how our lives will look once the reboot is over. However, we have no doubt the garden industry has an opportunity to come out ahead.

A lot of positive energy was born from this disruption; what will you do with it?

In the first half of 2020, something ended. **But something new is starting.**

And without further ado, we present the 2021 Garden Trends Report, our 20th-anniversary report.

Mucho, Mucho Amor

Katharine Dubow



THE GREAT RESET.

The Great Reset.

This is truly the closest shared experience we as a world will ever have, connected to everyone, whether next door or across the globe.

We'll see many changes, but one overarching shift will shape many of them – **Collective action.**

And it's not just the global community that is connecting; the magnifying glass is on communities banding together *more than ever*. You may have seen this in your community, whether online or in real life. But the shift in community collective is real and it is **powerful**.

What's more, gardens are tools for building more resilient and connected communities and neighborhoods. We're seeing neighbors getting to know each other and helping each other and being available. And a good healthy, garden is full of diversity.





CONTENTS

- 01 IMPROV ERA
- 02 BROADACRE CITIES
- 03 BACKYARD AFICIONADO
- 04 IMPATIENT GARDENING
- 05 DESIGN ABUNDANCE
- 06 TURN OFF THE LIGHTS

IMPROV ERA

From delivery to curbside pickup, the supply chain has changed forever. Successful businesses of the future will shift their models and be open to quick change.

ATTENTION:

Due to COVID- 19,
our store is closed
to the public.

HOWEVER

Phone orders with
curbside pickups
available

Convenience.

According to the NGA survey, in 2019, only **14%** of garden shopping was done online, similar to grocery sales of the same year.

If grocery curbside pick-up increased 90% during quarantine, then we will have to expect garden sales did the same.

People are still shopping, *just differently*. In fact, **1/4** of Americans spent **more** money while social distancing.

This shopper wants **convenience and speed**. Their goal is to get in and out as quickly as possible.



How do you succeed in the Improv Era?

Offer fewer SKUs - choose quality over quantity. Flimsy tomato cages are out; teak wooden obelisks are in.

Customers want value, not necessarily variety.



They *still* want experiences such as yoga, container classes, and events with kids.

Just **outdoors**.



A recent study by De Beers Group says shoppers will look for gifts with **more meaning** and communicate how important and valued the gift recipient is.

Tonkadale Greenhouse took this opportunity to partner with a local restaurant to provide Mother's Day arrangements with each meal ordered.



IMPROV ERA.

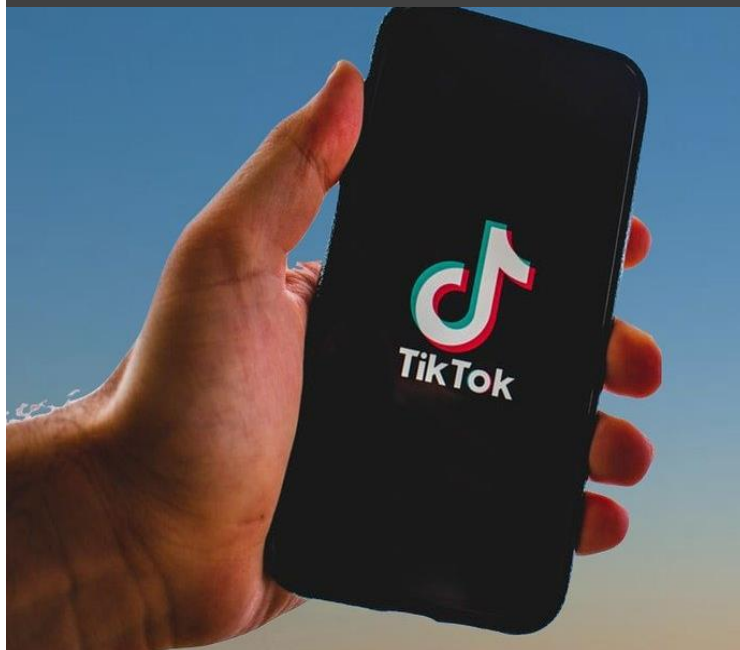
Other *unique* partnerships and collaborations popped up.

Walmart and Nextdoor, where elderly folks could post on the app Nextdoor, they needed help picking up groceries, and someone would volunteer.



There will be an increase in electronic payments and touchless transactions.

Walmart is testing stores with no cashiers, and this model will be our **checkout of the future**.



Customers have been retrained to **shop differently**; you can sell using technology.

Stream a how-to-cook video along with that herb collection.

Try “virtual sampling” to introduce people to your product promises — quick TikTok-style videos.



IMPROV ERA.



Most importantly,
you must be able to
pivot quickly.

Homestead Gardens' Chicken Truck Sale is a perfect example of this – within minutes they sold out of thousands of overstock Perdue Chicken.

If you are able to change on a dime, you'll succeed in the **new normal.**

People want to have **confidence** in a product before they buy, and they want to buy from someone they trust.

IMPROV ERA.

An aerial photograph of a physical architectural model of Broadacre City. The model features a grid of green, rectangular blocks representing one-acre family homesteads, arranged in a pattern that radiates from a central area. A large, irregularly shaped lake is situated in the center, with a tall, dark skyscraper standing prominently on its edge. The surrounding area is a mix of orange-brown and green, representing roads and vegetation. The overall design is a super grid system.

BROADACRE CITIES

One hundred years ago, famed architect Frank Lloyd Wright designed a settlement called Broadacre City.

These were super grids of one-acre+ family homesteads designed to help communities thrive.

Quality.

“Quality is in all, for all, alike,” Wright said.

“Citizens of the future will have production, distribution, self-improvement, and enjoyment within a radius of a hundred and fifty miles of his home.”

However, this model never truly took off, and our cities grew and grew.

But today, the coronavirus is challenging the assumption that Americans must stay physically tethered to high-cost small-space cities to access the best work opportunities.



Yes, there was already an exodus from high-priced big cities to more affordable midsize ones, but COVID-19 sped it up.

New York City's **three largest** commercial tenants — JP Morgan, Barclays, and Morgan Stanley — said it's *unlikely* all their employees will return to offices.



Google axed deals for two million square feet of urban office space.

Facebook and Twitter are telling employees they can work remotely forever.



In fact, many newly remote workers prefer somewhere closer to family or fresh air.

If enough remote workers vote with their feet, Broadacre-type cities such as Usonia, NY, or Civano, AZ – with emphasis on community – will be more critical.

And they will change our cities and industry.

BROADACRE.

Workers will get out more during the workday, so public spaces — parks and trails — will become an **integral part** of daily life, *not just* after work or on weekends.



Downtown areas will beautify their streets and stores will *need* **interiorscaping** to make their space more inviting.



Cultural experiences that allow for freedom of movement, **particularly those outdoors** – will benefit from increased demand upon reopening.

People *will want* entertainment and experiences in those outdoor spaces.



There will be even
greater demand for
houseplants - and
home office plants,

whether people are setting the stage
for virtual meeting backdrops or just
wanting to improve concentration.

Plants.com offers a wide selection of houseplants
delivered right to your door, and they developed a
line just for home office plants.

BROADACRE.

People will also be creating garden rooms and bringing nature **indoors**.

The trend in tropical is leafy interest.



With fun plants such as the ones in **Costa Farms'** Trending Tropicals® Collection, the houseplant market is poised for even greater growth



BACKYARD AFICIONADO

This year has given our industry many opportunities to improve. From business models and product offerings to new customers.

Newbies.

More than half of American adults are spending **two additional** hours a day outside during quarantine than before the outbreak began.

Research shows we picked up **16 million** new gardeners during COVID-19, many of whom are under 35.

According to the NGA survey, the 35- to 44-year-old age bracket had the highest mean spending (\$608.54) of all the age groups in 2019.

Many in this group are raising a family, own a home, and have established a career.



These new customers will **not** stay unless we find ways to *make them*.

City Grange offered Plant 6-packs and pre-designed containers.

Both save time and take out the fear of failure, two **big** reasons people *don't* garden.



Gardening will become part of their everyday lives, school curriculums, and **psyche**.

We need to develop products and bundle items to make gardening *easier*.



We need to innovate in services.

This new gardener is **ripe for education**, from simple plant lists or Facebook consulting services to new gardeners to install and provide care.

AFICIONADO.

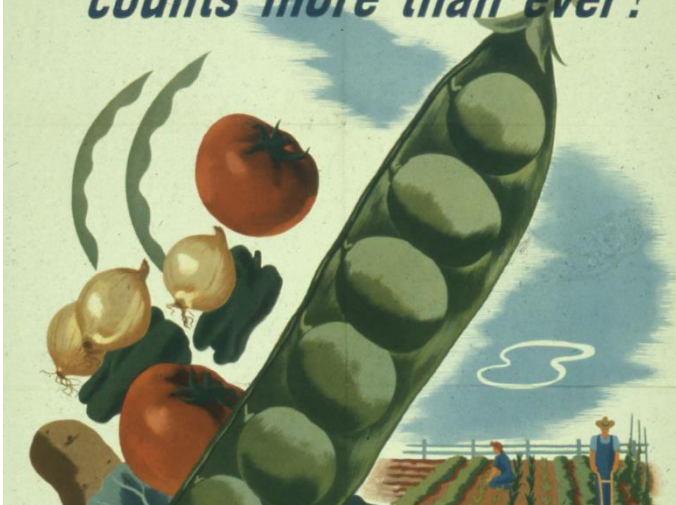
So what does this new gardener **care about?**



First, They're interested in **growing food:**

Don't miss opportunities to teach them about canning, winterizing raised beds, heirlooms, and soil health.

YOUR VICTORY GARDEN *counts more than ever!*



The term **Victory Garden** spiked on Google on April 5, 2020, reaching its all-time peak popularity as a search term.

With the surge in home cooking and the fear of food scarcity, many Americans are discovering the joy of growing their own food.



AFICIONADO.



67% of adults are growing or plan to grow edible plants.

Vegetables: 52%

Herbs: 33%

Fruits: 31%

And they're growing tons of berries.

Bushel and Berry compact varieties are **easy to grow**, involve the kids, and fit in *any size space*.

AFICIONADO.

Edible-garden influencers have seen up to **400%** growth on their channels and are being *inundated* with questions.



Prior to the COVID-19 pandemic, Timothy Hammond of Big City Gardener would receive **one** message every few days from a follower.

He now receives *dozens* of questions a day from new gardeners seeking basic tips.

He gained **10k followers in 6 weeks**.



AFICIONADO.

They're interested in reducing the lawn:

There is a return to the backyard
– and it's *not just* about the lawn.



From pools to
pollinators, the
lawn is going
bye-bye.



According to a recent NGB survey, 67% of respondents 35 and under shared that, while they want some green lawn, they also desire the rest of their yard planted with a **wide variety** of other plants.



AFICIONADO.

Landscape architects
are seeing families
change their lawn
preferences,

according to a recent poll by the
National Wildlife Federation's Garden
for Wildlife initiative.



NWF's Garden for Wildlife initiative *encourages* Americans to
design gardens with **food, water, and shelter** for wild animals.

AFICIONADO.



Don't miss opportunities to teach about how easy it is to grow fall flower bulbs.

Bulb-planting projects such as lasagna planting, planting for pollinators, or planting cut-flower gardens fits the bill.

We also see an aspect of meaningful gift-giving as kids plant some buried treasure for grandparents, friends, and neighbors. **FlowerBulbs.com** will be *the go-to* for education and inspiration.

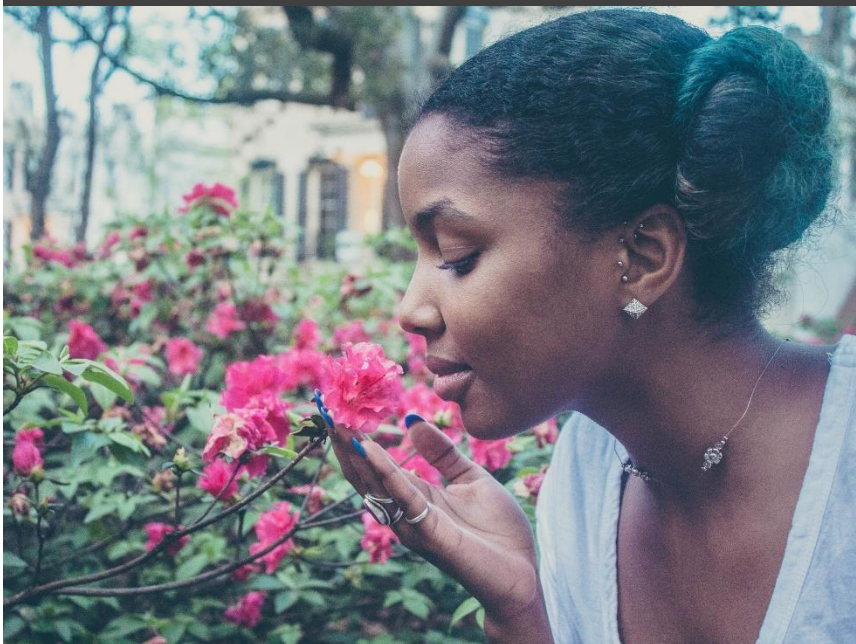
AFICIONADO.

Most importantly, they're interested in *reducing* stress and **increasing** health and wellness.

According to Mintel, adults are *more motivated than ever* to set goals to improve their health & wellness, feel happier, look better, and **take control**.



Don't miss opportunities to offer health and wellness content on your website, newsletter, and blog.



Simple ways to incorporate wellness from the comfort of the home or nearby outdoor spaces have taken over as *essential* practices to maintain connections, release newfound stress, and recuperate some semblance of normalcy.



IMPATIENT GRATIFICATION

We said gardening is **hot**, but *specifically*, mini plants are hot, especially in edible gardening.

Get Tiny.

Tiny plants finish growing **faster**.

New gardeners are *still* learning the ropes, so provide them with tiny or fast-growing varieties:

- Micro Tom Tomato, (the world's *tiniest* tomato plant)
- Mini Bell peppers
- Dwarf Yellow Crookneck squash
- Romeo and Short Stuff carrots
- Baby Ball beets
- Mexican Miniature watermelon
- Windowbox Mini Basil, an adorable basil variety
- Striped Guadeloupe eggplant
- Hearts of Gold cantaloupe
- Tom Thumb peas
- Crunchkin pumpkins
- Mini White cucumbers
- Sprouts & Microgreens



The miniature trend is hot, and houseplants are **hopping on the bandwagon.**



You may live in an apartment or small home and struggle to squeeze your large leafy friends onto crowded windowsills.

If your home is dark, windowsill space with enough light *might* be limited.

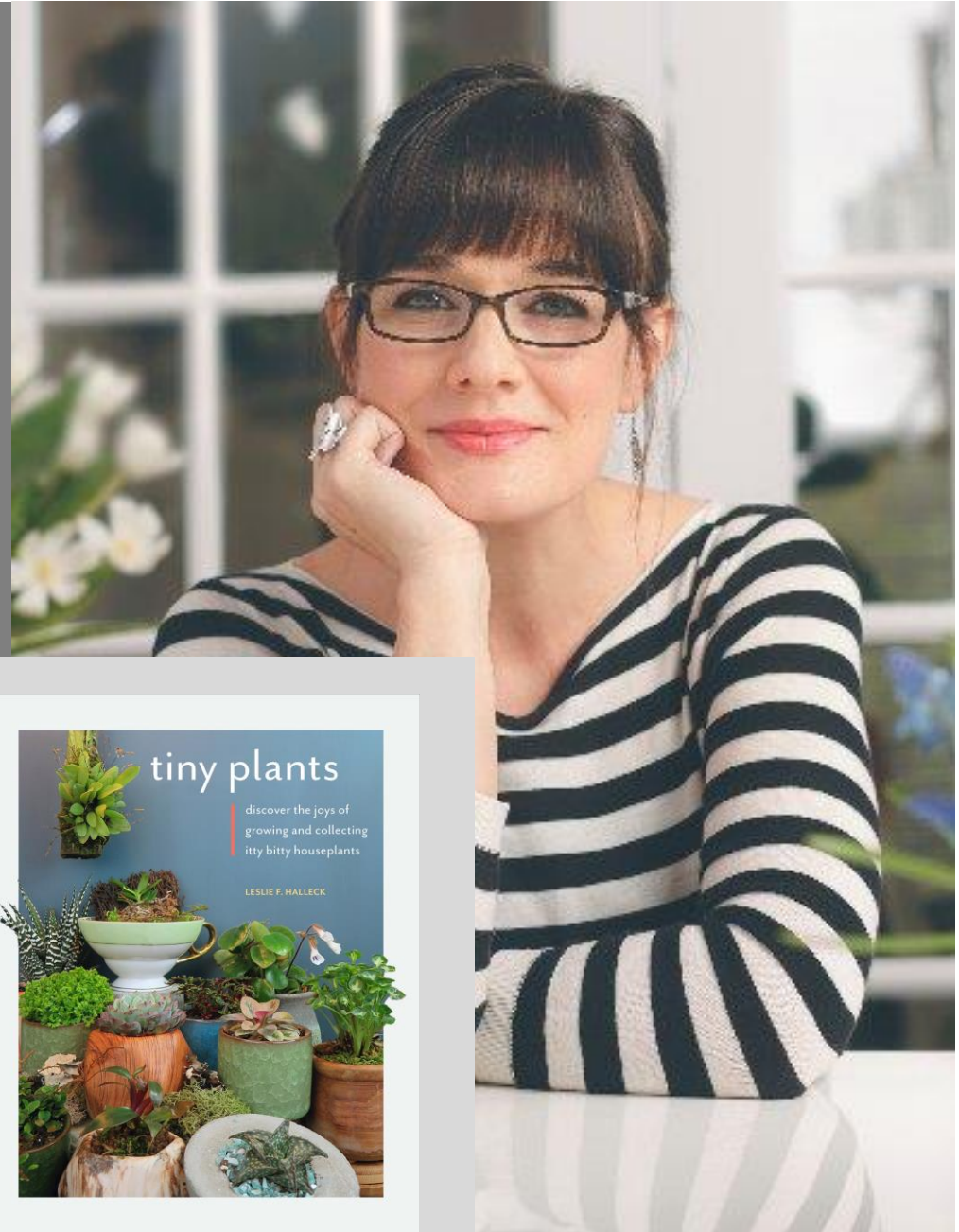
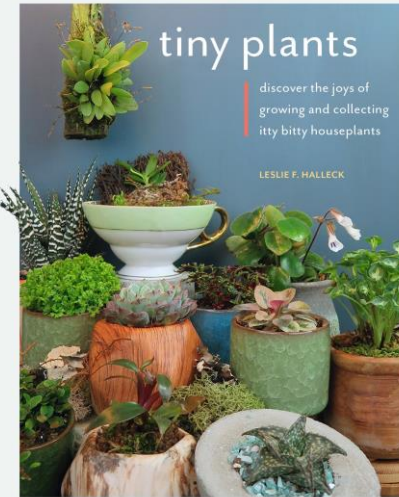
Bring nature into your small office space or green up a corner of your desk.



“Cuteness aside, tiny plants are the *perfect* choice for plant keepers with limited space and time.

Tiny plants grown on your windowsill, under grow lights, or under glass – can feed your plant addiction *without* cramping your style.”

- Leslie Halleck, Halleck Horticultural LLC



IMPATIENT.



DESIGN ABUNDANCE

Garden design will move away from mulch and eco-dead plants to co-creating with nature.

Co-habitation.

As cities shut down around the world, plants and animals began to reclaim human space, from coyotes on the streets of San Francisco to a resurgence of bees and rare wildflowers in the UK.

And now, we have an obligation to **build back better.**

Gardens are not only human spaces, or just “the parsley around the turkey” but richly woven ecologically functional spaces.

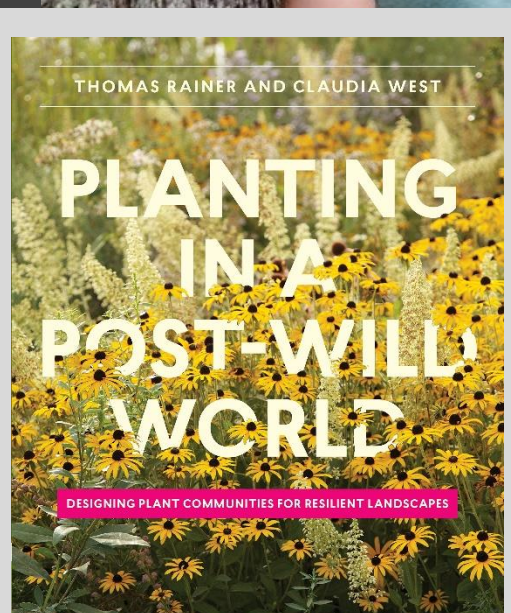
Places of **beauty** and **abundance.**



“ I truly believe that wildness and nature is a renewable resource and that **every single** plant we put in the ground can *make a difference*.

If you don't *know* it, you don't care for it, and you don't protect it.”

- Claudia West, ASLA, Principal at Phyto Studio,
co-author of *Planting in a Post Wild World*



ABUNDANCE.

But, how do we keep them outside year after year?

Start today and aim high.

We have to realize that we cannot manage the *entire* ecosystem, but we can manage ourselves and our activities in our yards.



Claudia West explains that nature doesn't live 'out there' anymore, because 'out there' is **gone**.

Nature lives in our backyards, in our developments and parking lots or rooftop gardens – or it doesn't live. **That's the reality.**

Design functional and beautiful landscapes.

West says, “ecological design can fit in with the American lifestyle that is more manicured, but still has a deeper meaning.”



ABUNDANCE.

Plant and care for big trees.

According to Chrissy Balk from Davey Tree, “Trees add **beauty and cooling shade** to your yard. Plant them correctly, and they can improve the energy efficiency of your home.”



Choose trees that grow well in your area and consider the size they'll reach when fully grown.

ABUNDANCE.

TURN OFF THE LIGHTS

According to *'Nature's Best Hope,'* the new book from Doug Tallamy, we should all be building a conservation hardscape, and the best way to do that is to **turn out the lights.**



Dim the Lights.

Lighting up the sky at night is one of the major causes of insect decline.

White lights draw insects all night long, exhausting them and making them easy prey for bats and birds.

If each of the millions of lights we turn on in this country kills just a few insects each night — well, you can do the math.

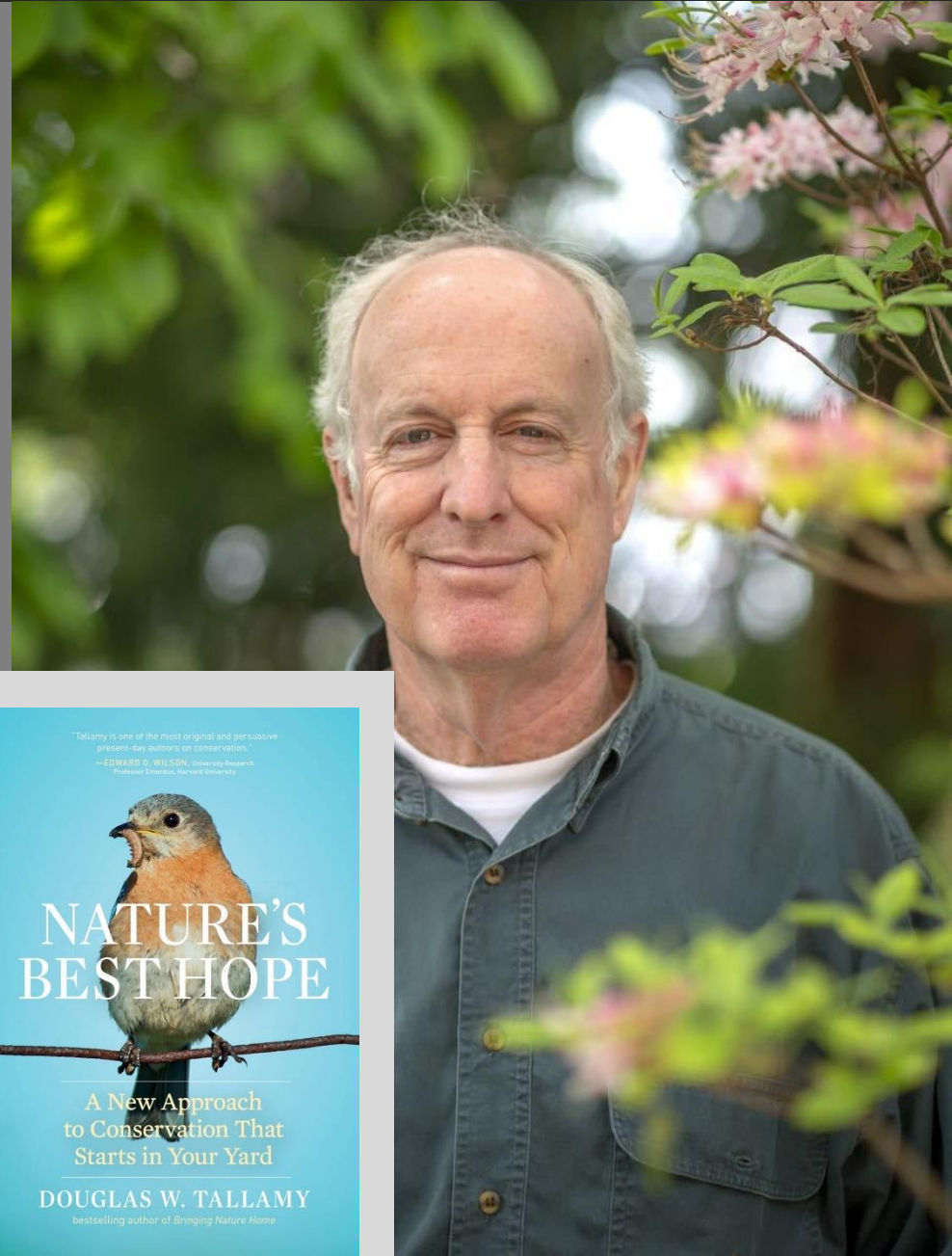
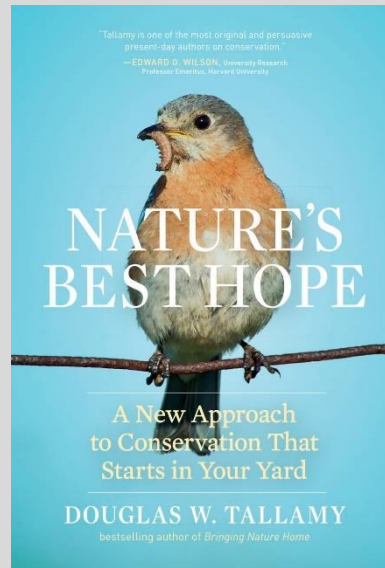
In *5 minutes*, we could literally save **billions** of insects every season.



“ We will create a sustainable balance between humans and other earthlings, and we will do it by **living with nature** instead of living apart from it.

Instead of *denaturing* our environment, our new national pastime will be to *renature* our surroundings.”

- Doug Tallamy, University of Delaware



TURN OFF
THE LIGHTS.

If you're concerned about security, install a motion sensor, so your lights only turn on **when provoked**.



Even easier - change out the bulbs and put in yellow LED bulbs.

That'll save you energy, and they're the **least** attractive to insects.



Take care of life on your property.

It seems a lot easier than trying to save the entire planet, but *really*, it's the **same** thing.



You can't reverse
insect declines **by
yourself.**

If we each do our small part, we
can not only restore insect
populations but also create the
**largest collective conservation
effort** in *history*.



An effort that *can* and *must* succeed,
for our own **good.**

TURN OFF THE LIGHTS.

FOR MORE INFORMATION

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- [NWF Native Plant Finder](#)
- [Phyto Studio](#)
- [The Plant Hunter](#)

TURN OFF THE LIGHTS

- [Doug Tallamy](#)