



*Garden Media*

**GTR**

Garden Trends Report

**2022**

*From Crisis to*  
**INNOVATION**

# The *Booming* Years.



People are paying down credit card debt and starting to spend. Americans have 2 *trillion* more in their pockets than in 2020.

Bank of America's credit card data showed a 67% surge of spending from 2021 over 2020, fueled by stimulus checks and re-openings.

The National Retail Federation (NRF) anticipates retail sales to grow at least **10.5%**, surpassing initial estimates to **\$4.44 trillion**.

***2022 could be the strongest year since 1984.***

We are in an  
economic  
**boom.**





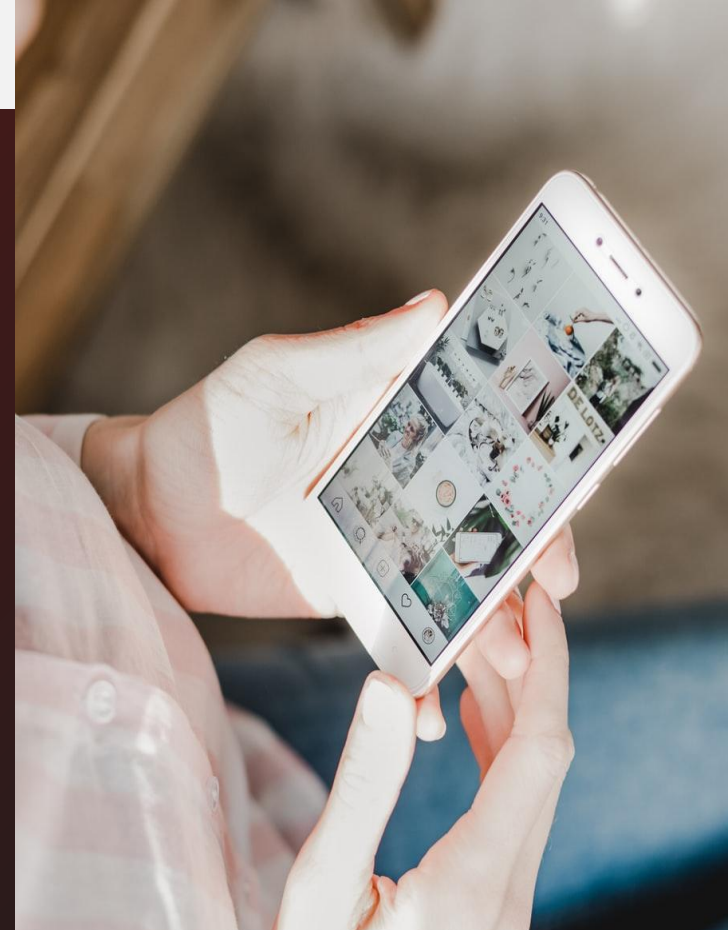
# *Invention or Innovation?*

This time, economic strength won't come from inventions, technology, systems, or data.

Innovation is driven by individuals seeking to overcome stagnation in their lives through personal transformation and growth.

If 2020 was the year of crisis and 2021 is languishing, then **2022 is innovation.**

But it doesn't belong to industry; **it belongs to** the individual experiencing **The Great Reset.**



The New  
Revolution is  
**Personal.**



# The Great Reset.

**The Great Reset of 2021** had people taking stock of their lives and their careers. They're living a *YOLO Lifestyle*, planning to quit their jobs and upend their plans. This generation was previously one of cautious planners.

**We are coming into an era of personal freedom.** In 2022 many will *take a leap* they might not have had the freedom or courage to make otherwise.

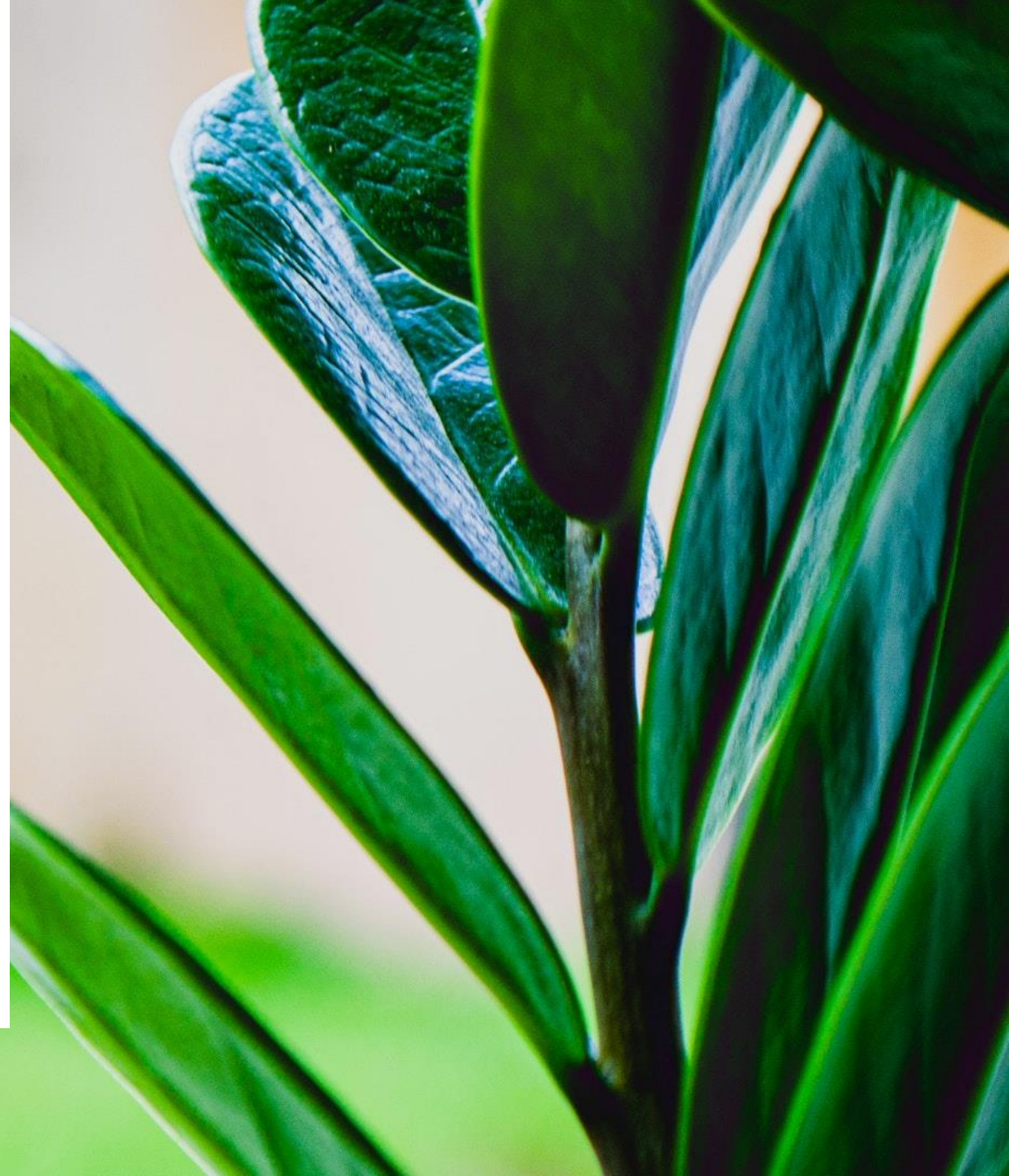
***We Will Innovate.***





# *Contents*

06	Creator Class
11	Shoppertainment
15	Zoning Board
19	Bridging the Gap
25	Living Television
29	On-Demand Flowers
36	Wild Curation
41	In Living Color





# *Creator Class*





***Sometimes,  
opportunity is born.***

Disney, CNN, MTV,  
Microsoft, Instagram,  
Uber, Airbnb, were all  
founded during a  
recession.



# *Switching Leaders.*

When times go well, we stick to the rules.  
Chaos can cause retreat. **But not always.**

Chaos changes the rules, and perhaps  
most importantly, chaos switches who is  
in the lead.

The current leaders are in the **Creator Class.**

Innovators who are shaping their futures  
as individuals, separate from their  
corporate identities.

# Passion Projects.

LinkedIn found **2/3 of people** either left their jobs this year for a “*passion project*” or are considering it.

This group is at home on Etsy, the king of micro businesses and a place for creators to reinvent.

**They have new homes, too.** Instagram is developing in-app shopping to foster this “creator class” – building on behavior they see on the platform around influencer sales. TikTok and Facebook are courting them, too.

All platforms are leaning into videos in which content creators **lead the way.**







# *Shop Value Prop.*

Microbusinesses allow us to shop our values as we see an increase in ethics-driven spending.

Half of GenZ (53%) and Millennial (49%) shoppers want to cut back on their Amazon shopping... and ALL generations **feel guilty** about shopping there.

**When new plant businesses open in unusual places like abandoned police kiosks, or coffee shops, it makes us feel better about shopping local.**



We know when we spend money locally, the money **stays local.**



# *Do This At Home.*

**Host 'Localtopias.'** Partner – whether in person or online – with microbusinesses in your community, like new plant shop Lida's Jungle.

**Leverage collective social reach.** The business founder may be a micro-influencer, like Aaron's Garden. This formerly homeless 8 year-old used money from selling houseplants to secure housing for his family.

**Keep promoting the shop small, shop local message.** We know 50-60% of each dollar spent locally stays local via taxes, salaries, supplies, etc.







# *Shoppertainment*





# Virtual Gets Better.

The immediate crisis of COVID-19 was converting work, schools, and businesses to digital overnight. States entered various forms of lockdown, and businesses deemed non-essential were closed.

Professional online events increased by 1,100% from April 2019 to April 2020, according to Eventbrite.

**Virtual events got better.** Designed to break boundaries that confined in-person events, Great Grow Along brought together 40+ speakers, drew an international audience, and widespread acclaim. \*\*Look for GGA II in March of 2022.

In six weeks,  
Zoom went  
from 10 million  
daily meeting  
participants to  
**300 million.**





# *Social Commerce.*

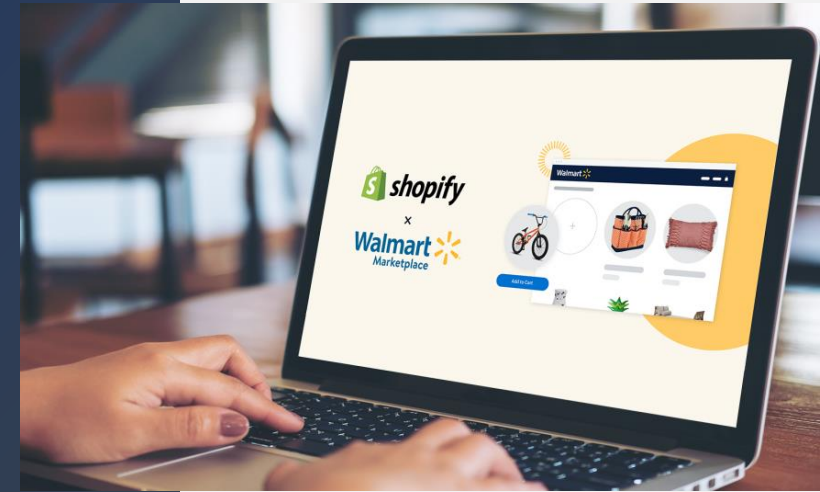
Brands like Nordstrom, Walmart, and Dermalogica pivoted, too. Using social and shopping integrations, i.e., Shopify, Shoppertainment – the ability to purchase while watching online videos – **was born.**

AliExpress, Alibaba's e-retail, "blurs the lines between e-com, entertainment and daily lifestyle to drive transactions."

Social shopping in China makes up 11.6% of retail e-com sales.

In the U.S., social commerce may reach **4.3% of retail e-com sales in 2022, or \$36.09 billion.**

*Keep that  
e-commerce  
platform you  
developed last year  
around.*



# Hybrid Future.



*The future will be a **hybrid** of virtual and in-person.*

The industry has the opportunity to interact online with seminars, classes, and info while driving sales.

Whether artisan, rare or limited finds, or personal shopping, people can swipe up, and buy on the spot.

Jjenga's Plants' live plant drops sell out of pricey cuttings in minutes.

Costa Farms' new online retail store will offer a curated selection of what's in-store. Using social, plant hunter Mike Rimland can tell the story of the plant, share décor-inspo, and make a sale.

Whether in a waiting room or the garden, people will embrace convenience and personalization.





# *Zoning Board*





# Front Zones.

**People are creating zones, at home, for optimal use.** And front yards are the first zone, where you welcome friends without crossing your threshold.

Curb appeal *has* been rising, but the front porch is the new destination. It's like having a new room to enjoy, decorate and plant.

In 2021 social media mentions of *front yard* or *front porch* reached a **5-year high**.

Projects include painting shutters and doors, hanging outdoor curtains, building window boxes and planters, and planting trees. **Pricier updates include** adding porches, couches and dining sets.



People want container plants that look good and are low-care, such as the new **Petite Knock Out** from Star Roses.



# *Zoning Board.*

**Kid-zone:** Put trampolines, badminton, and toys in one area. A big yard may fit a playhouse or pool; smaller yards have teepees from beanpoles. Focus on large, lush foliage for hide and seek and a break from the sun.

**WFH-zone:** Think privacy, shade, and shelter. Fences, metal or wood partitions, pergolas, latticework. Plant densely on multiple levels, from towering trees to ground cover. Living hedges muffle neighboring sounds.

**Entertain-zone:** Dynamic seating is essential. Add corn hole, ax throwing, TVs, and oversized checkers. Choose bold plants, hanging baskets, and tropical plants for a staycation feel.





# Indoor Zoning.

**Indoor-zone:** Whether purchasing for the office, bedroom or general Feng Shui, we expect sustained growth in the houseplant category.

- Announce new arrivals
- Show shipments coming off the truck
- Reduce plastic, plant tags and up sustainability

People are nostalgic for the '70s. They love pothos, ficus, spider plants, African violets, and ferns – **lots of ferns.**







# *Bridging the Gap*





# *Back to Basics.*

According to McKinsey's "stickiness test," 75% of the new gardeners will keep growing post-pandemic. (Other behaviors likely to stick: Online grocery shopping/curbside pick up (50%), virtual healthcare (80%), Not likely to stick: Remote learning, air travel, and live entertainment.)

These folks spent 2021 in The Great Reset.

**And like any reset, you need to start over with basic knowledge.**

We are challenged in building a bridge to make these instant gratification gardeners lifetime gardeners.

Start by building a solid foundation made up of both tools and information.

We gained  
**18.3 million**  
new gardeners.





# Who *are* they?

Backyard Aficionado is into edibles, gardening for wildlife, and stress relief.

**They are equally men and women, but men under 35 show the most significant increase in participation.**

A study showed 8 in 10 young people think gardening is “cool”—and more than half would rather go to a garden center than a nightclub.

Intent is more pronounced in gardeners with children and gardeners of color that had no or very little previous experience.



78% of gardeners believe you **don't need a big** outdoor area to garden.



# What are they *Buying?*

While they spend less than seasoned gardeners, they are “buying beginner tools, seeds, and fundamentals.”

Edible gardens continue to soar with the highest growth in seed starting and containers.

This is a DIY generation; **2/3 tried a new gardening activity last year.**

Interest in ornamental flower gardening is growing.

They want organic and natural products.



They want accessories that take the guesswork out of gardening, **such as raised beds from BioGreen**, that look sleek and water themselves.





# Perfect Products.

Offer fun, personalization options such as colorful **C-BITE plant supports** from **Thriving Design** for this DIY generation.

Design Grow-Your-Own Kits with soil, container, plants, supports, and fertilizer.

Share or create recipes and guides to help ease design. Check out ones from **Southern Living Plant Collection & Sunset Plant Collection** as a guide.

Choose a limited amount of items but make them beautiful and high-quality. We're around our items all the time – we have no patience for low-quality.

Highlight easy-to-grow plants that give big rewards for little effort, **Fool Proof™ Gardenia**, **'Real Goldcup' Leucanthemum Realflor®**, and **Coppertop® Viburnum**.





# *Gardening 101.*

**Curate 15-60 sec educational and funny videos to connect with new gardeners.**

Provide basic, accessible content on Facebook and Instagram. Experiment with TikTok and Reddit.

We've seen this done in houseplants, Plants according to your horoscope, Feng Shui.

Curate a selection online for Shoppertainers.

Position a person on your team as a Plant Doctor or have a doctor "on-call" for newbie questions.

Provide POS resources, QR codes, and email sign-ups. Join and promote online communities.

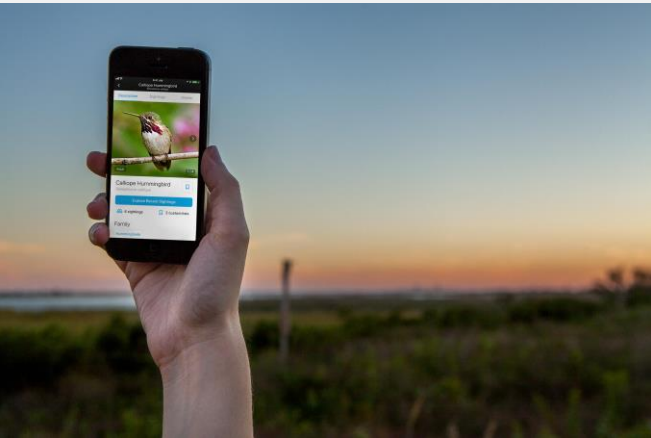






# *Living Television*





# Backyard Birding.

Even people who loved the outdoors pre-pandemic have discovered — or rediscovered — birding.

Cornell Lab of Ornithology has seen year-over-year visits to their live bird cams **double**.

Audubon's Bird Guide App grew 81% from 2019 to 2020.

Whether it was being home or discovering a new park, people find birding an easy, inexpensive way to engage while also disconnecting.

**Plus, it's fun for all ages and levels.**

Sales of feeders and feed are soaring, with **\$2.2 billion** in projected sales for 2021.



# Garden For Wildlife.

In 2020, 67.2 million households purchased at least one plant because it benefited pollinators or birds.

People with children are more likely to garden for birds.

Our fascination with birds grows our interest in plants. This is why **the National Wildlife Federation launched a Garden for Wildlife collection of keystone native plants.** They attract insects that feed 96% of backyard bird species.

Caring for big, old trees is **as important** as planting new ones. Trees provide food, shelter, and places for wildlife to raise their young.



Five trees for pollinators, says Jim Zwack from Davey Tree, are **Eastern Redbud, Crabapple, Southern Magnolia, Black Gum, Tuliptree.**





# *Birding Takes Flight.*

**Get the right gear.** “Bins,” a field guide and a weather-proof notebook.

**Design collections to support birds.** Choose plants birds need most –with seeds and berries– in fall and winter.

**Partner with local non-profits.** At Roger’s Garden Center in CA, they “rounded-up” at check out for their local Audubon chapter. The collaboration added a ‘local’ connection, helped to further leadership in habitat gardening and raised \$9k for conservation.

Lead birdwatching walks or host birding clubs.

Blog about the best bird-watching spots in town or ask a local birder to do a guest post for your brand.



Provide solutions for birds in winter, including water and food and feeders like those from **Centurion**.





# *On-Demand Flowers*



# Flowers are the new hugs.



Giving or receiving flowers triggers feel-good hormones. Our appreciation for their healing powers is growing. **Just at a time when we need it most.**

Catherine Ettman and her team at Boston University's School of Public Health have studied the mental health effects of the pandemic since March 2020. Preliminary findings are not encouraging. They found depression rates had **more than tripled.**

A Centers for Disease Control and Prevention survey from December 2020 found **42%** of Americans experienced anxiety or depression compared to **11%** before the pandemic.





# Fresh Flower Sales *Soar.*

**Whether a pandemic personal pleasure or a signal of an elevated lifestyle, cut flower sales are booming.**

2020 sales in the U.S. reached 6.5 billion, and in 2021 sales are already +9.8% up over 2020, according to Produce Marketing Association. 50% of floral sales are inside the grocery store.

National Gardening Associations' "Reluctant Gardeners," those who don't think of themselves as gardeners, had the second-highest spend on cut flowers at \$71.51; first were Garden Masters at \$78.81.

Growth is due in part to TikTok design classes, The Big Flower Fight on Netflix, and Full Bloom on HBO Max.

We're even wearing floral dresses and adding floral wallpaper to bathrooms.







# Sharing Gardens.

We see a rise in gardens grown with flowers, **perfect for spreading love and kindness.**

Stephanie of Garden Therapy participated in Random Gifts of Flowers, gifting bouquets and bulbs to strangers. **The acts elicit tears, make deeper relations, and, perhaps most important, create soulful, lasting connections to flowers.**

International Women's Day has become synonymous with gifting cut flowers to empower women. In 2021, U.S. tulip growers, together with their European bulb suppliers, partnered with Petals for Hope to give 25,000 tulips to women on the frontline.



# Best Flowers *For*



**Spring cutting gardens** – Tulips, daffodils, allium, grape hyacinth, Siberian iris, bleeding hearts, primrose, peonies

**Summer cutting gardens** – Lilies, dahlias, gladiolas, crocosmia, phlox, coneflower, perennial sage, lavender, zinnia, larkspur, roses

**Edible flowers** – (organically grown) - Nasturtiums, pansies, violets, tulip petals, day lilies, bee balm, calendula, roses, hosta, herb flowers





# Offer Flowers *On Demand.*

Our industry is uniquely suited to follow this trend. Promote bulbs, annuals, and perennials desirable as cuts. Trees and shrubs work, too.

Host virtual classes on planting a Sharing Garden, Floral Design Classes, or lessons using edible flowers to decorate cocktails, desserts, salads, and appetizers.

**Promote locally grown flower bouquets on #FreshFlowerFridays.**

Give customers a chance to make their own bouquets and create an experience they'll treasure.





# Offer Flowers *On Demand.*



Plan guerilla planting parties for birthdays or special occasions or to cheer up our seniors.

Invite a flower truck to your store, like the partnership of Jon and Rachael Ackerman, owners of Blue Sky Flower Farm in MN, with local Sailer's Greenhouse.

And guess what? **This all drove an unexpected increase in plant sales.**



Consumers **want to buy** the plants they see in their bouquets.





# *Wild Curation*





**Franklinia alatamaha is extinct in the wild.**

Collections at public gardens like Mt. Cuba Center and private gardens like yours are why this lovely tree is still with us.



# New Plant Research.

Did you know the Venus Flytrap is endangered? 1 in 5 of the world's plants – 4,400 in the U.S. – are at risk of extinction.

New research from Conservation Biology shows more than triple the number of plants is extinct in the U.S. and Canada than previously thought.

**The previous study stated 21 extinction events, while this shows 65. This is the first vigorous assessment of what we lost.**

7 of the 65 plants are only in collections at botanical gardens – without them, these plants would be extinct.

Integral to a healthy planet, plants, and their incredible diversity make life as we know it possible.



# Extinct Plant Efforts.

**We need a renewed focus to prevent further plant extinctions.**

Organizations such as the Center for Plant Conservation and Botanic Gardens Conservation International (BGCI) and gardens such as Mt. Cuba Center have led the conservation efforts with research, fundraising, and creating extinction gardens.

While the most endangered specimens live at these sites, more partnerships will be needed to safeguard more of these unique species and conserve them in the wild.

This undescribed Asarum, *Asarum* sp. nov., is only found at **one site in the world**. It is currently being grown at Mt. Cuba Center to study its traits and provide a safe place to preserve the species off site.





# Rare-Plant Nerds.

Rare-plant nerds who spent the pandemic collecting specimens, and houseplant tenders flexing on social media are next to bring into the conservation fold. These gardeners can be tempted by the conservation movement.

Education is key. These plants aren't for the Backyard Aficionado, but rather a seasoned gardener. For them, possession is passion. Feed their desire for rare or unusual.

## **Small actions at home impact the larger landscape.**

Add native plants to an existing garden to help increase biodiversity.

Search the Center for Plant Conservation's Rare Plant Finder tool to find which plants near you are at risk – and which have conservationists working to safeguard their existence.



**Clematis viorna**  
variation. Small differences in how plants look can signal big differences in evolution and function.







**Awareness and observation** over time will help people develop their eye and spot plants in the wild.

# Extinction Gardens At Work.

- Educate people about how their activities help or harm plants.
- Start an extinction gardeners club.
- Position yourself as the exclusive source for your county's local seeds.
- Know where plants come from and communicate that to customers.
- Practice sustainability.
- **Offer a limited collection of native plants for "adoption."** Gardeners take them home, grow them, and even propagate them. The Jardín Botánico in Mexico City is doing this in their Center for the Adoption of Plants. People "adopt" up to 40 endangered Mexican plants. They are then registered as Adoptive Parents, receive a certificate, and promise to inform the Botanical Garden about the plant's status.
- **Growers with flexibility start growing endangered species.**





*In Living Color*



# Green = *Renewal.*

One area that **experienced stagnation** was culture, creativity, and style. But we're ready to **innovate**.

Spring is the ultimate innovation. It's about **renewal, rebirth, and stability**.

And there's no color that gets at that like green. Vibrant green reminds us of life, renewal, and nature.

The hue that's catching our eye the most is **clover**.





# Nature.

Optimistic, rejuvenating,  
invigorating, up-beat,  
and nature-inspired.

**Everyone is craving it.**

WGSN head of color Jenny Clark says,  
**"Nature will continue to be a huge  
driver; not only does it feel  
comforting, it also connects us to  
the outdoors."**

Spotted on the runway at Dries Van  
Noten, in vases, and in scalloped  
planters, this bright shade of clover  
attracts younger generations.

They're Grandmillennials, wearing soft  
floral prints, greens in true  
**#cottagecore style.**





# Using the Trends.

To entice many employees back to the office, employers look at biophilic design elements – open spaces, adding plants, balconies.

**There are plenty of ways to work the found-in-nature shade into your collections.**

Go big and install it as a painted backdrop for your houseplants – green on green works.

Use small hints of it in pillows, containers, or tabletop accessories.



No matter which way you go, it's a reminder that after months of chill, **warmer days are on the horizon.**





# Glossary

## INTRODUCTION

- [Bank of America](#)
- [National Retail Federation](#)

## CREATOR CLASS

- [Aaron's Garden](#)
- [Etsy](#)
- [Lida's Jungle](#)
- [Localtopia](#)

## SHOPPERTAINMENT

- [Alibaba](#)
- [Costa Farms](#)
- [Dermalogica](#)
- [Great Grow Along](#)
- [Jjenga's Plants](#)

## ZONING BOARD

- [Star Roses and Plants](#)

## BRIDGING THE GAP

- [Biogreen](#)
- [Southern Living Plant Collection](#)
- [Sunset Plant Collection](#)
- [Thriving Design](#)

## LIVING TV

- [Audubon](#)
- [Centurion](#)
- [Cornell Lab of Ornithology](#)
- [The Davey Tree Expert Company](#)
- [The National Wildlife Federation](#)

## ON-DEMAND FLOWERS

- [Blue Sky Flower Farm](#)
- [Boston University SPH](#)
- [Centers for Disease Control and Prevention](#)
- [Garden Therapy](#)
- [National Gardening Association](#)
- [Petals for Hope](#)
- [Produce Marketing Association](#)

## WILD CURATION

- [Center for Plant Conservation](#)
- [Conservation Biology](#)
- [Botanic Gardens Conservation International](#)
- [Jardín Botánico](#)
- [Mt. Cuba Center](#)

## IN LIVING COLOR

- [Dries Van Noten](#)
- [WGSN](#)



# Sources

## INTRODUCTION

- [CNBC](#)
- [Forbes](#)
- [New York Times](#)
- [The Cut](#)
- [The Washington Post](#)

## CREATOR CLASS

- [Engadget](#)
- [Fast Company](#)
- [Forbes](#)
- [Today](#)
- [Unity Marketing Online](#)
- [ZD.net](#)

## SHOPPERTAINMENT

- [Bloomberg](#)
- [Business Insider](#)
- [Cassandra Daily](#)
- [E-Marketer](#)
- [EventBrite](#)

## ZONING BOARD

- [Angi](#)
- [Apartment Therapy](#)
- [Architecture Art Designs](#)
- [Better Homes and Gardens](#)
- [CNBC](#)
- [DIY Network](#)
- [Easy to Grow Bulbs](#)
- [Go Retro](#)
- [HGTV](#)
- [Home Advisor](#)
- [Inside Hook](#)
- [Stylist](#)
- [Trend Bible](#)
- [The Wall Street Journal](#)
- [Yes, I'm a Designer](#)

## BRIDGING THE GAP

- [Better Homes and Gardens](#)
- [Good News Network](#)
- [McKinsey](#)

## LIVING TV

- [Audubon](#)
- [E-bird](#)
- [Oprah Daily](#)

## ON-DEMAND FLOWERS

- [Floral Daily](#)

## WILD CURATION

- [Adopta Planta](#)
- [CNN](#)
- [Greenhouse Management](#)

## IN LIVING COLOR

- [Architectural Digest](#)
- [Buildings.com](#)
- [Domino](#)
- [The Washington Post](#)





# CONTACT US

[TRENDS@GARDENMEDIAGROUP.COM](mailto:TRENDS@GARDENMEDIAGROUP.COM)

[WWW.GARDENMEDIAGROUP.COM](http://WWW.GARDENMEDIAGROUP.COM)

*Garden Media*

## GTR

Garden Trends Report

## 2022

*From Crisis to*  
**INNOVATION**



*Garden Media*  
**GROUP**