



**2022 Axiom  
Market Insights  
Research:**  
**Growing More  
in 2022**



# About The Survey

The intent of this survey is to understand why homeowners are gardening. We asked about interests, impact of COVID-19, time and investment levels, success factors and where they go for inspiration. The results offer a look back at the 2021 gardening season and a prediction for growth trends for 2022.

Axiom gathered more the 1300 respondents to learn about gardening trends now and in the future.

This survey was conducted in September 2021.



# The Axiom Advantage

Our aim with this research is to learn more about what drives the home gardener. Knowing what they find interesting and inspiring helps us be better marketers.

Learning more about what they did in 2021 – what types of gardening, where they go for ideas and where they purchase gives us a roadmap to be part of their journey.

We wanted to know... will you be gardening more in 2022?



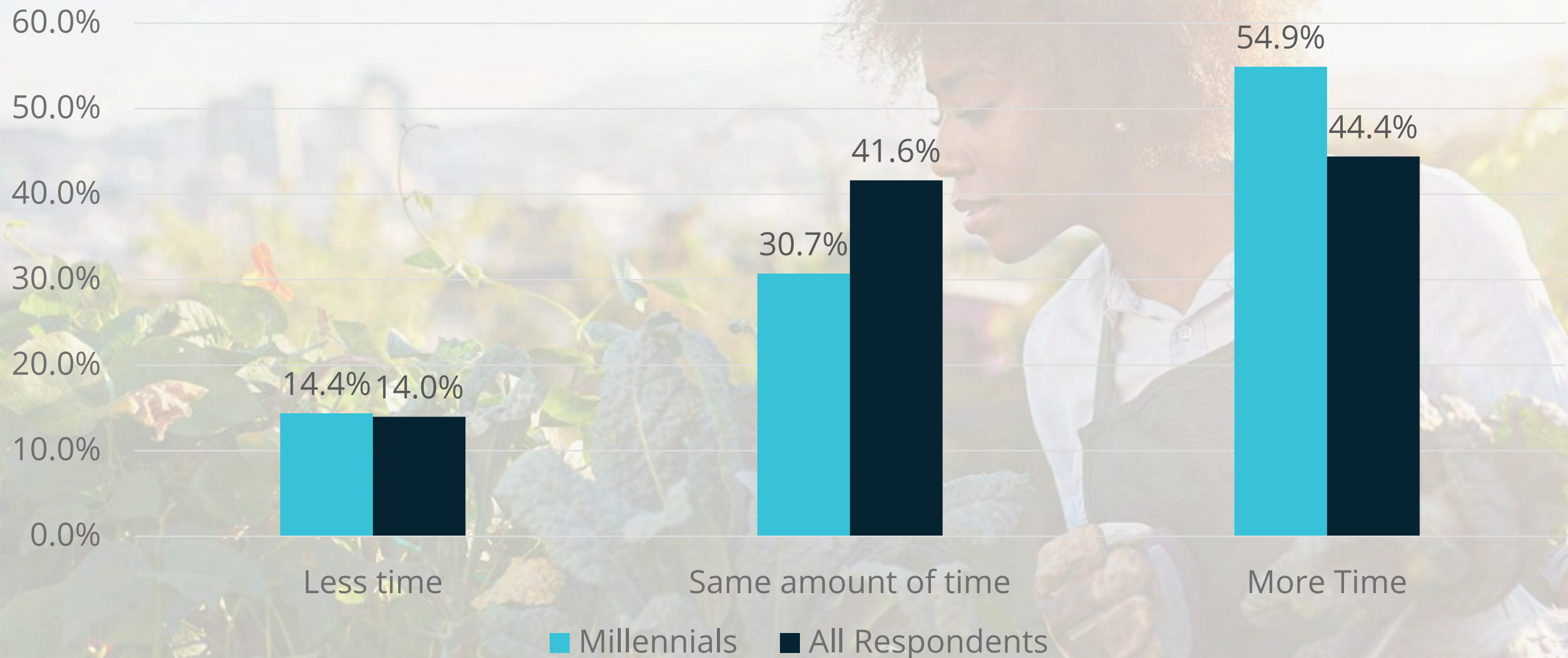
Kathleen Hennessy  
Chief Marketing Officer



# Still growing... and spending

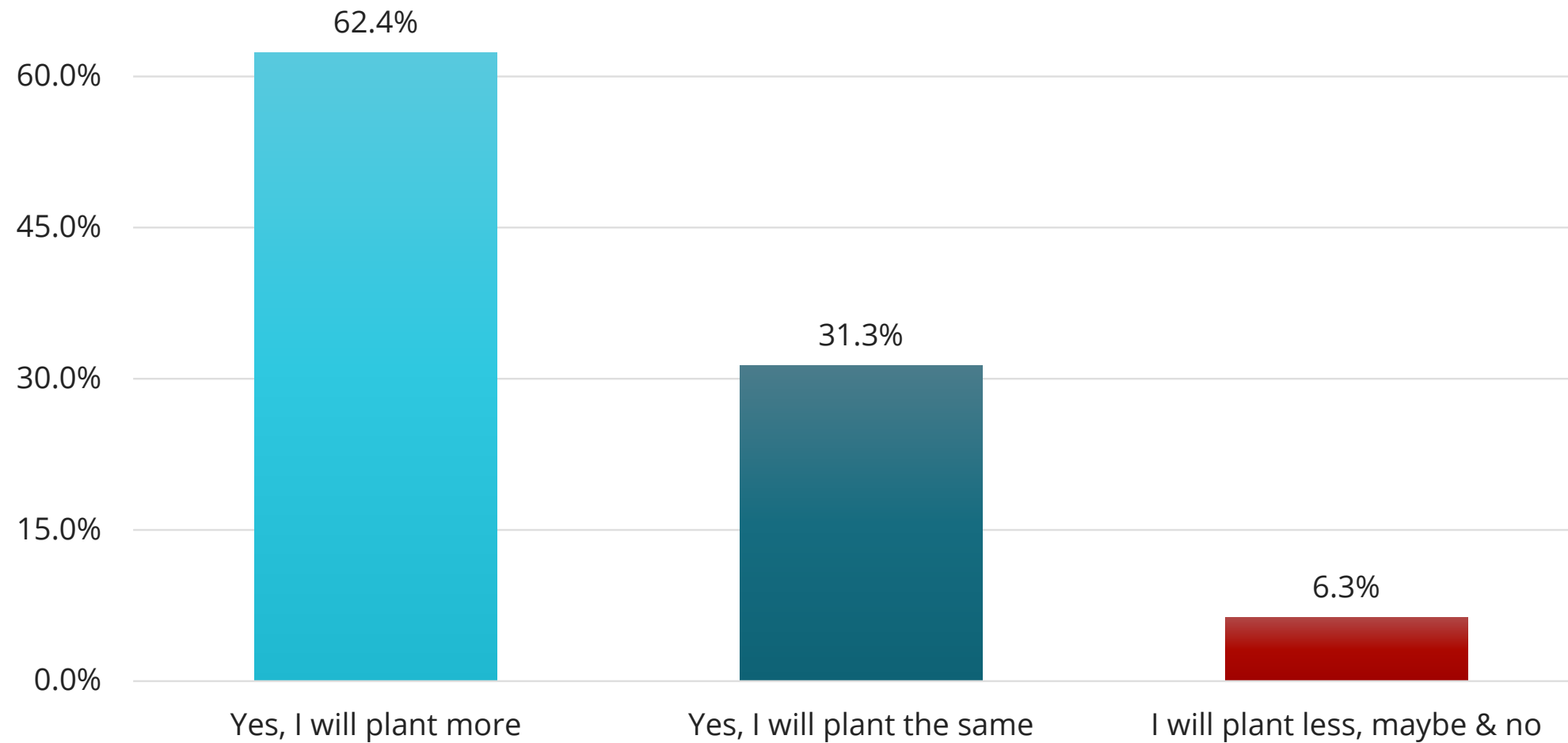
## More time gardening in 2021

Select the phrase that best reflects the time you spent on gardening in 2021 compared to 2020?



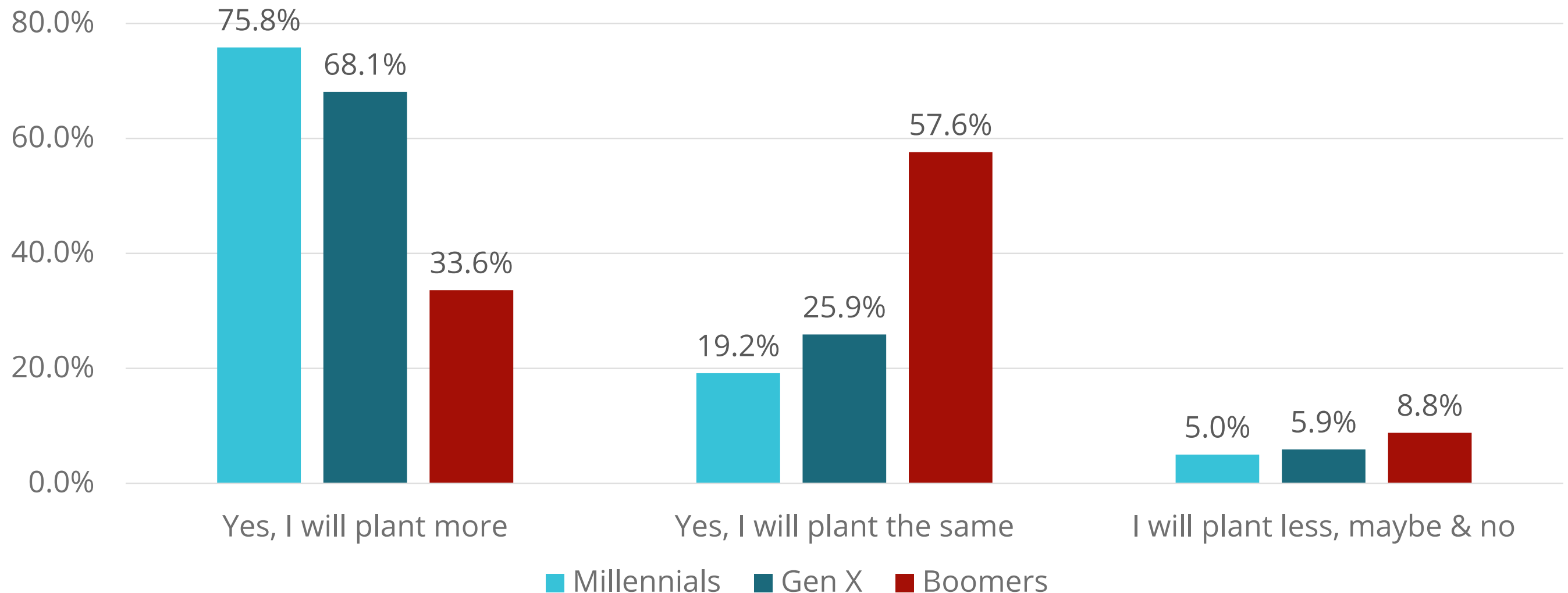
# In 2022, 62% will **plant more!**

Is gardening something you plan to continue in 2022?



# Millennials and Gen X are driving the growth.

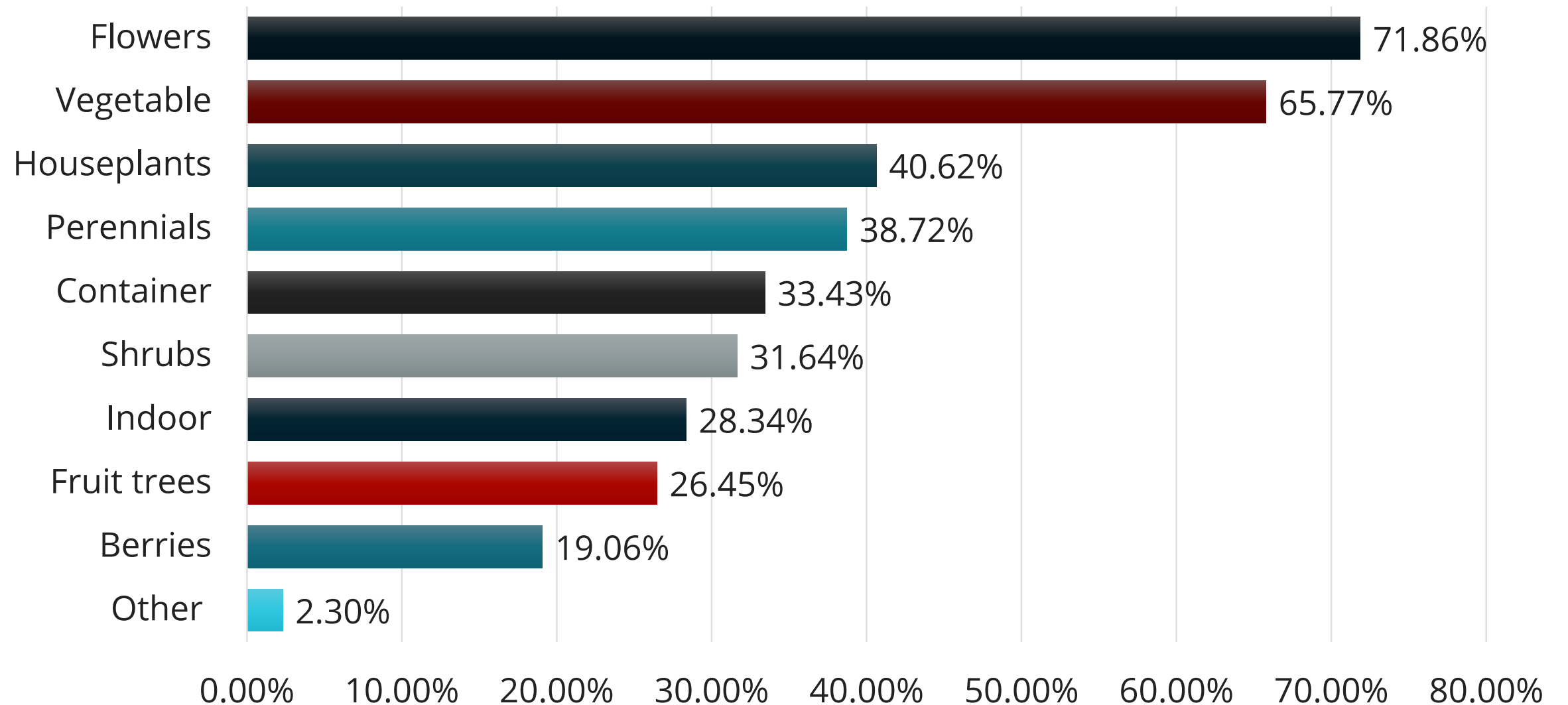
Is gardening something you plan to continue in 2022?





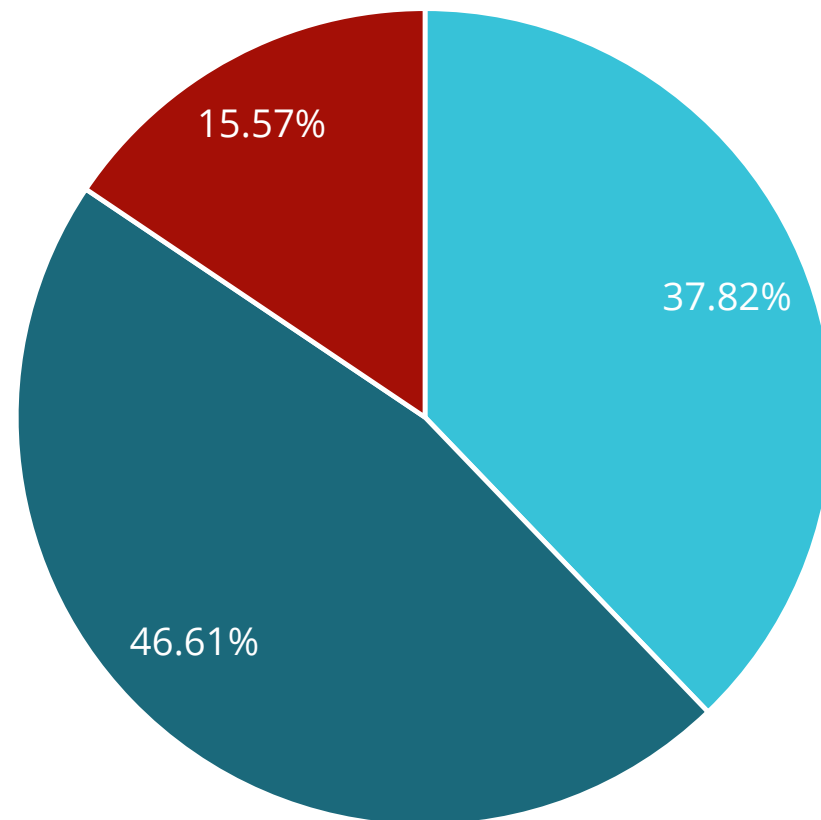
# Flowers, vegetables and houseplants are most popular

What best describes the type of gardening you do? (Check all that apply)



# Most gardeners felt successful in 2021

Did you feel you were successful with  
your 2021 garden?

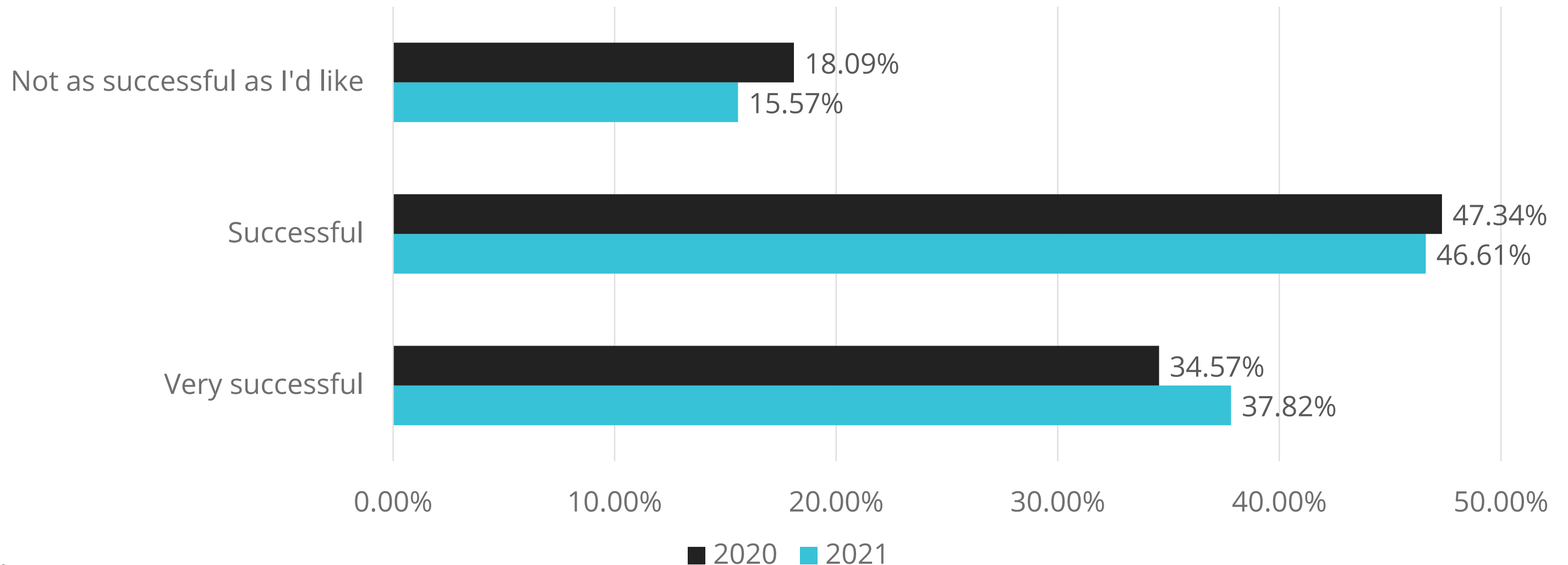


84%



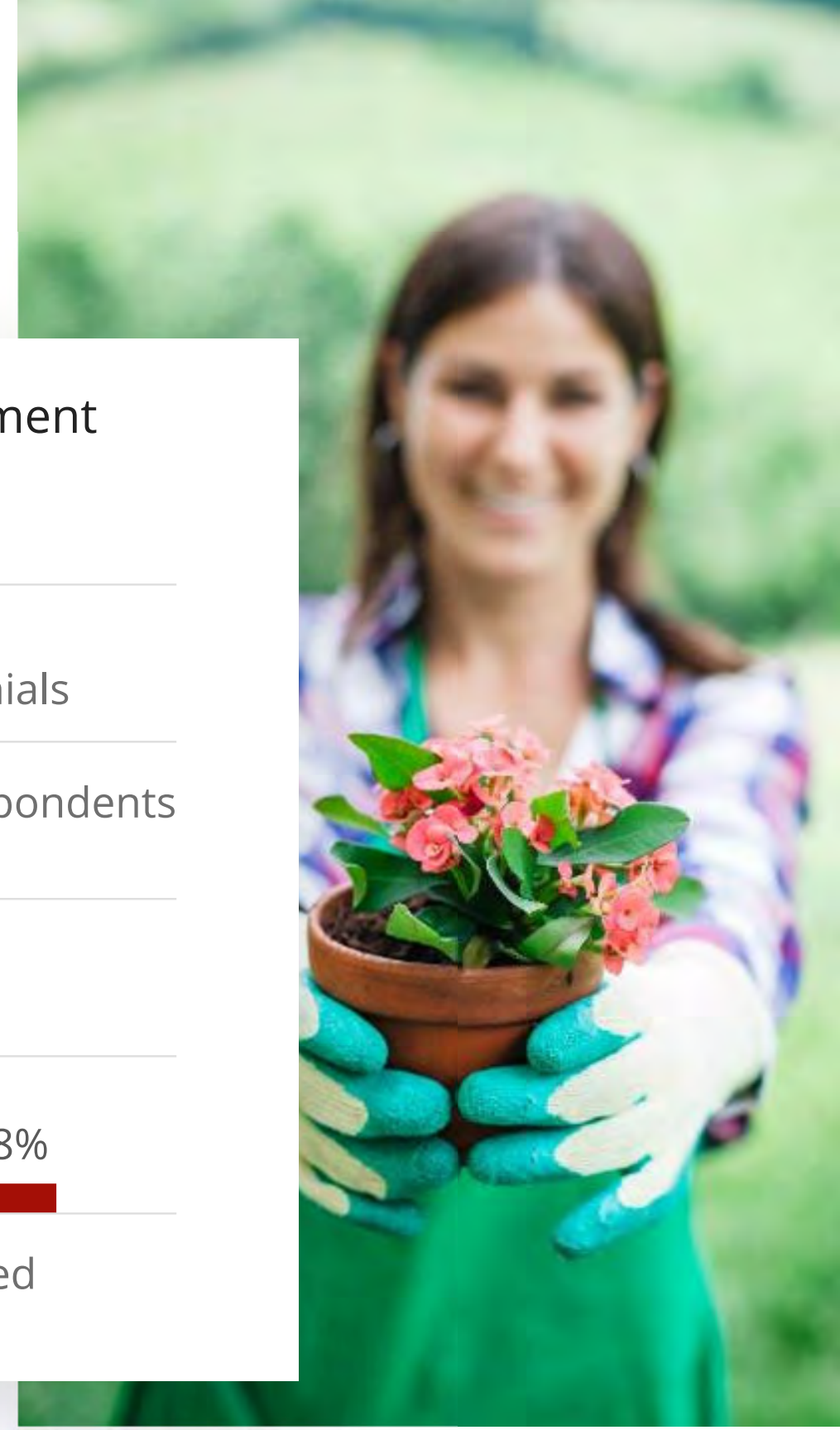
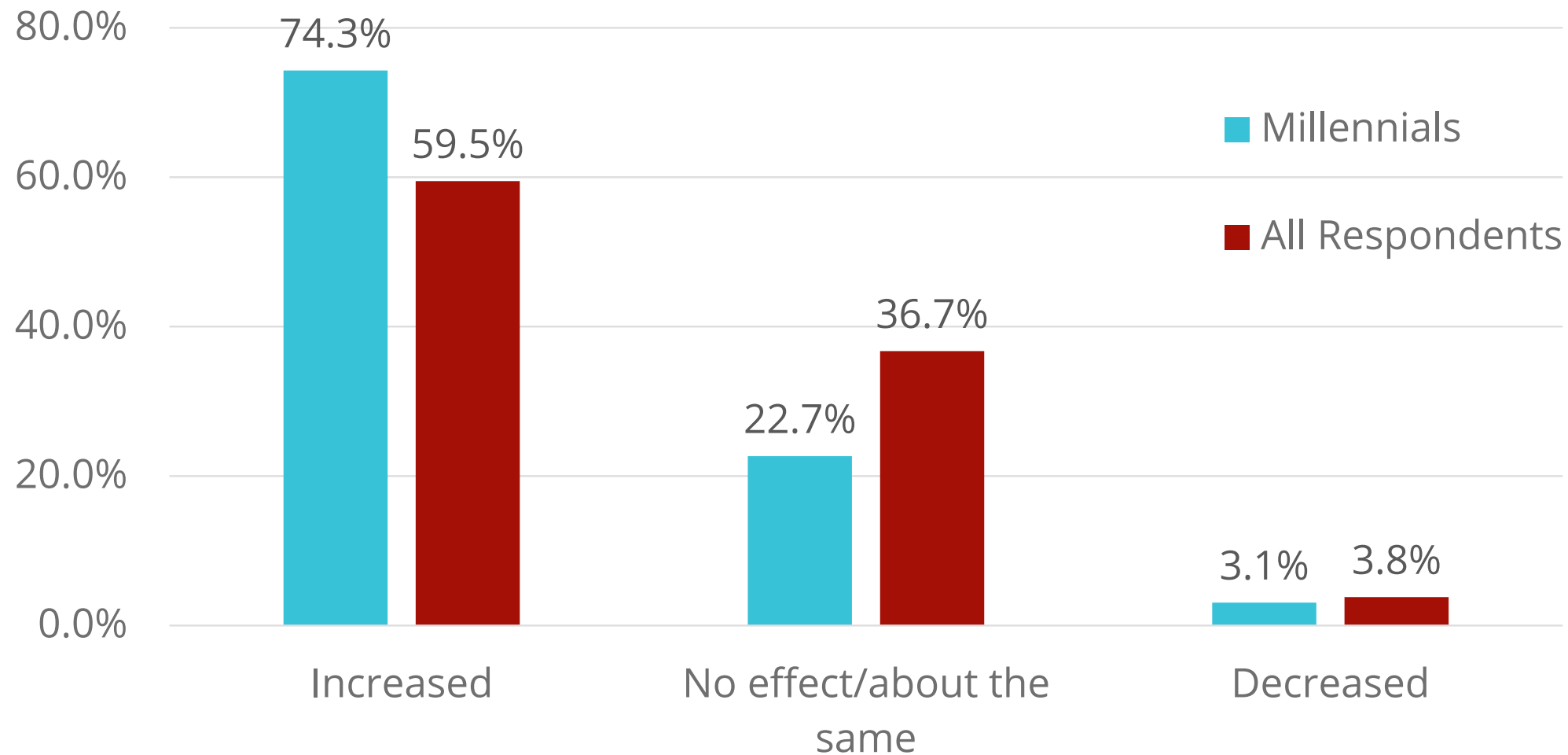
# Garden success increased 3% to 84% in 2021

Did you feel you were successful with your 2021 garden?



# COVID-19 is driving interest in gardening

What effect did COVID-19 have on your interest and involvement in gardening and outdoor living activities 2021?



# 92% spent the same or more in 2021 due to COVID-19

How has COVID-19 influenced the amount of money you spent on gardening activities in 2021?

8% spent less



43.4% spent the same amount



48.6% spent more





# Gardening Interest in 2021



15%  
Create a  
Beautiful  
Space

20%  
Lowers  
Stress

19%  
Time Home  
Due to COVID-19

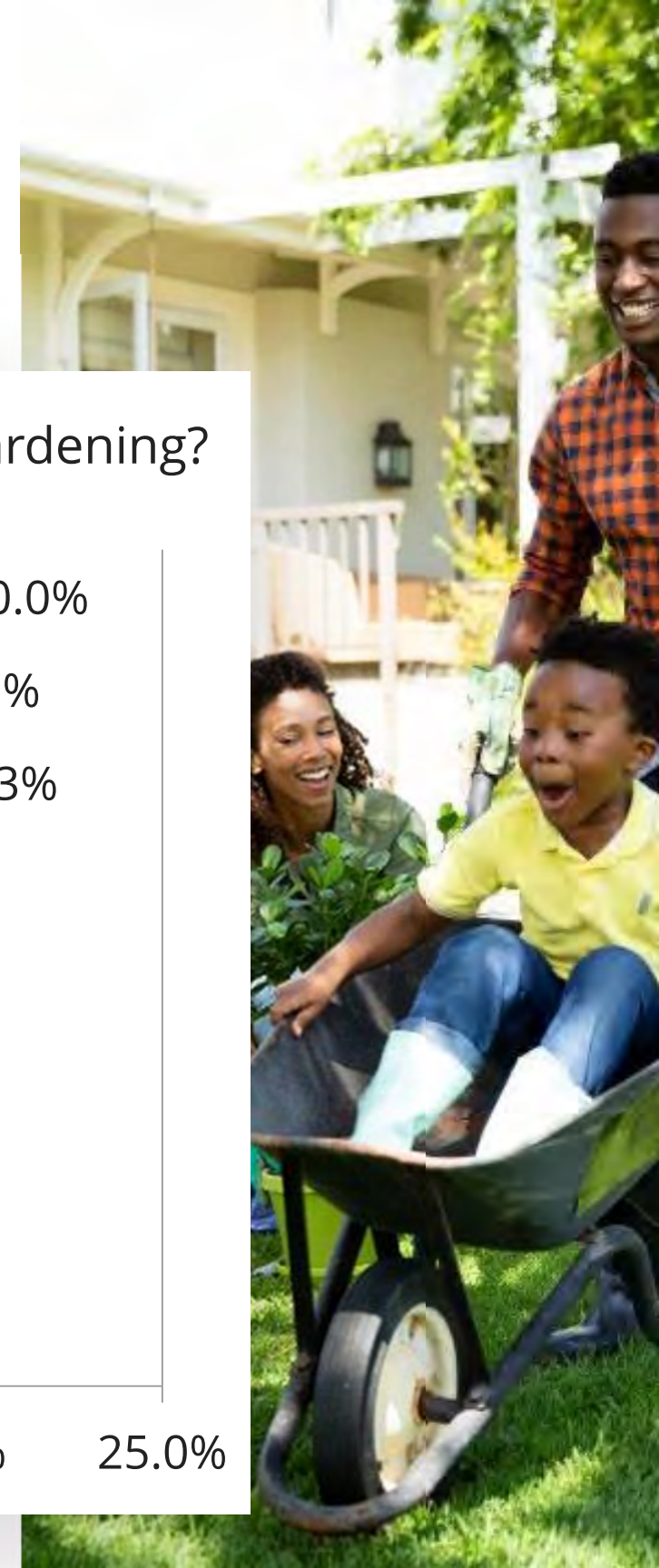
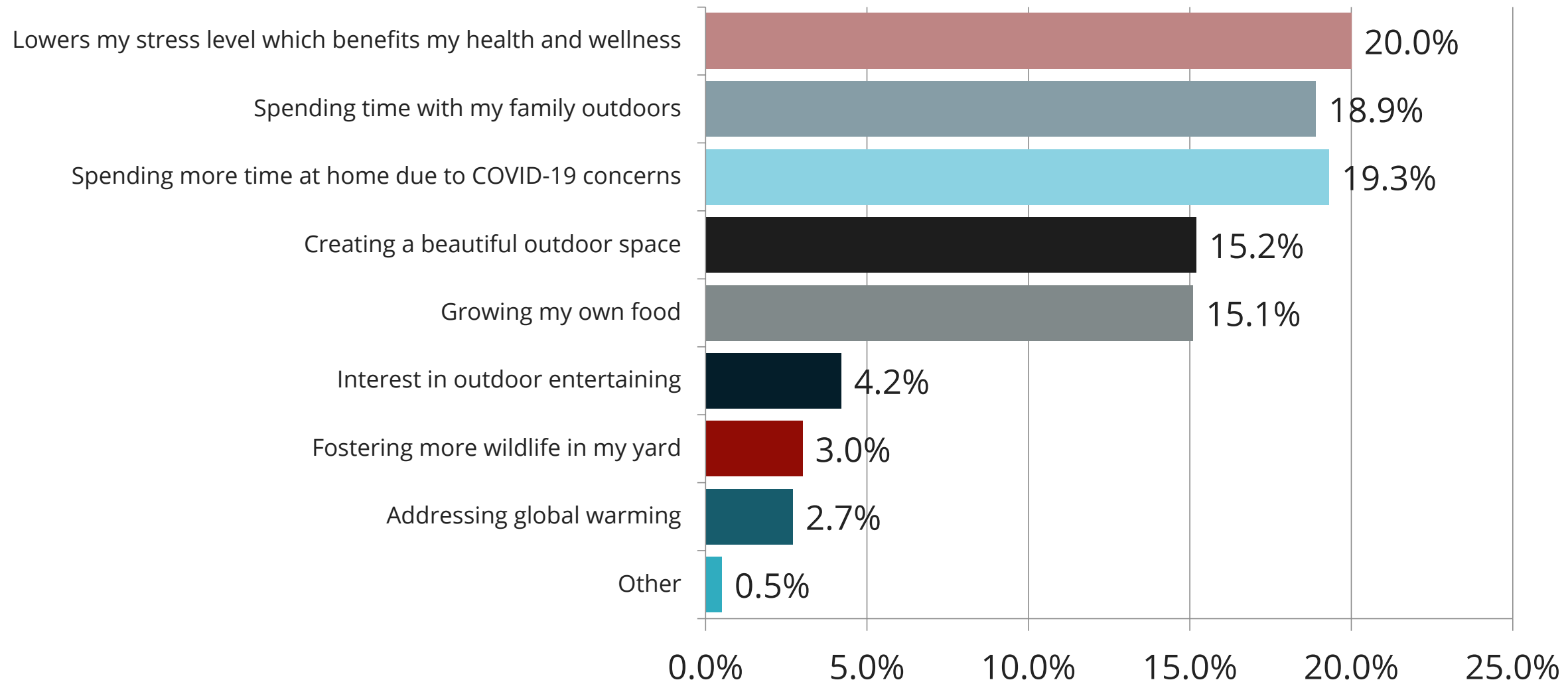
19% Family Time

15%  
Growing  
Food

12% Other

# Health, wellness & family drive interest in gardening

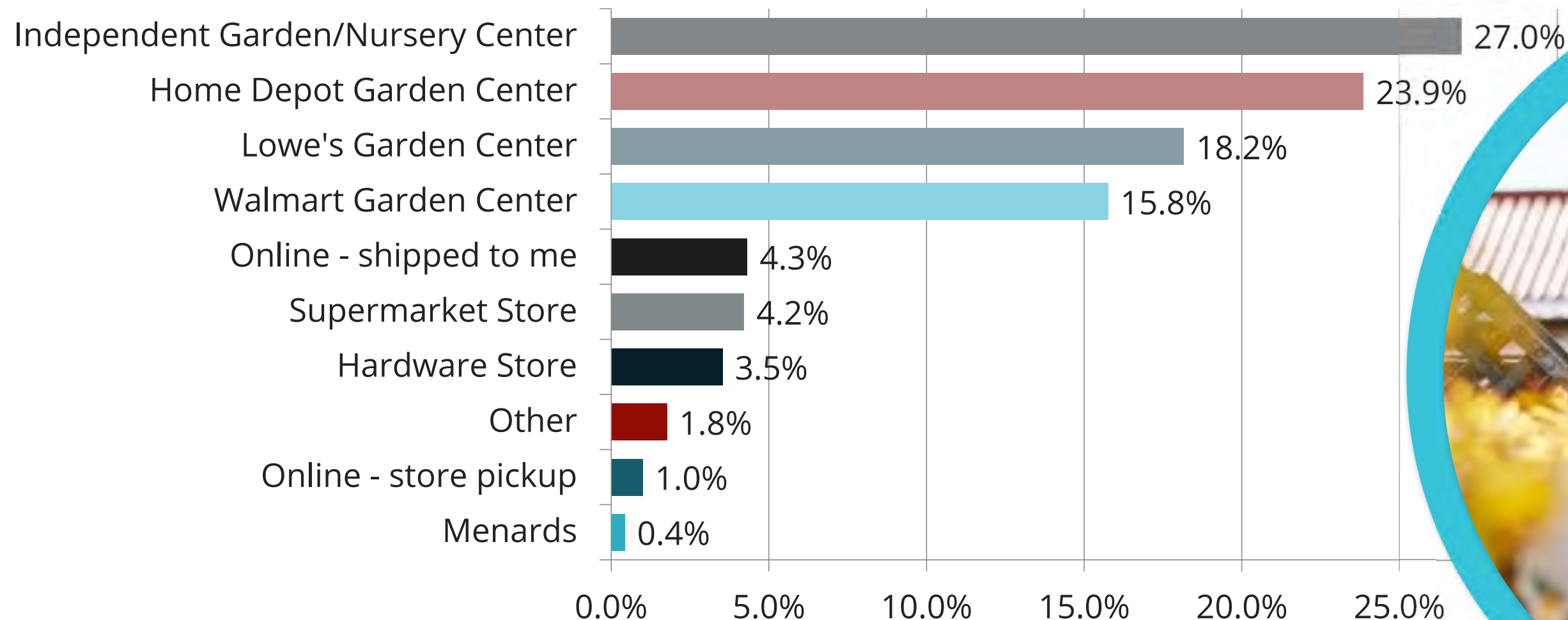
What are the most important things that drive your interest and involvement in gardening?





# IGCs continue to lead plant purchases

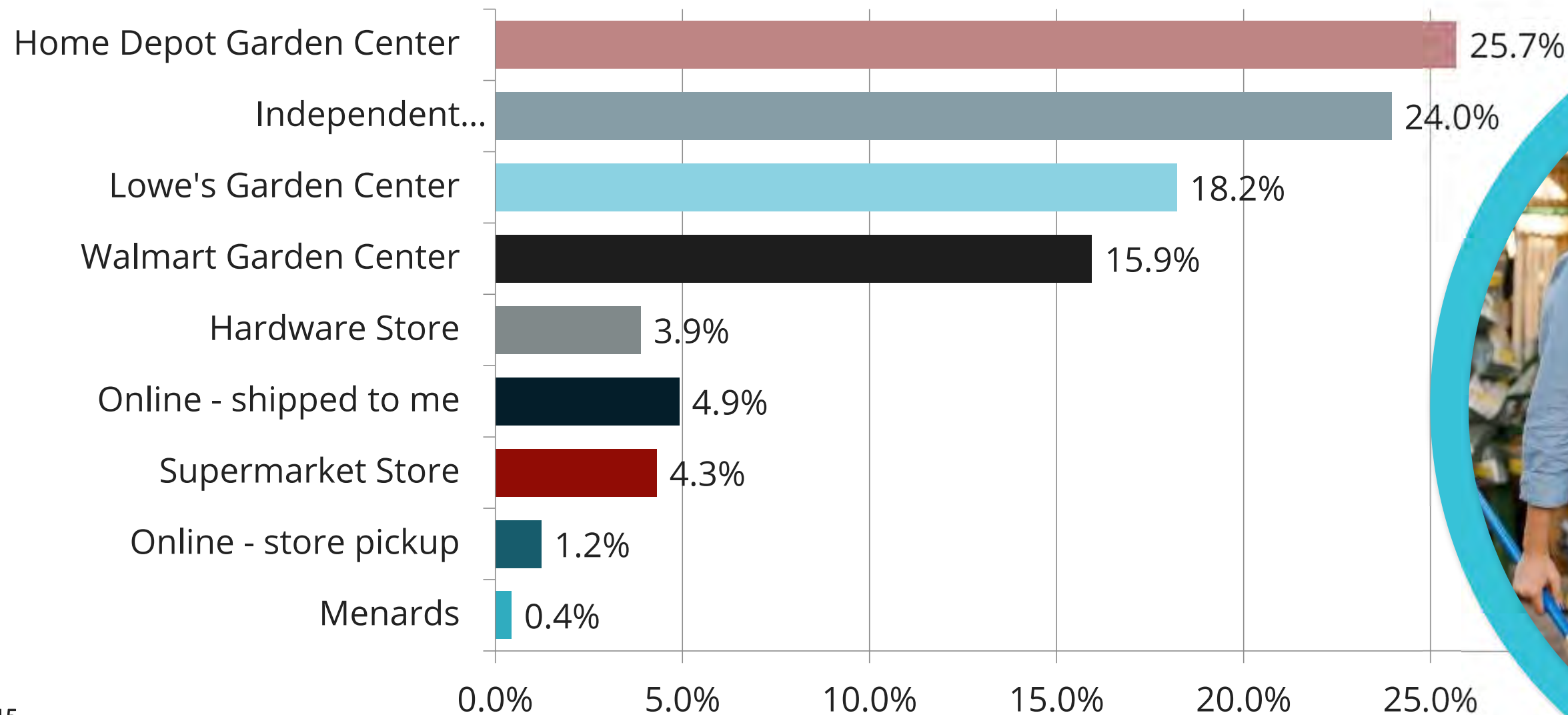
Where did you buy most (in dollars) of your garden plants in 2021?





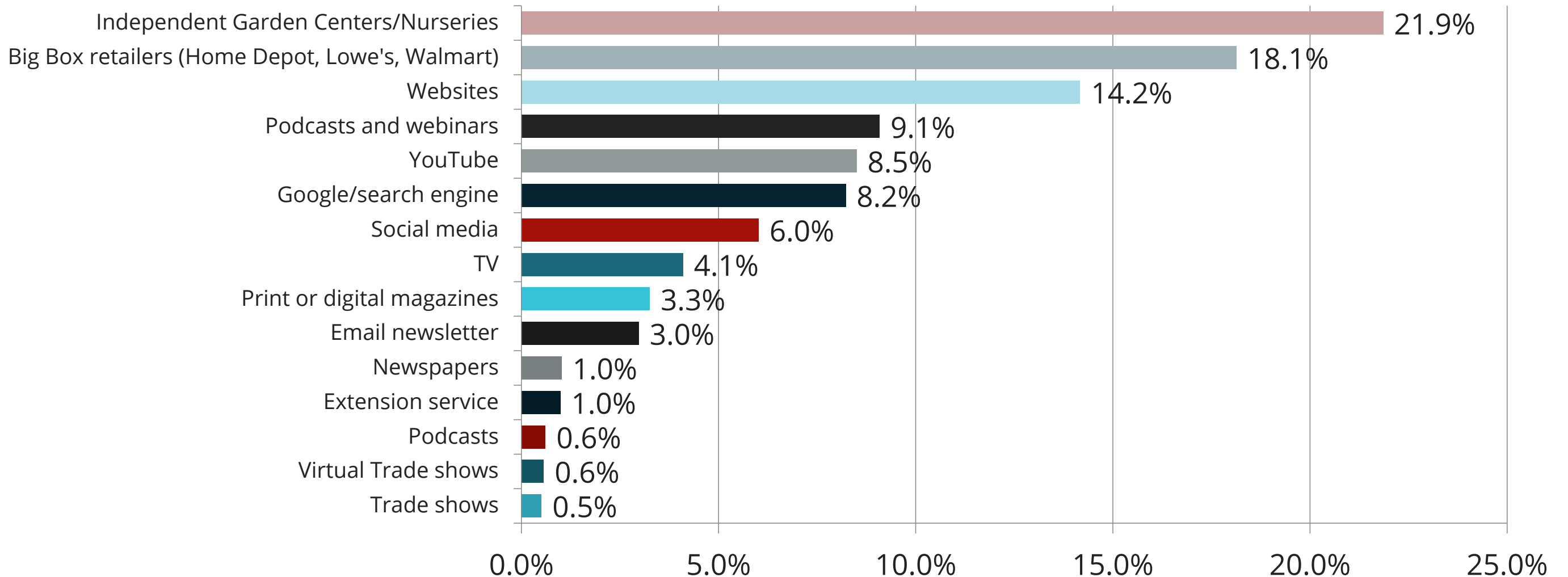
# Home Depot leads in garden supply purchases

Where did you buy most (in dollars) of your gardening supplies in 2021?  
(fertilizers, hoses, tools, etc)



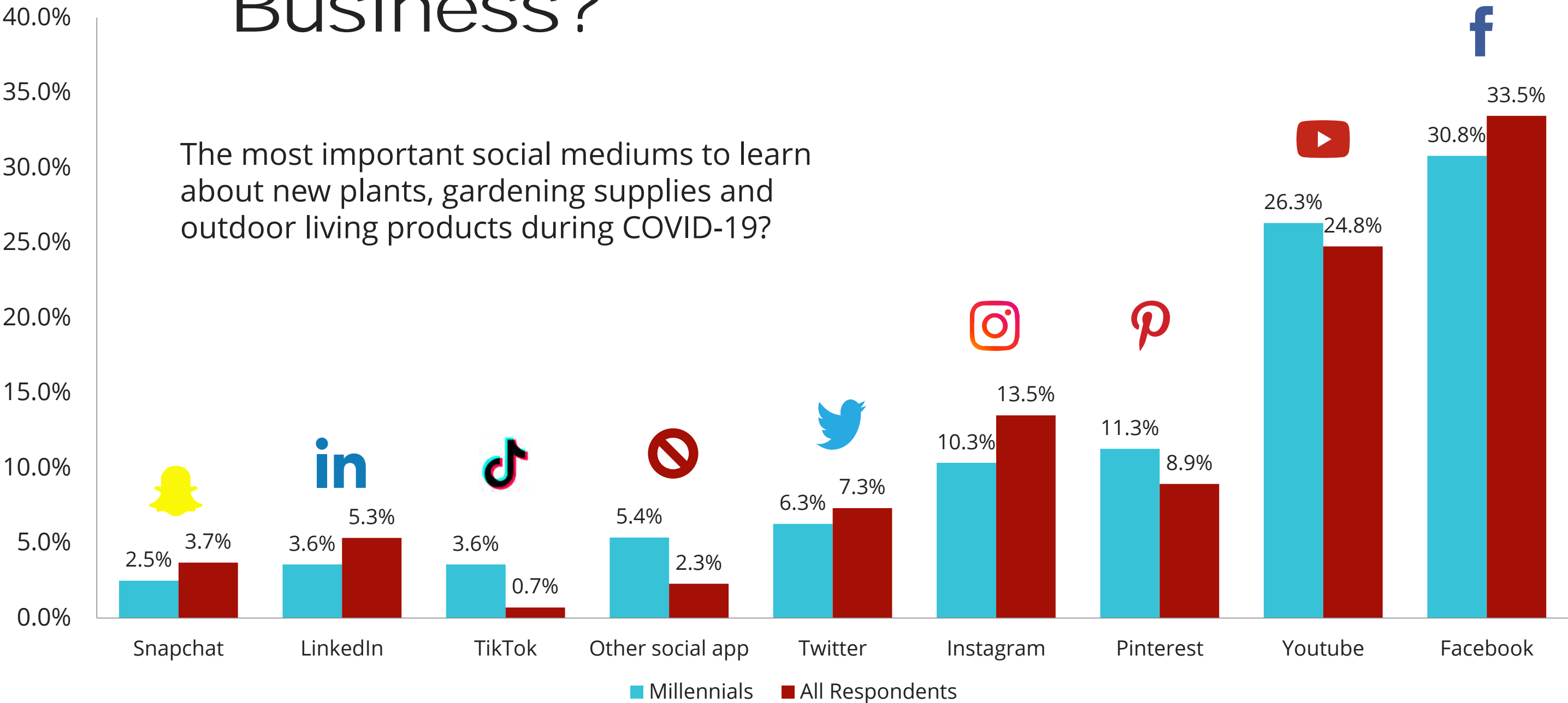
# 40% of gardeners look to retailers to discover new garden products

Please identify the most important places you learned about new plants, gardening supplies and outdoor living products during COVID-19?



# Tik-Tok for Business?

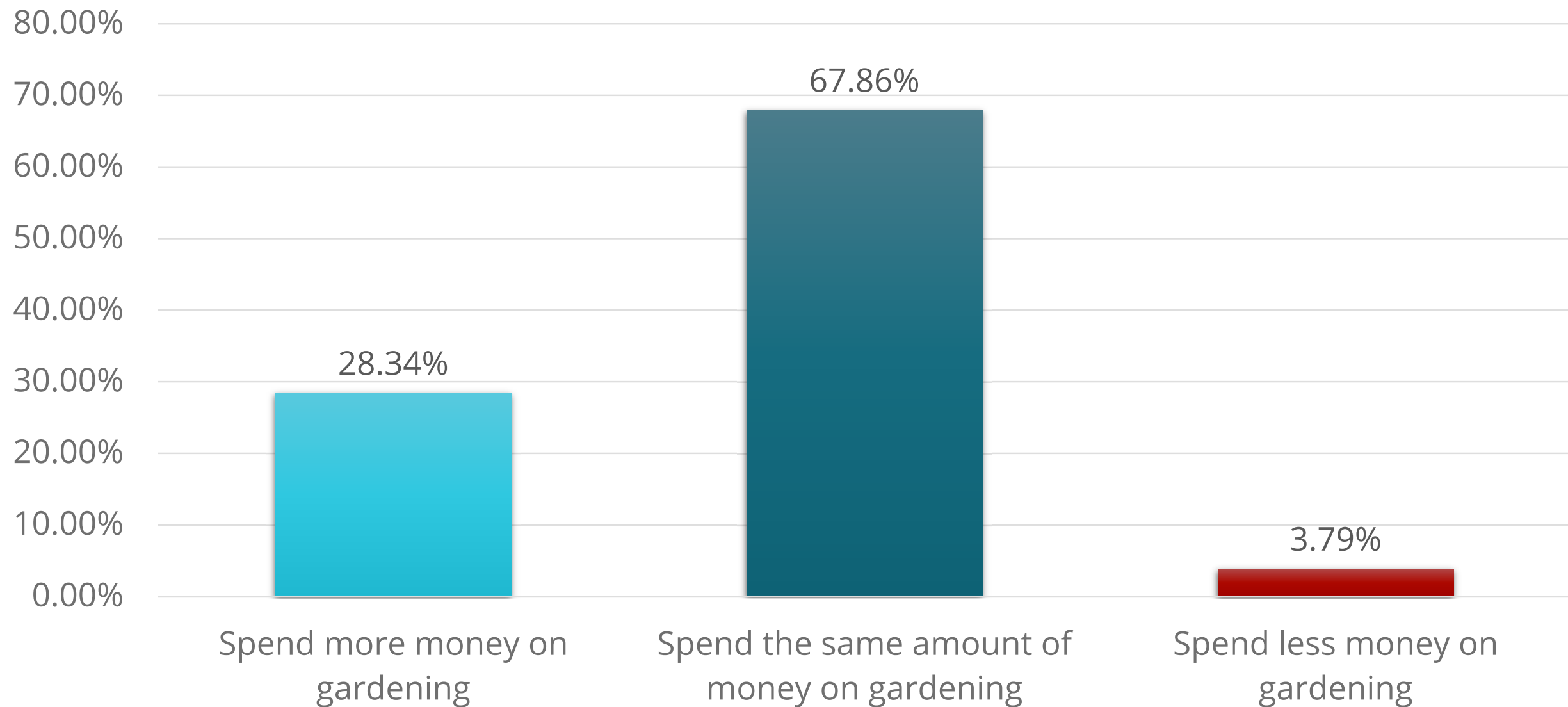
The most important social mediums to learn about new plants, gardening supplies and outdoor living products during COVID-19?





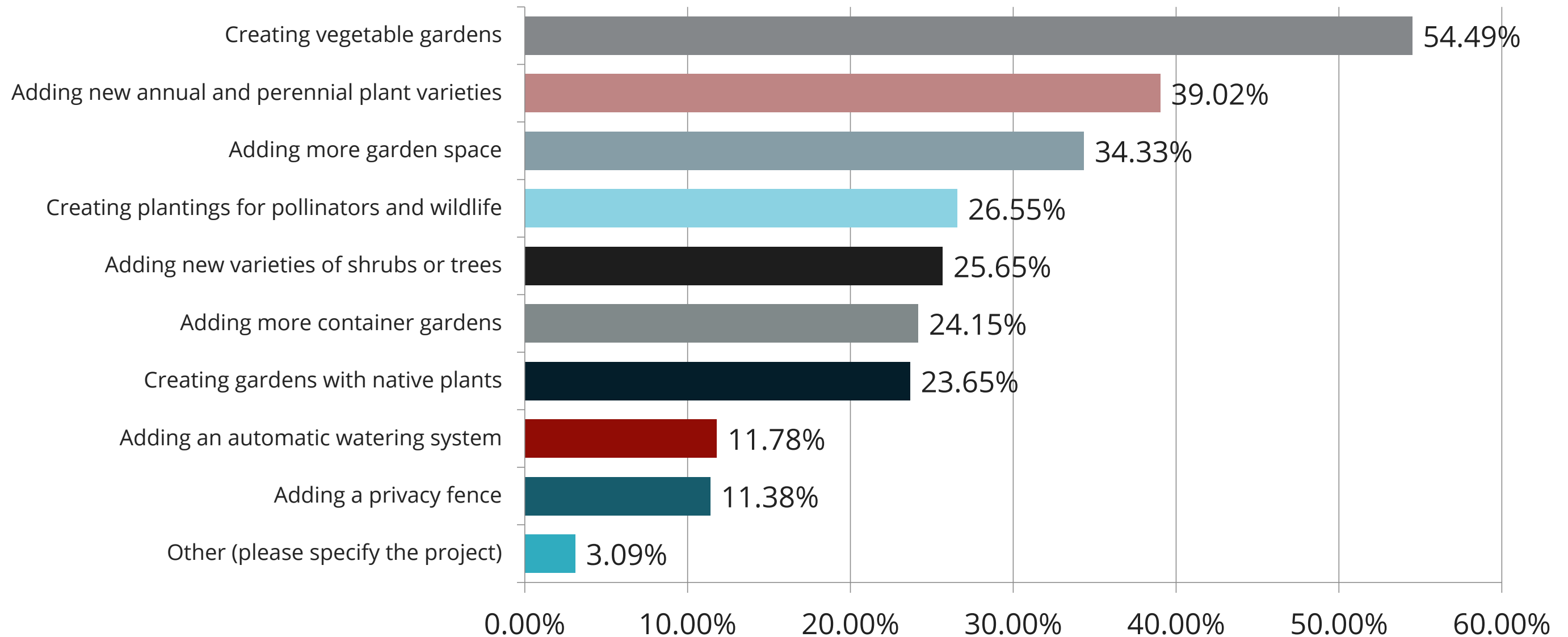
# Expect continued growth in 2022 as 28% plan to spend more

In 2022 do you plan more, the same or less money on gardening?

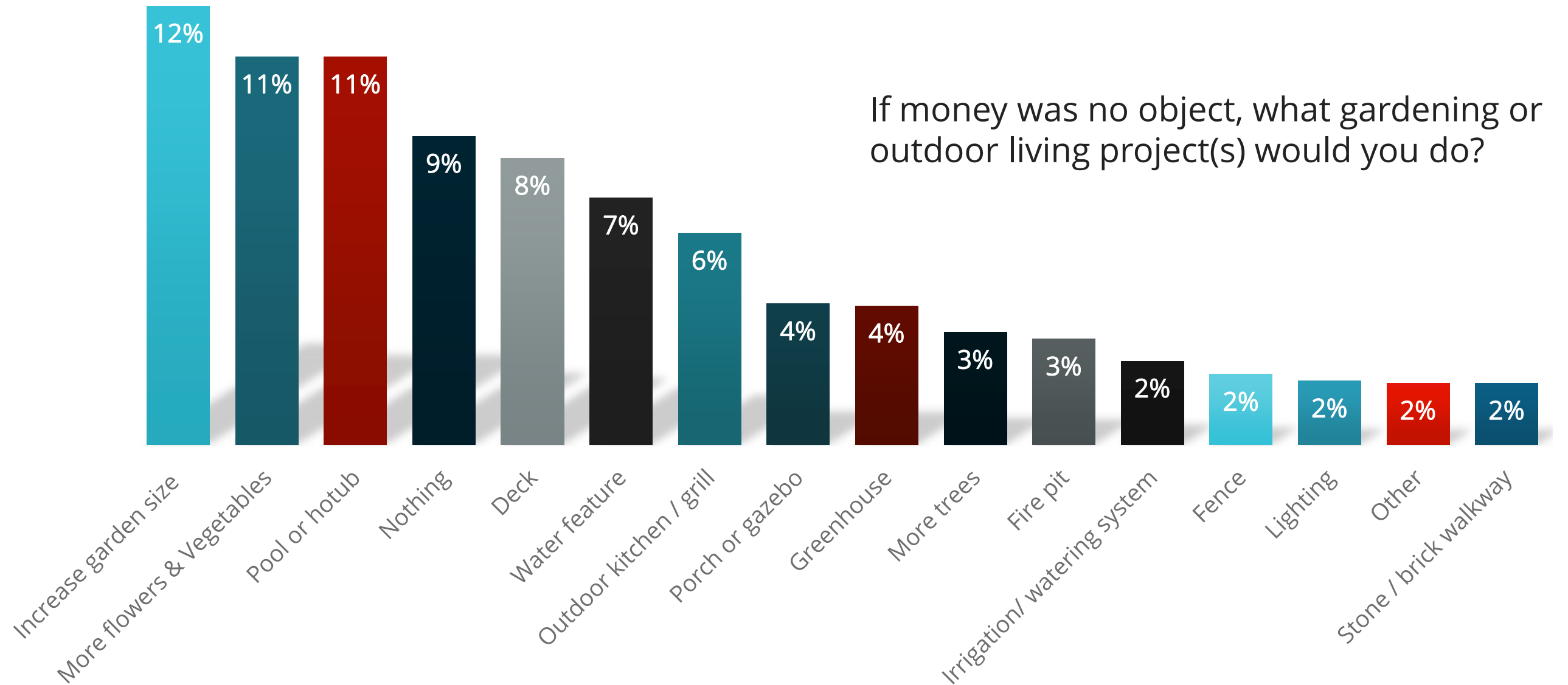


# Vegetable gardens lead new projects for 2022

What types of gardening projects are you likely to complete during 2022? (Check all that apply.)

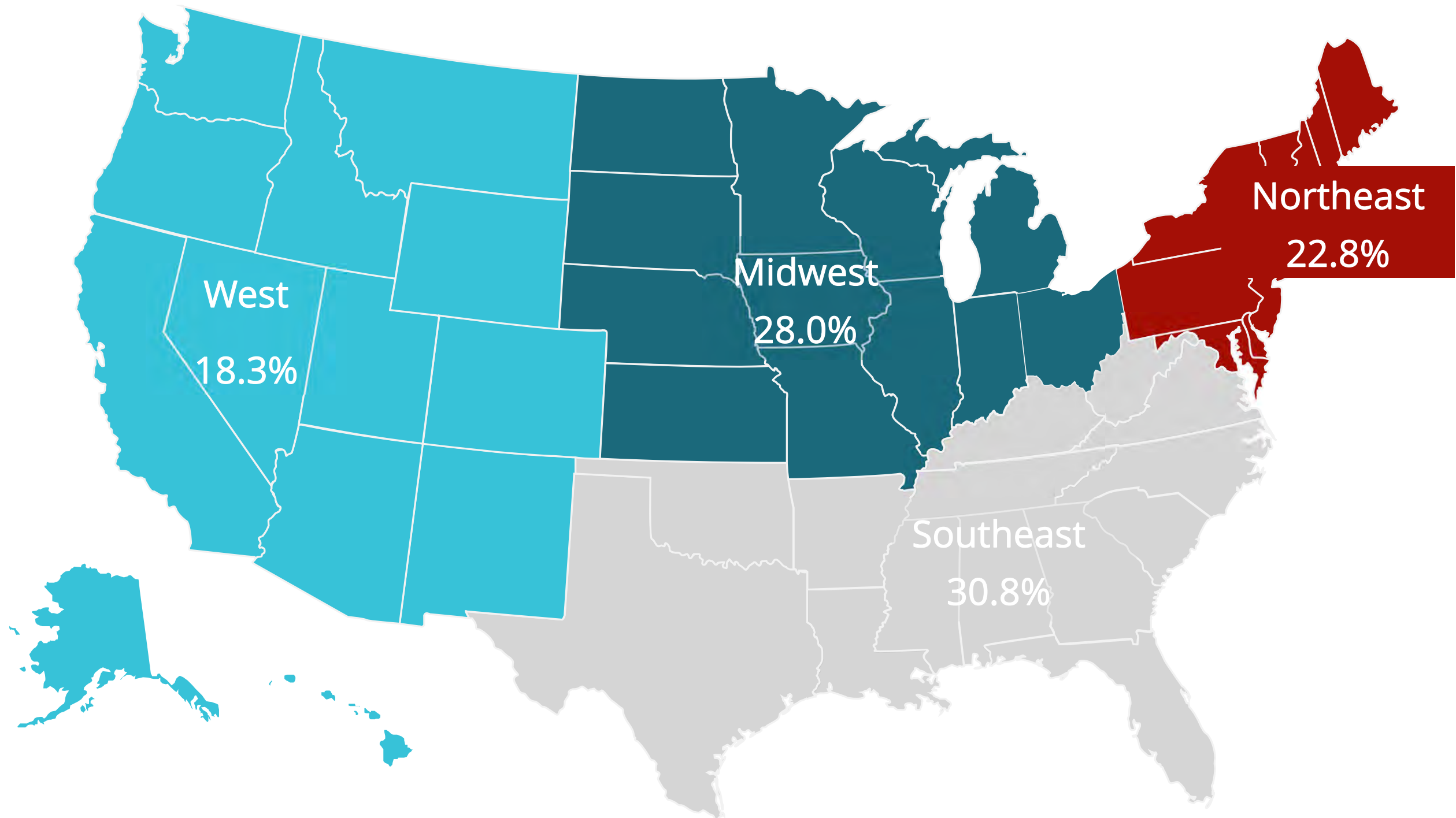


# Increasing garden size is #1 if money is no object



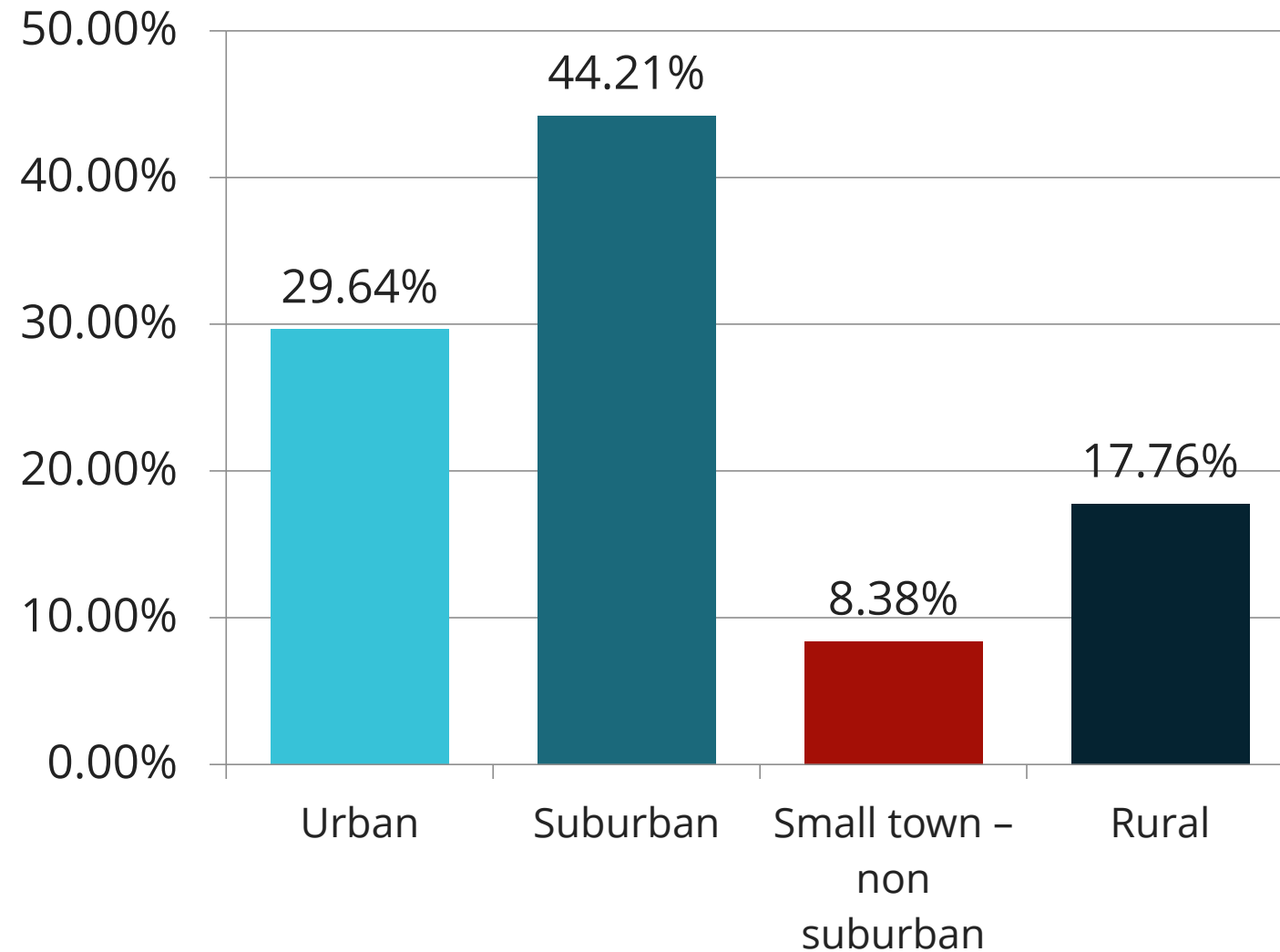


# Demographics - Location

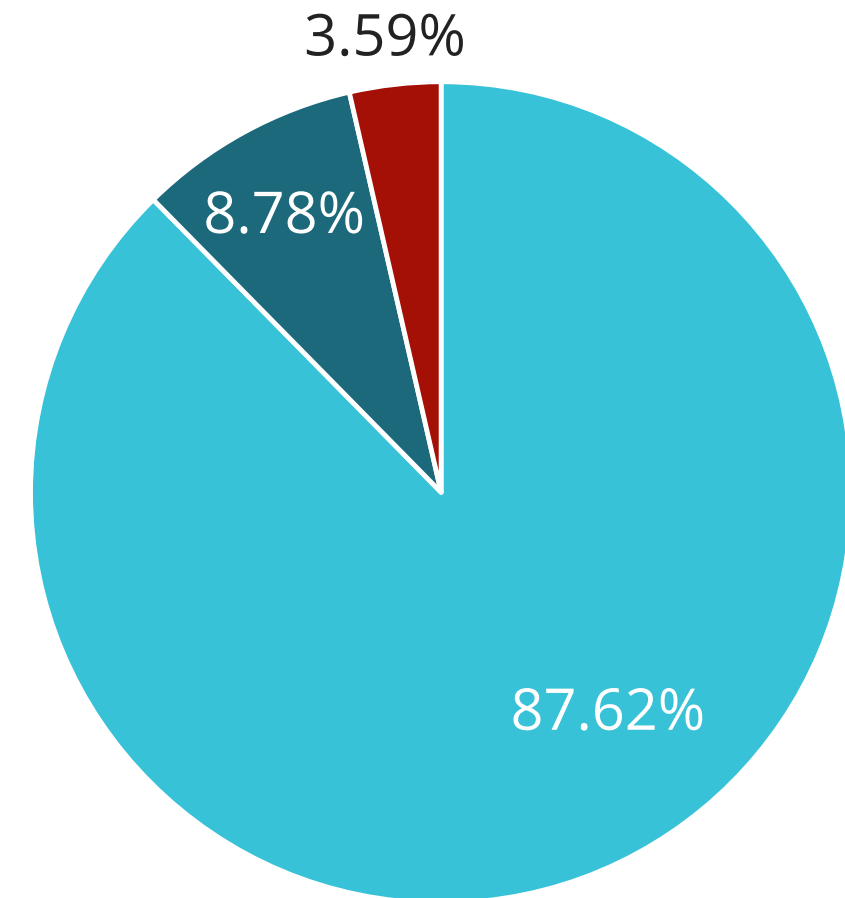


# Demographics - Home Type

What statement best reflects where your home is located?



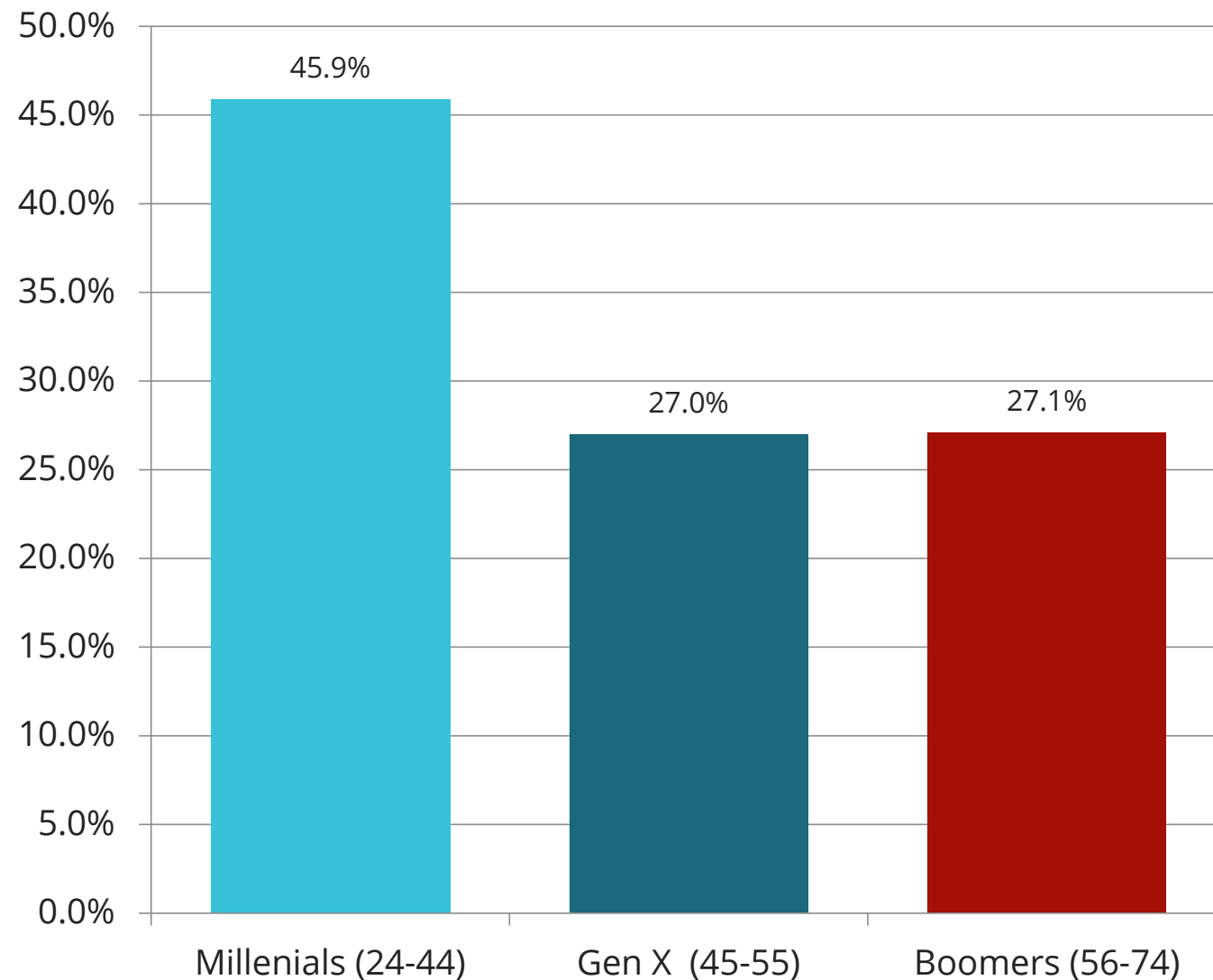
Which housing type best describes your home?



- Single family detached
- Town-home
- Condominium/Cooperative

# Demographics - Age Groups

Survey Age Groups



Income by Age Group



# Additional information available upon request

This report represents a summary of our key research findings.

If you'd like more detailed implications, customized views of the data, demographic or age break downs and more, contact us.

Contact Craig Dick

[cdick@axiomcom.com](mailto:cdick@axiomcom.com)





# About Axiom

Since 1993, Axiom has served North America's best known horticultural, agricultural, building products and utility companies.

Axiom uses market insights to drive strategies in sales, innovation and market communications, which accelerates purchase decisions and business growth.

Headquartered in Minneapolis, Axiom is a fully integrated team based in Charlottesville, VA; Charlotte, NC; Cedar Rapids, IA; and Lincoln, NE.

## Positively Different

We are not a traditional marketing agency. Our team is comprised of industry veterans who've led businesses from start-ups to Fortune 500's.

We're not just marketing professionals and journalists. We're gardeners, market managers, product developers, and data scientists with real world experience and similar responsibilities to those of our clients.

Our intimate understanding of the verticals we serve helps us solve your biggest challenges faster for quicker ROI and sales acceleration.

22%  
Increase in Sales

44%  
Business Savings

78%  
Increase In Content Views

50+  
Patents

60+  
Awards

5000+  
News Articles Earned

# Combined Client Results

\$500M+

## Half a Billion in Sales

Axiom strategies have generated in excess of \$500,000,000 in combined sales for our clients.

\$350M+

## Savings to Clients

Axiom programs have saved more than \$350,000,000 in combined expenses for our clients.







# 2022 Axiom Market Insights Research: Growing More in 2022

Kathleen Hennessy, CMO



952-224-2939 ext. 120



khennessy@axiomcom.com



Axiomcom.com