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Garden Trends Report

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Garden Media Group recently released their 2024 Garden Trends Report. It's always an interesting read and they have a long history of spotting some of our industry's most significant trends.

This year, the overarching theme is Eco-Optimism. It “underscores the green industry’s potential to alleviate eco- anxiety among the 1.2 billion young people striving to contribute positively to the climate. By illustrating the benefits of planting natives, minimizing traditional lawns and growing food, the industry is poised to be a positive beacon and foster loyal

enthusiasts.”

They tease out a number of trends, including the influence (and influencers) of Gen Z, which is doggedly pursuing homeownership and looking for products that have a story to tell. Also trending: goth gardening, insects, hanging plants and a near-neon lime color. Garden Media Group made this an interactive report where you can choose a personal style and see the trends that most resonate with it.

You can delve into the details in the full 2024 Garden Trends Report at gardenmediagroup.com. And congratulations to Garden Media Group: they’re celebrating 35 years in business this year! **GP**