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Monrovia's Consumer Trends Data

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Every year Monrovia conducts consumer research to get at the heart of why they garden, what their challenges are and what brings them to the garden center. In 2024, Monrovia reached out via its annual survey to 1,400 homeowners with questions, and also conducted monthly mobile studies with email subscribers and general plant buyers. Here's a quick peek at some of the results:

- 39% of those surveyed said gardening is their “me time,” a number that's up 8% over last year. “The more retailers can create a place where home gardeners can explore, create and relax, the more they can capitalize on this trend,” said Katie Tamony, chief marketing officer at Monrovia. “A visit to your garden center needs to be part of their me time. If you think of creating a mini day trip on a weekend for your customers, it could pay off in more purchases and more frequent visits.”
- 31% of those surveyed strongly agreed with the statement “gardening has become a new hobby/activity of mine.” That's up 7% over last year. “We've seen increases particularly in men, ages 35 to 45, who may have started during the pandemic and are still interested,” Katie said.
- 58% said gardening gives them a feeling of accomplishment. In fact, the No. 1 shared attitude among all age groups, income levels and motivations for gardening is pride in their gardens.
- 36% said gardening reminds them of a simpler time and makes them feel nostalgic. That's up 4% over last year.
- 28% said they like their garden to have a more natural look.
- 26% said they are gardening mainly to attract pollinators, a number that's up 6% from last year. **GP**