

4/30/2025

Proven Winners' Perennial Study

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What are consumers looking for in the way of perennials this year? Proven Winners surveyed 14,000 gardeners across the U.S. and Canada to find out, and published the results in their 2025 Perennial Survey. It's a pretty extensive survey, and while I cannot include the whole of it here, I can share a few of the key findings:

- 64% of respondents reported purchasing perennials multiple times per year, indicating a strong trend of repeat visits to garden retailers.
- 86% of respondents consider flower or foliage color when selecting perennials. Purple emerged as the most popular color, with 42% of respondents expressing a preference for purple perennials.
- It's not all about spring! While 89% of respondents buy in April, May and June, nearly half of respondents reported purchasing perennials in September or October.
- Independent garden centers continue to dominate the market with 81% of respondents reporting they purchased perennials from an IGC in 2024.
- 73% of respondents rely on their local nursery or garden center for information on new perennials.
- Echinacea, salvia and hosta are the top three favorite perennials among respondents. **GP**

