

## Front Lines

7/31/2025

### \$32.78 Billion

*Ellen C. Wells*

That's the estimate for how much the global indoor plant market will be worth in 2034, according to Custom Market Insights, a market research and advisory company. This market was last valued at \$20.41 billion in 2024 with an expectation it would reach \$21.40 billion in 2025. They predict a compound annual growth rate of 4.85% between 2025-2034.

Custom Market Insights' report titled "Indoor Plant Market Size, Trends and Insights By Type, Product Type, By Application and By Region—Global Industry Overview, Statistical Data, Competitive Analysis, Share, Outlook and Forecast 2025-2034" was released back in April and somehow I'm just finding out about it. The report itself is giant, but they provide numerous facts, figures and insights for free, including the market's SWOT analysis, which I think is really good information to know. I'll include a summarized version here.

**Strengths:** People are aware of indoor plants' health benefits and ability to lower stress.

**Weaknesses:** There's a lack of consumer knowledge about plant care and that can make artificial plants more appealing.

**Opportunities:** There's a surge in the urban population living with limited space. This may cause an increase in demand for houseplants, and also for "smart planters" and automated systems that make caring for indoor plants easier.

**Threats:** Extreme weather can limit production, and market saturation and increased competition can lower margins (but you already knew that). **GP**