

Features

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Connection Over Consumption

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The Garden Media Group (GMG) Garden Trends Report is now in its 25th year, which in itself is an impressive feat. But this year's report more than ever seems to understand the moment that we're in. It's worth taking a few minutes to read over the trends they've identified and how you can capitalize on them.

The headline might be a little worrisome—after all, retail is about consumption. But the two aren't mutually exclusive, at least I don't believe they are. In the report, GMG talks about Lemonading, which they define as curiosity in the face of chaos. There's a lot happening in

the world right now, and exhaustion and burnout are key words that you hear often, but those can be counteracted with curiosity and play. They use words like simplicity, beauty, mindfulness and connection to highlight what consumers are looking for in their lives. It's through these means that you can reach your customer and meet them—not where they are, but where they want to be.

Let's check out the trends:

Purpose-Driven Gardening: "Gardens are no longer just private sanctuaries, they're powerful tools for personal expression and collective impact. Today's gardeners are using their hands and wallets to heal the world," the authors write. "In a time when many feel overwhelmed by global challenges, gardening offers a way to take tangible, visible action, right outside your door."

Precision Gardening: "It uses site-specific, data-informed strategies to grow healthier, more resilient landscapes. It is not about guessing. It is about gardening with intention."

Level Up: Gaming is huge among all demographics and the trend of "cozy gaming" is growing. "Designed to lower stress and prioritize relaxation, creativity and gentle, nature-inspired activities, Cozy games mimic real-life experiences, such as planting crops, caring for animals, fishing and exploring nature," the authors write. "They offer small, achievable rewards that tap into the same satisfaction and mindfulness as tending a real garden."

Personal Museum: "In a world of digital sameness, instant gratification and mass production, collecting is making a

comeback, especially with Gen Z and Millennials. They're reclaiming individuality through collecting—a quiet rebellion against disposable culture.”

Botanical Bento: “The rise of the bento design literally means curated spatial compartments. Each item has purpose and contributes visually to overall harmony. Small-scale, highly considered and deeply satisfying.”

Bark-itecture: Aww, pets! Just like our Pets on the Payroll has been a big hit, consumers love their pets, too. “Pets and gardening go together like peanut butter and jelly. Surveys say 70% of gardeners also own pets and that pets aren't just companions; 87% consider them family.”

Kusumi Colors: “A gently muted color. Color covered in ash. Kusumi—a massive hit in East Asia, these shades are now making their way west.”

The report not only talks more in depth about each of these trends, but it also provides some tips and strategies for ways you can incorporate these into your business. Scan the QR code to download the full free report and read it, then brainstorm with your team on how these impact you. **GP**