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The Online Evolution

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GrowIt!, the horticulture-based social media app, recently asked participants if they've ever bought plants online. Nearly 1,000 people responded and 45% of those who responded said yes. They referenced Amazon, Etsy and local garden shops that have started to deliver, among other companies.

Of the 55% who said they hadn't yet purchased a plant online, 27% said they would like to or are interested in trying it. Oh, and out of all the respondents, 56% of them identified as Millennials and 19% as Gen Z, so it seems like the future of garden retail should include some kind of online component. **GP**