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US Collection

Landscaping Products: United States

July 2021



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About This Report

Scope

This report forecasts to 2025 US landscaping product demand in nominal US dollars at the manufacturer level. Total demand is segmented by type in terms of:

- hardscaping products
- outdoor structures
- decorative landscaping products
- pots, planters, and raised beds
- landscape lighting
- bird and wildlife products
- other products such as outdoor heating products, synthetic turf, and fabrics and accessories

Total demand is also segmented by market as follows:

- residential
- commercial
- recreation and infrastructure

To illustrate historical trends, total demand is provided in annual series from 2010 to 2020; the various segments are reported at five-year intervals for 2010, 2015, and 2020.

Hardscaping products used to produce site-built outdoor kitchens are included, but the similar materials that are incorporated into prefabricated units produced in a manufacturing plant are not. Outdoor structures that are prefabricated or built onsite from a kit are included in this report. However, those that are built onsite using customer-selected lumber or other materials (e.g., not part of a factory-compiled kit) are not included.

Also excluded from the scope of this report are:

- consumables such as soil and mulch
- equipment
- furniture
- green goods (trees, shrubs, and plants)
- landscaping service revenues
- lighting that is attached to a building
- synthetic turf in stadiums and sports fields other than golf courses

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Landscaping Products: United States (FF60057) is based on *Landscaping Products*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- proprietary and licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | NAICS & SIC Codes Related to Landscaping Products

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
321920	Wood container and pallet manufacturing	2499	Wood products, NEC
326199	All other plastic product manufacturing	3999	Manufacturing industries, NEC
327110	Pottery, ceramics, and plumbing fixture manufacturing	3269	Pottery products, NEC
327331	Concrete block and brick manufacturing	3299	Nonmetallic mineral products, NEC
327390	Other concrete product manufacturing	3271	Concrete block and brick
332311	Prefabricated metal building and component manufacturing	3272	Concrete products, except block and brick
332323	Ornamental and architectural metal work manufacturing	3448	Prefabricated metal buildings and components
444220	Nursery, garden center, and farm supply stores	3446	Architectural and ornamental metal work
561730	Landscaping services	5261	Retail nurseries, lawn and garden supply stores
		0782	Lawn and garden services

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Landscaping Products

Freedonia Industry Studies

Bricks, Blocks, & Pavers

General Purpose Lighting Fixtures

Global Cement

Global Pools & Spas

Global Power Lawn & Garden Equipment

Hardscaping Products

Home & Garden Pesticides

Home Organization Products

Lawn & Garden Consumables

Lawn & Garden Consumer Insights: The Home Gardener

Lawn & Garden Watering Products

Live Goods: Plants, Trees, & Shrubbery

Lumber

Outdoor Furniture & Grills

Outdoor Kitchens

Outdoor Living Products 2021

Power Lawn & Garden Equipment

Prefabricated Housing

Sheds & Outdoor Storage

Wood & Competitive Decking

Freedonia Focus Reports

Commercial Building Construction: United States

Construction: United States

Fertilizers: United States

Furniture: United States

Housing: United States

Landscaping Services: United States

Lime: United States

Peat: United States

Perlite & Vermiculite: United States

Phosphate Rock: United States

Potash: United States

Freedonia Custom Research

Trade Publications

Garden Center

Green Industry Pros

HardScape Magazine

Irrigation & Green Industry

Lawn & Landscape

Turf

Agencies & Associations

American Society of Landscape Architects

Association of Professional Landscape Designers

Hearth, Patio & Barbecue Association

National Association of Landscape Professionals

National Gardening Association

National Golf Course Owners Association

National Golf Foundation

United States Census Bureau

United States Department of Commerce

United States Department of Labor

United States Environmental Protection Agency

United States Geological Survey

United States International Trade Commission