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Lawn & Garden Watering Products: United States

October 2017



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About This Report

Scope & Method

This report forecasts US lawn and garden watering product demand and retail sales in nominal US dollars to 2021. Total demand at the manufacturers' level is segmented by product in terms of:

- hoses
- do-it-yourself (DIY) irrigation systems
- nozzles
- sprinklers
- reels
- accessories and other products such as hose-end timers, rain barrels, and watering cans.

This report presents an analysis of the US consumer market for residential DIY lawn and garden watering products. The report does not include products/services sold to the following markets: agricultural, commercial, horticultural, institutional, professional, and recreational. Market shares by company are calculated at manufacturers' level.

Total US lawn and garden watering product retail sales are segmented by channel as follows:

- home centers
- discount stores
- hardware stores
- lawn and garden specialty stores
- e-commerce and other channels such as direct sales through catalogues and retail outlets such as drug and grocery stores.

To illustrate historical trends, total demand, total retail sales, and the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report 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

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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.

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

Sources

Lawn & Garden Watering Products: United States (FF90052) is based on *Lawn & Garden Watering Products Market in the US*, 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- 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 | Industry Codes Related to Lawn & Garden Watering Products

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
221310	Water Supply and Irrigation Systems	3052	Rubber and Plastics Hoses and Belting
326199	All Other Plastics Product Mfg	3089	Plastics Products, NEC
326220	Rubber and Plastics Hoses and Belting Mfg	3494	Valves and Pipe Fittings, NEC
332919	Other Metal Valve and Pipe Fitting Mfg	3499	Fabricated Metal Products, NEC
332999	All Other Miscellaneous Fabricated Metal Product Mfg	4971	Irrigation Systems

Source: US Census Bureau

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Resources

The Freedonia Group

Lawn & Garden Watering Products Market in the US, October 2017

Freedonia Industry Studies

Global Power Tools Market, May 2017

Power Lawn & Garden Equipment Market in the US, February 2017

Hand Tools, July 2016

Lawn & Garden Consumables, June 2016

Power Tools, June 2016

Home & Garden Pesticides, February 2016

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Power Lawn & Garden Equipment: United States

Power Tools: United States

Water: United States

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Agencies & Associations

Hand Tools Institute

National Association of Landscape Professionals

National Gardening Association

Power Tool Institute

Simmons Research

United States Census Bureau

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United States Environmental Protection Agency
United States Food and Drug Administration
United States International Trade Commission