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# Plants, Trees, & Shrubbery: United States

June 2019



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# About This Report

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## Scope

This report forecasts to 2023 US plant, tree, and shrubbery, or “live goods”, sales in nominal US dollars at the grower level, which includes both wholesale sales to other businesses and retail sales to individuals. Total sales are segmented by product in terms of:

- bedding/garden plants
- indoor/patio plants
- trees and shrubs
- other live goods, such as ornamental grasses, landscaping palms, groundcover and vines, cacti and succulents, and aquatic plants

Total sales are also segmented by region as follows:

- Northeast
- Midwest
- South
- West

To illustrate historical trends, total sales are provided in annual series from 2008 to 2018; the various segments are reported at five-year intervals for 2008, 2013, and 2018.

For the purposes of this report, live goods include items that are sold as live goods and are able to continue their life cycles following the sale. Excluded are:

- seeds, bulbs, and other propagative items, such as cuttings or linings
- cut flowers and trees
- sod

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

*Plants, Trees, & Shrubbery: United States* (FF90055) is based on *Live Goods: Plants, Trees, & Shrubbery*, 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

## About This Report

- intergovernmental and non-governmental organizations
- licensed and proprietary 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 4 | NAICS & SIC Codes Related to Live Goods Products

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
111421	Nursery and trees production	0181	Ornamental nursery products
111422	Floriculture production	0782	Lawn and garden services
424930	Flower, nursery stock, and florists' supplies merchant wholesalers	0783	Ornamental shrub and tree services
444220	Nursery, garden center, and farm supply stores	5193	Flowers and florists supplies
561730	Landscaping services	5261	Retail nurseries and garden stores

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.

## About This Report

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

*Live Goods: Plants, Trees, & Shrubbery*

### Freedonia Industry Studies

*General Purpose LEDs & Other High-Efficiency Lighting in the US*

*General Purpose Lighting Fixtures in the US*

*Global Power Lawn & Garden Equipment*

*Green (Vegetative) Roofing*

*Home & Garden Pesticides*

*Landscaping Products*

*Lawn & Garden Consumables: Consumer Insights*

*Lawn & Garden Hand Tools & Wheeled Implements in the US*

*Lawn & Garden Robots*

*Lawn & Garden Watering Products in the US*

*Outdoor Furniture & Grills Market in the US*

*Outdoor Kitchen Equipment Market in the US*

*Outdoor Living Products 2019*

*Power Lawn & Garden Equipment*

*Smart Lighting in the US*

*US Lawn & Garden Consumables*

### Freedonia Focus Reports

*Global Power Lawn & Garden Equipment*

*Home & Garden Pesticides: United States*

*Landscaping Products: United States*

*Landscaping Services: United States*

*Lawn & Garden Consumables: United States*

*Lawn & Garden Tools & Implements: United States*

*Lawn & Garden Watering Products: United States*

*Lighting Fixtures: United States*

*Outdoor Furniture & Grills: United States*

*Power Lawn & Garden Equipment: United States*

### Freedonia Custom Research

### Trade Publications

*Better Homes and Gardens*

*Farmers' Almanac*

*Garden Center*

*Garden Design*

## About This Report

*Good Housekeeping*  
*Greenhouse Grower*  
*Lawn & Landscape*  
*Nursery Management*

### **Agencies & Associations**

American Society of Landscape Architects  
National Association of Landscape Professionals  
National Gardening Association  
National Golf Foundation  
National Oceanic and Atmospheric Administration  
United States Census Bureau  
United States Department of Agriculture  
United States Department of Commerce  
United States Department of Labor  
United States Environmental Protection Agency  
United States International Trade Commission