



# Outdoor Living Products

Industry Study #3696 | January 2019



This Freedonia study covers the US outdoor living product market. It presents demand data for 2018 with forecasts for 2019 and 2023 by application (lawn & yard maintenance, outdoor cooking & entertaining, gardening, and outdoor design & landscape materials) and product (lawn mowers; lawn care consumables; trimmers & edgers; other power equipment, parts, & attachments; outdoor furniture; grills & accessories; outdoor kitchen equipment; outdoor storage; patio heating products; garden consumables; watering products; pots & planters; wheeled implements; bird & wildlife products; power gardening equipment; hand tools; hardscaping; water features; outdoor structures; outdoor lighting). In addition, the study evaluates key consumer and demographic trends, and analyzes strategies by major retail sales channels for 2019.

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Report Link: <https://hubs.ly/H0gh1100>

Table 5-3 | Gardening Demand by Product, 2018 – 2023 (million dollars)

Item	2018
Outdoor Living Products Demand	24100
% gardening	19.2
<b>Gardening Products</b>	<b>4620</b>
Garden Consumables	1195
Watering Products	875
Pots & Planters	760
Wheeled Implements	670
Bird & Wildlife Products	455
Power Gardening Equipment	435
Hand Tools	230

