LAWN & GARDEN WATERING PRODUCTS

Industry Study #3757 | October 2019

This Freedonia industry study analyzes the $1 billion US lawn and garden watering products market. It presents historical demand data (2008, 2013, and 2018) and forecasts for 2023 by product (hoses, DIY irrigation systems, nozzles, sprinklers, hose reels, and accessories and other watering products) at both manufacturers’ and retail levels. Retail level sales are also presented and analyzed by retail channel (home centers, discount stores, hardware stores, lawn and garden specialty stores, and e-commerce and other channels).

Learn More About This Report

Report Link: https://hubs.ly/H0lqCch0

Table 3-1 | Lawn & Garden Watering Product Demand, 2008 – 2023 [million dollars]

| Item                                | Demand by Product, 2018
|-------------------------------------|-----------------------
| Lawn & Garden Watering Product Demand* |
| Hoses                              | 51%                   |
| DIY Irrigation Systems             | 15%                   |
| Nozzles                            | 7%                    |
| Sprinklers                         | 20%                   |
| Hose Reels                         | 0%                    |
| Accessories & Other Watering Products | 7%                    |

Figure 1-1 | US Lawns & Garden Watering Products Market Trends

- Water conservation & watering efficiency
- Ease of use & ergonomics
- Smart products & systems
- Higher quality expandable/lightweight compact hoses
- Growing e-commerce sales

Leading Industry Players:
- Fiskars
- Flexon Industries (US Wire & Cable)
- Melnor
- Orbit Irrigation
- Rain Bird
- Swan Products
- Telson Apex
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*Lawn & Garden Watering Products*  
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US L&G Watering Products Market

- New technology
- Demand
- Environment
- Efficiency
- Society
- Government
- Industry
- Other

Key Trends Through 2019
- Water conservation
- Nozzle improvement
- More effective systems
- Hydroponics
- Lighter, more mobile systems
- Storing temperature

Source: The Freedonia Group

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Source: The Freedonia Group
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*Data at manufacturers' level

Source: The Freedonia Group

Table 4-1 | Lawn & Garden Watering Product Retail Sales by Product, 2008 – 2023 (million dollars)

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*Data at retail level

Source: The Freedonia Group
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### Table 6-1 | Lawn & Garden Watering Product Sales by Company, 2018 (million dollars)

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<tr>
<td>US Wire &amp; Cable (Flexon Industries)</td>
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**Note:** Fiscal years for corporate sales may vary.

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  - Ag, Lawn & Garden
  - Coatings, Adhesives & Sealants
  - Petroleum & Catalysts
- Construction & Building Products
  - Building Components
  - Building Materials
  - Building Systems
  - Finish Products
  - Outdoor Products
  - Pipe
- Consumer Goods
- Energy & Petroleum
  - Alternative Energy
  - Oilfield Products
  - Petroleum Refining
- Healthcare & Life Sciences
- Industrial Components
- Machinery & Equipment
  - Electrical Equipment
  - Industrial Machinery
  - Off-Road Equipment
- Metals, Minerals & Glass
- Packaging
  - Flexible Packaging
  - Food Packaging
  - Rigid Packaging
  - Specialty Packaging
  - Tapes & Labels
- Plastics & Other Polymers
- Security
- Services
- Textiles & Nonwovens
- Water Treatment