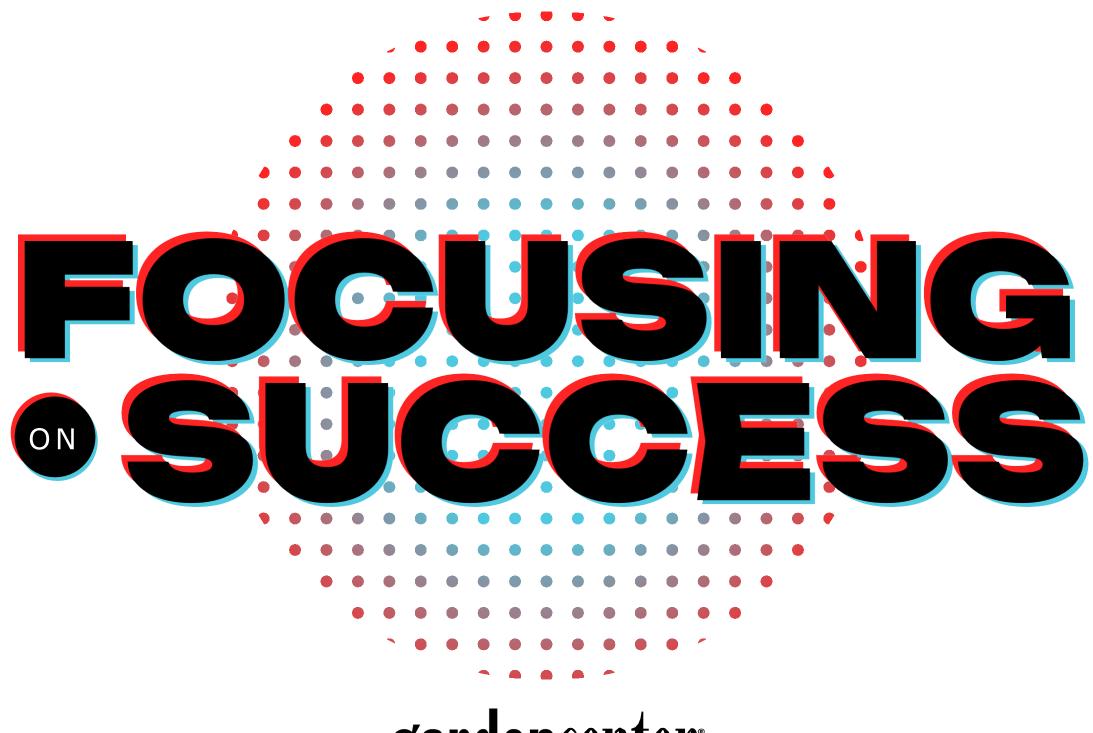
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2024 STATE OF THE INDUSTRY REPORT



gardencenter

- What you do as an IGC matters!
- Your community, customers and staff

are counting on you.

- Data can focus goals.
- Benchmarking helps clarify your position.
- Knowledge is power!

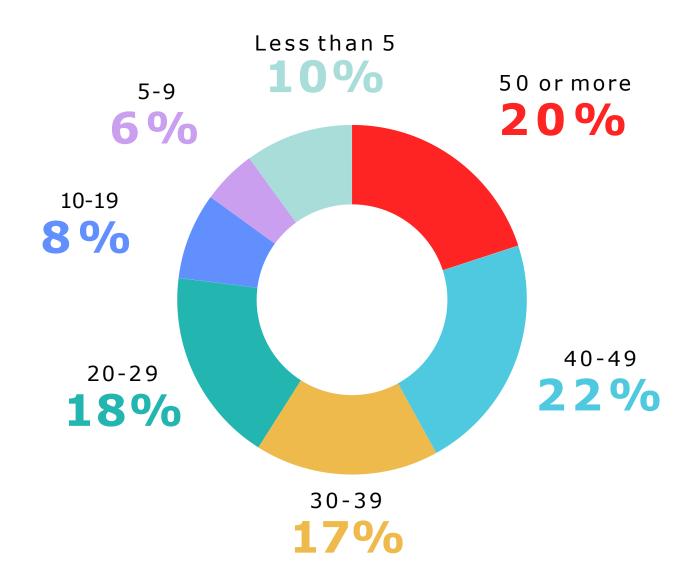
Survey methodology: We surveyed more than 100 garden center owners, operators and managers in the U.S. and Canada. The following statistics were gathered via an online survey sent in September. Answers were collected in October.

Editor's note: Not all percentages add up to 100% due to rounding, non-responses and some questions allowing respondents to select multiple answers.



WHO TOOK THE SURVEY?

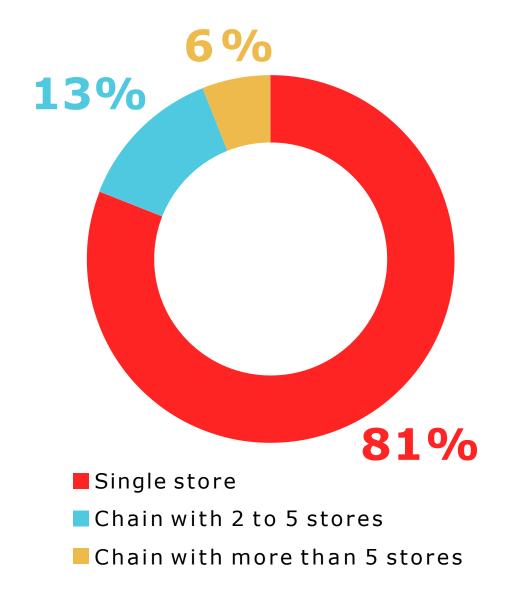
How many years has your garden center been in business?



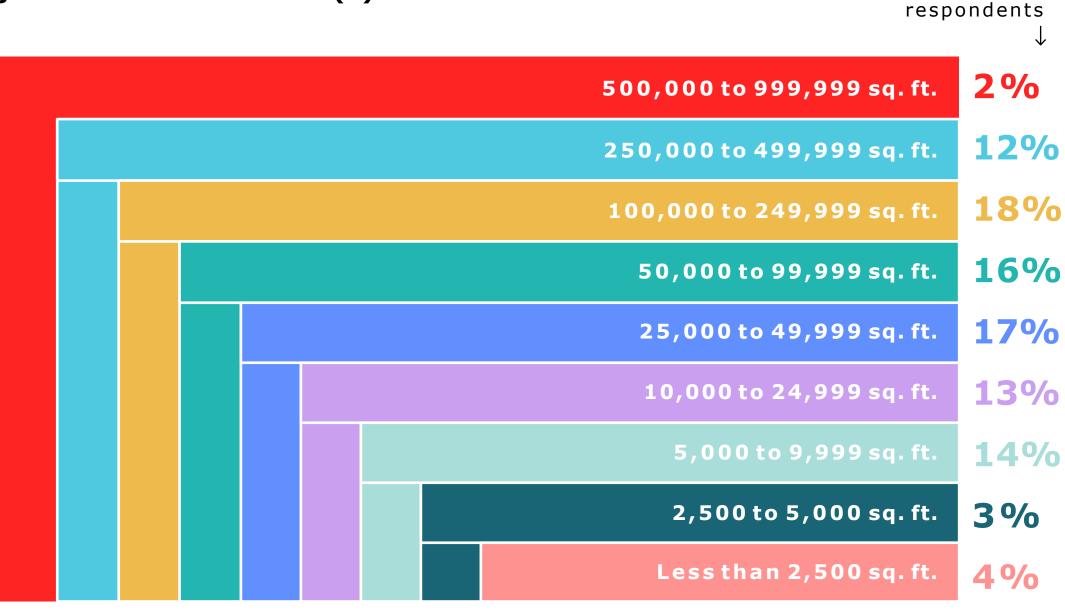


WHO TOOK THE SURVEY?

Is your independent garden center part of a chain or a single-store operation?



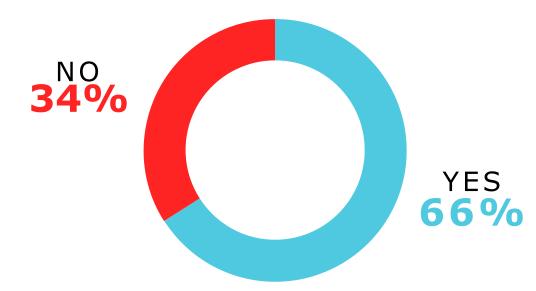
What is the square footage of your retail garden center location(s)?



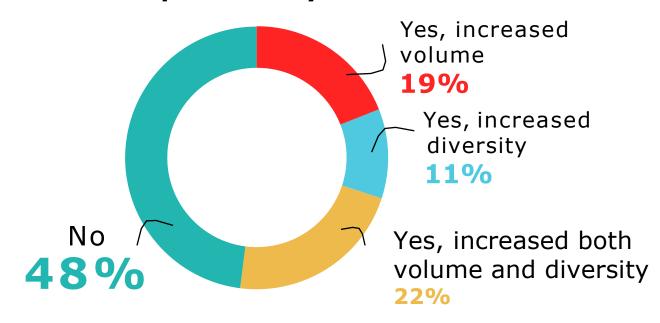
Percent of

FOCUSINGONGROWERS

Do you grow any of your own plant material?

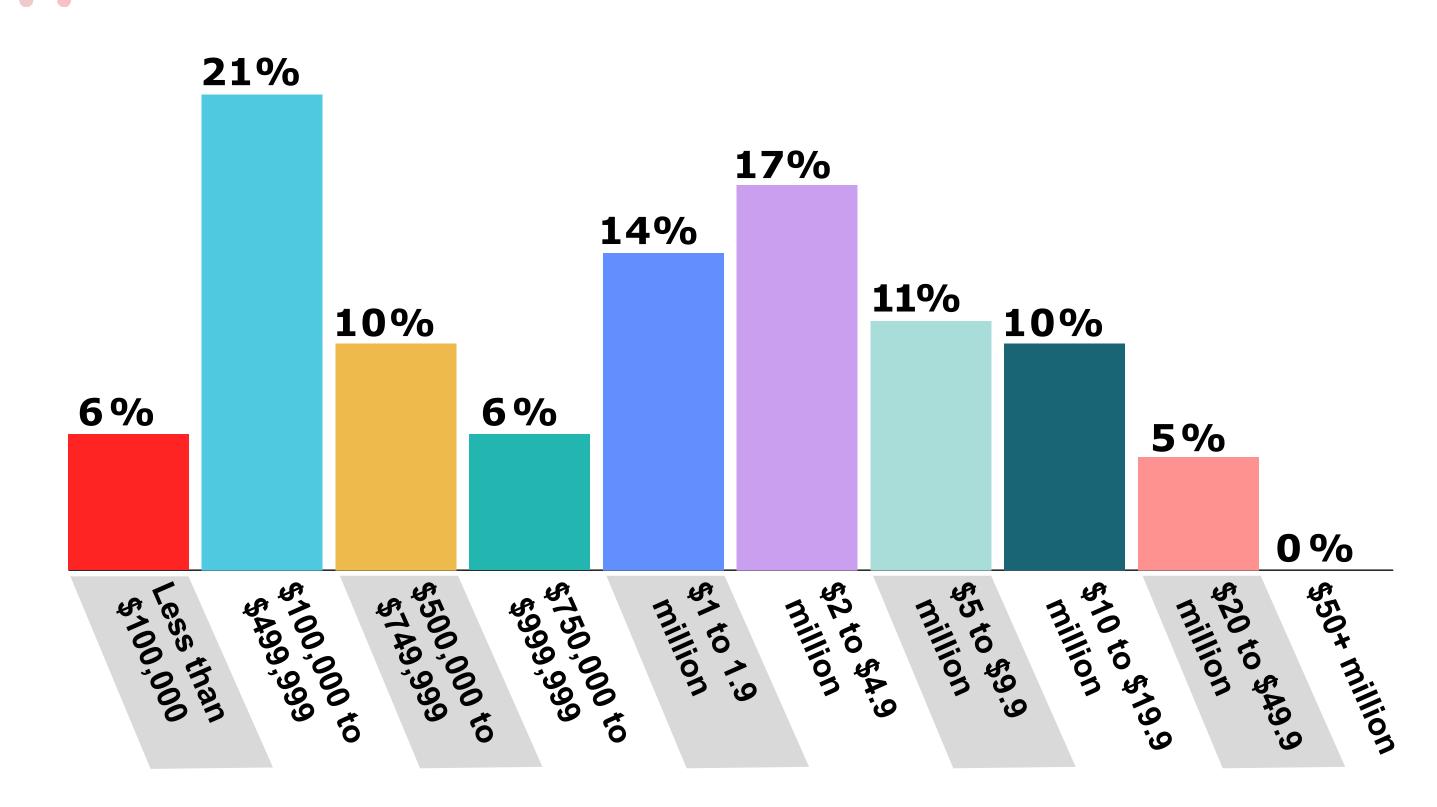


Have you increased the amount of plant material you grow in the past two years?

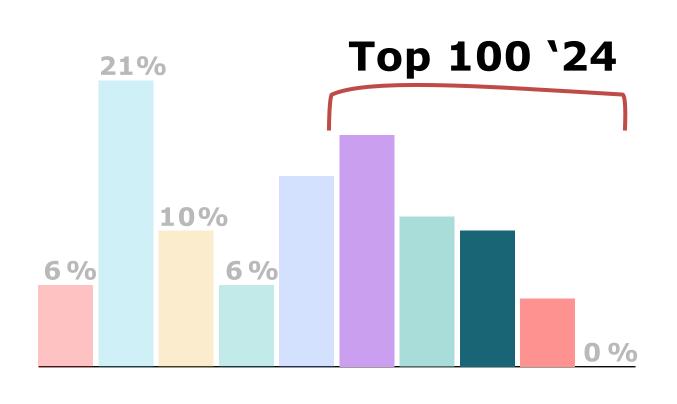




What was your garden center's 2023 sales volume, including all locations?

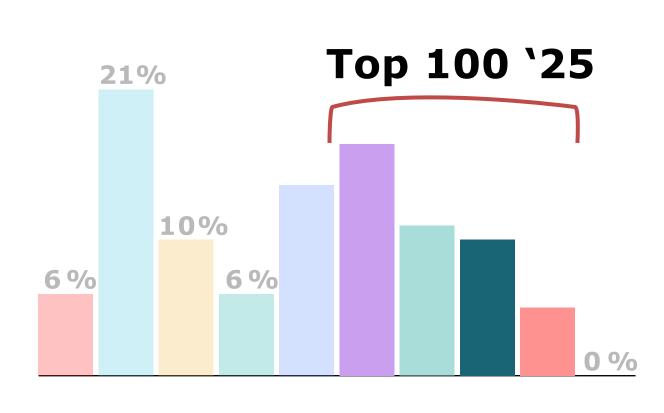


What was your garden center's 2023 sales volume, including all locations? (Top 100 comparison)



- Between \$2.5 and \$212 million
- Top 5 above \$50 million
- Top 10 above \$35 million
- 1 single-location business in the top 20
- 42% with multiple locations
- 58% single locations
- \$188 million difference between topperforming multiple-store business and top-performing single-store business

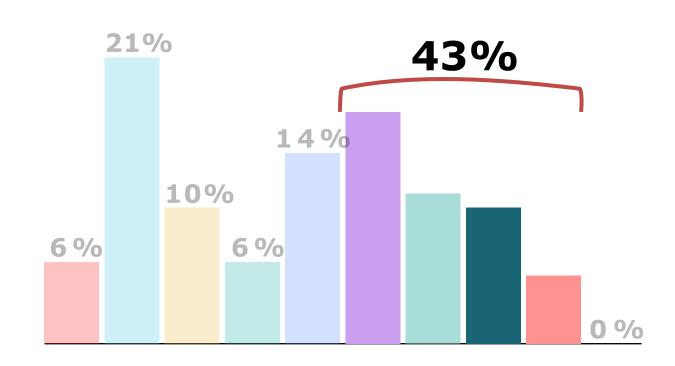
What was your garden center's 2024 sales volume, including all locations? (Top 100 comparison with single store reporting)



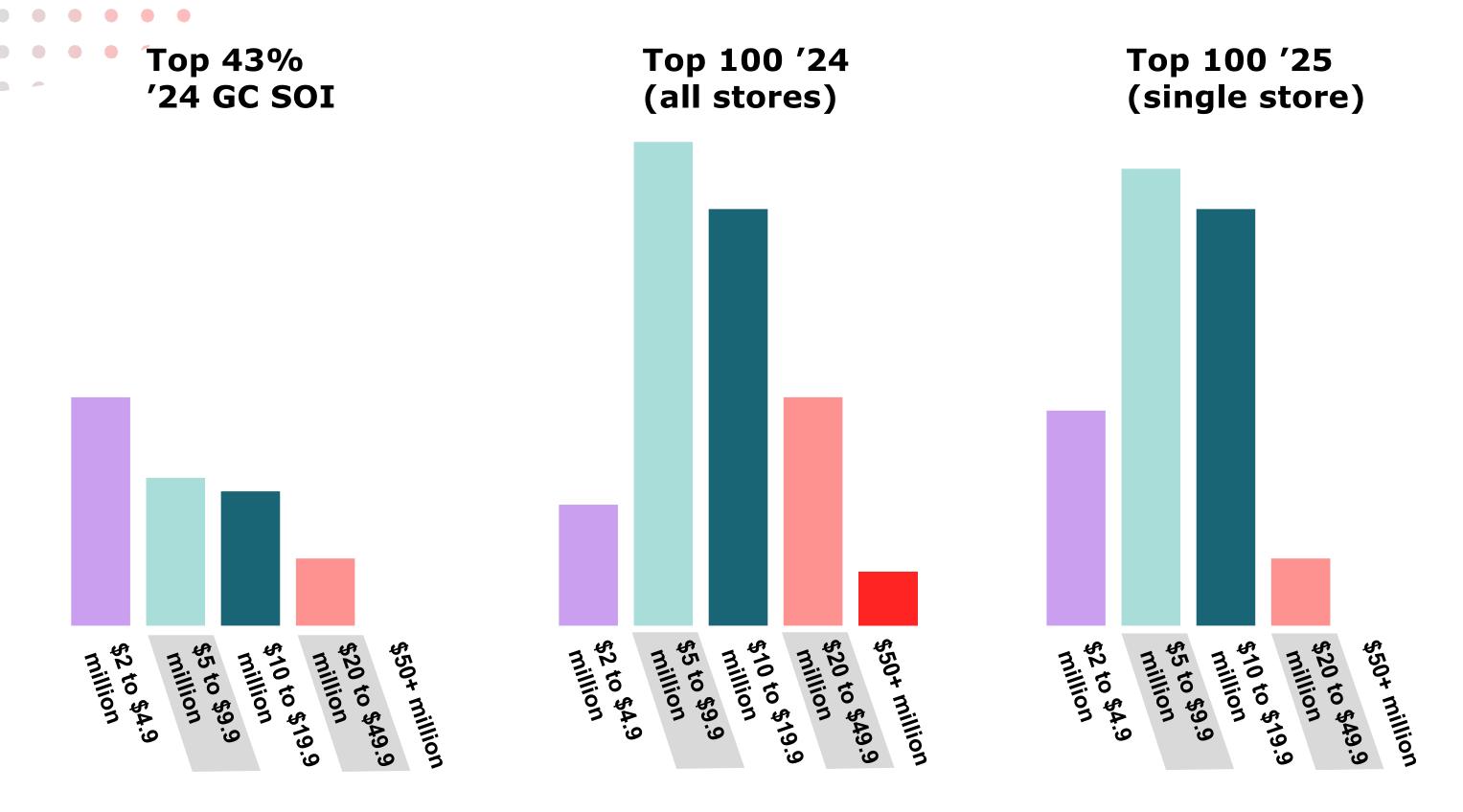
- Between \$3.4 and \$23.5 million
- Top 5 above \$19 million
- Top 10 above \$14 million
- 34% with multiple locations
- 65% single locations
- 14 of top 20 are single stores
- \$1.7 million difference between topperforming multiple-store business and top-performing single-store business

What was your garden center's 2023 sales volume, including all locations? (\$2+ million group)

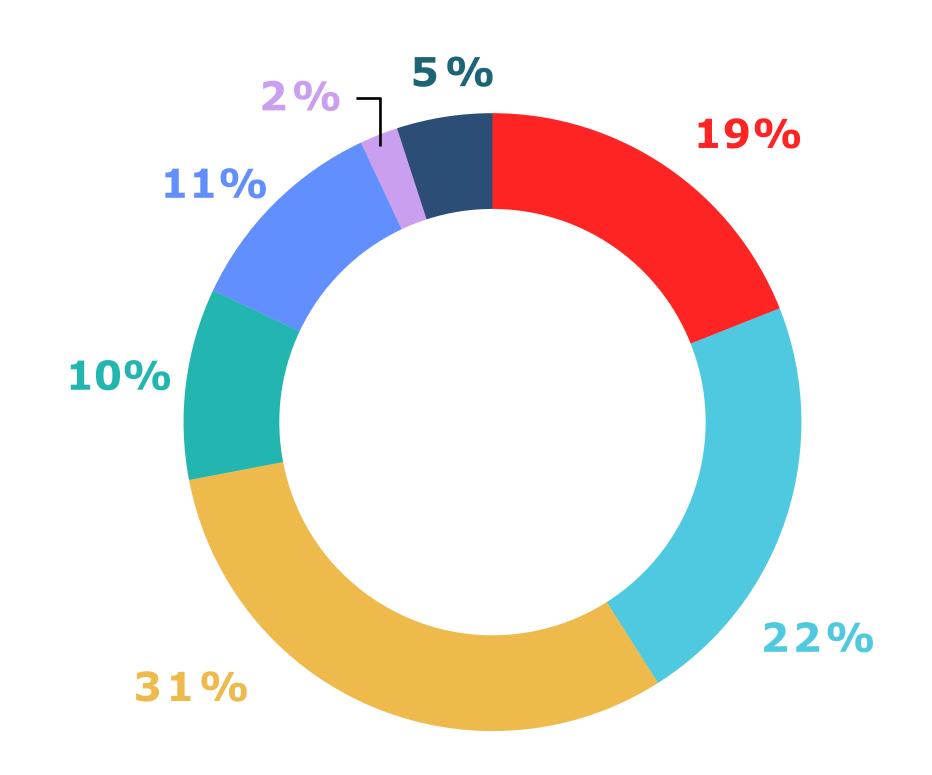
- 71% 40 years or more
- 66% single stores
- 92% of businesses with sales volume between \$2 and \$5 million are single stores.
- No single store business reported sales volume above \$20 million
- About half of stores in this group are 50K to 250K sq. ft.
- None smaller than 10,000 sq. ft.



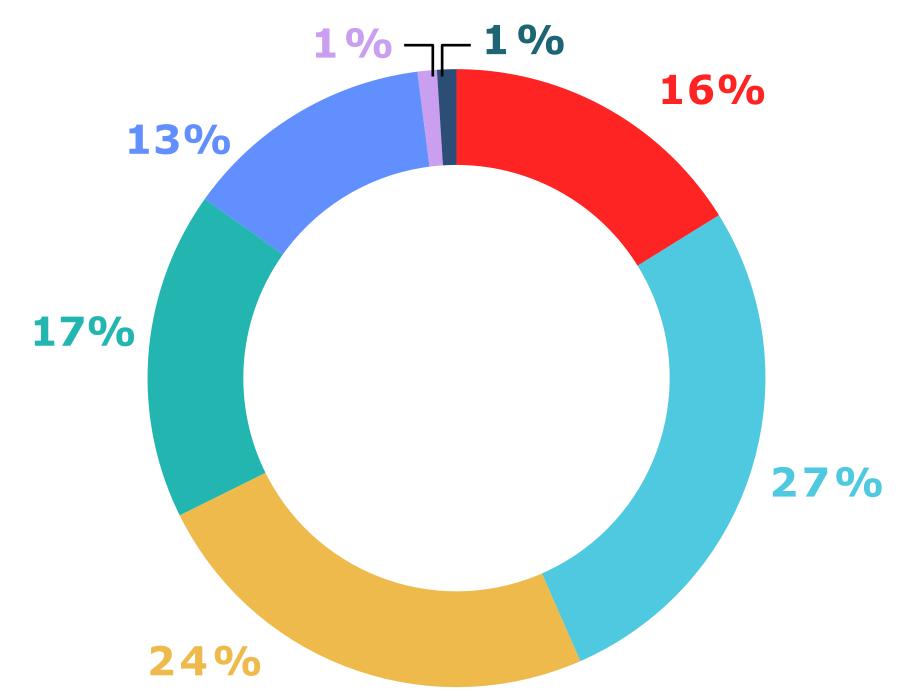
Revenue Comparisons | Top 100



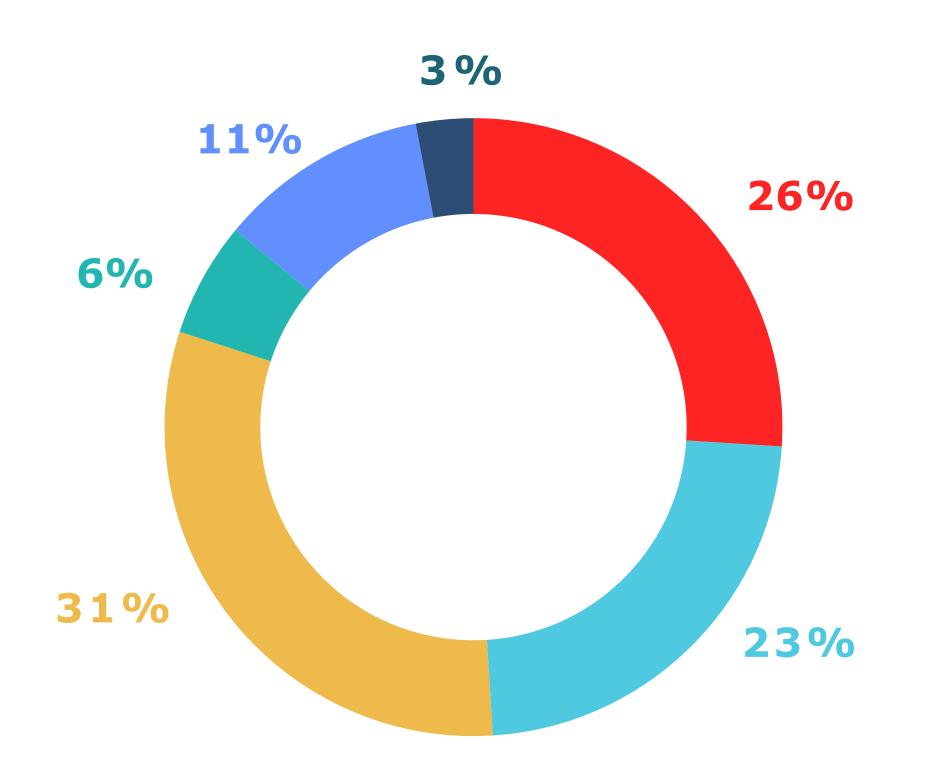
What was your garden center's 2023 net profit?



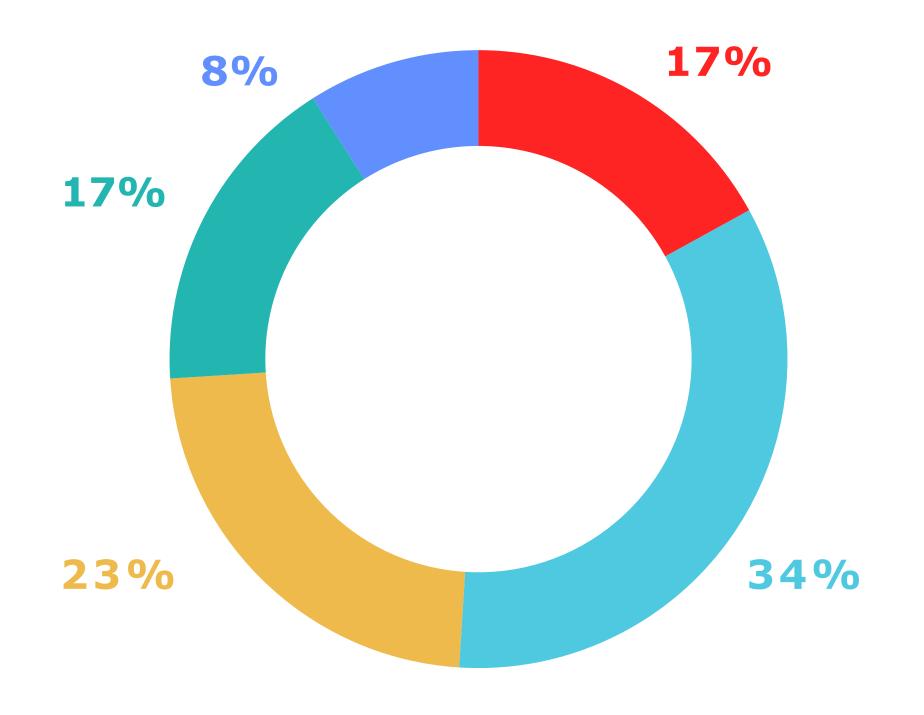
What do you project your garden center's 2024 net profit will be?



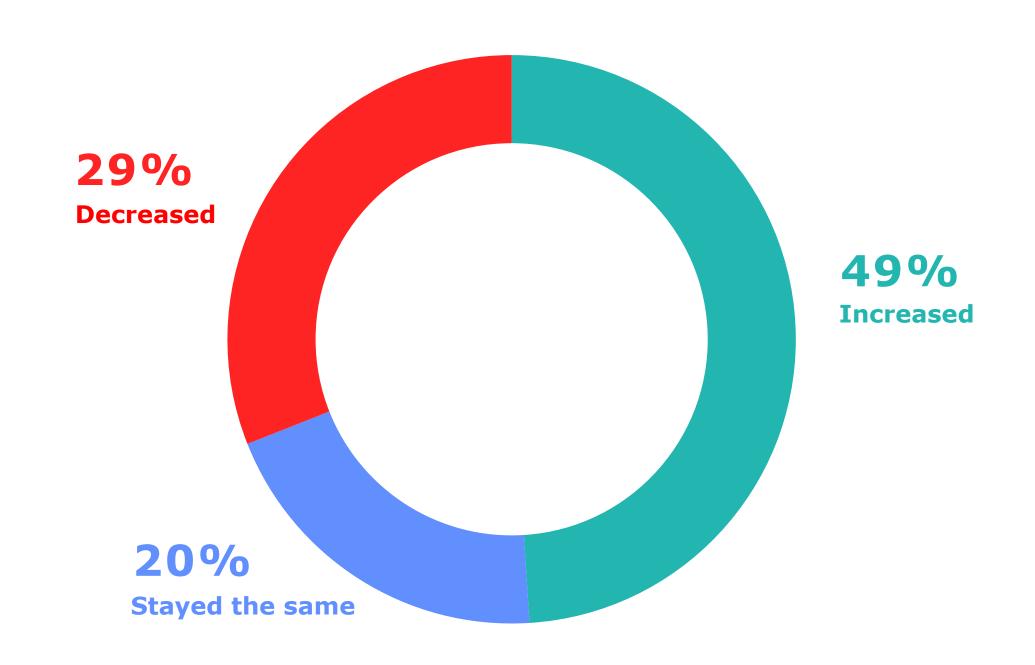
What was your garden center's 2023 net profit? (\$2+ million group)



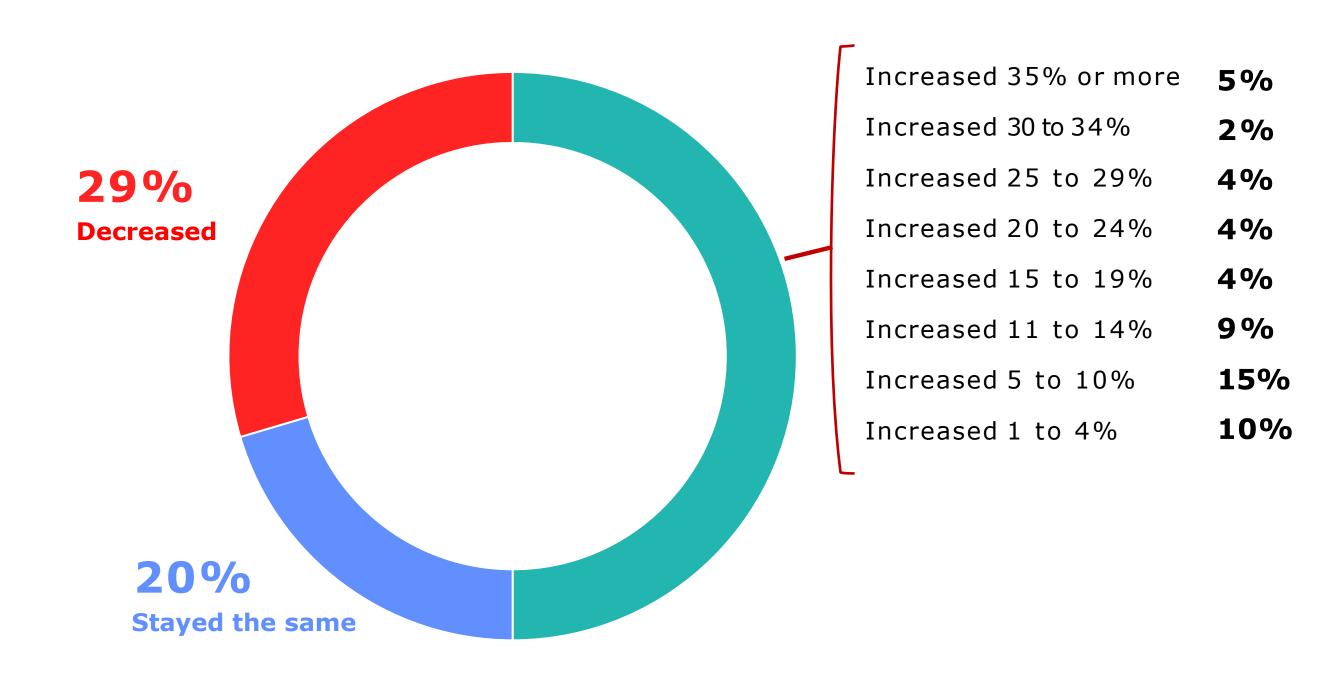
What do you project your garden center's 2024 net profit will be? (\$2+ million group)



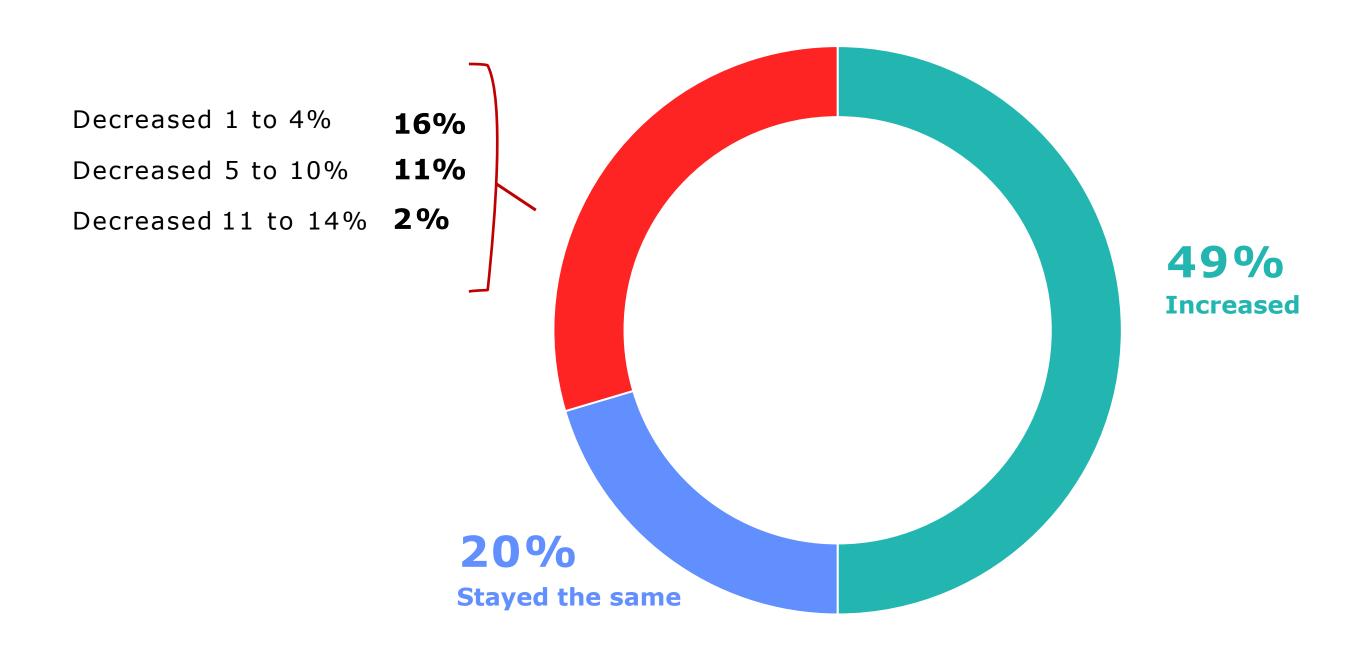
How did your garden center's spring 2024 sales compare to spring 2023?

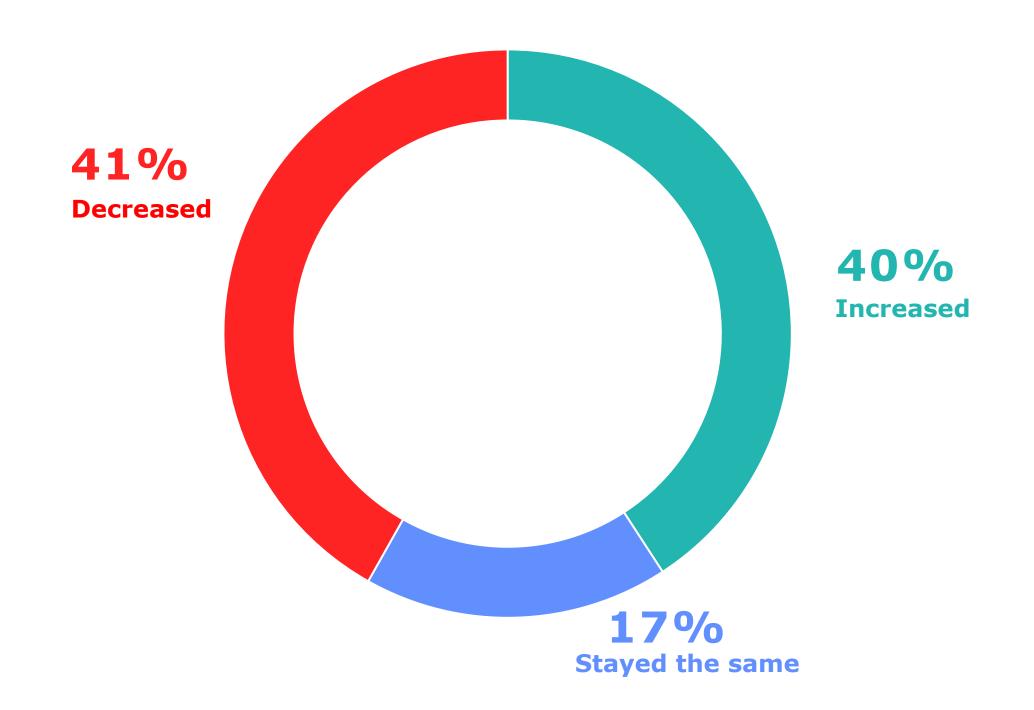


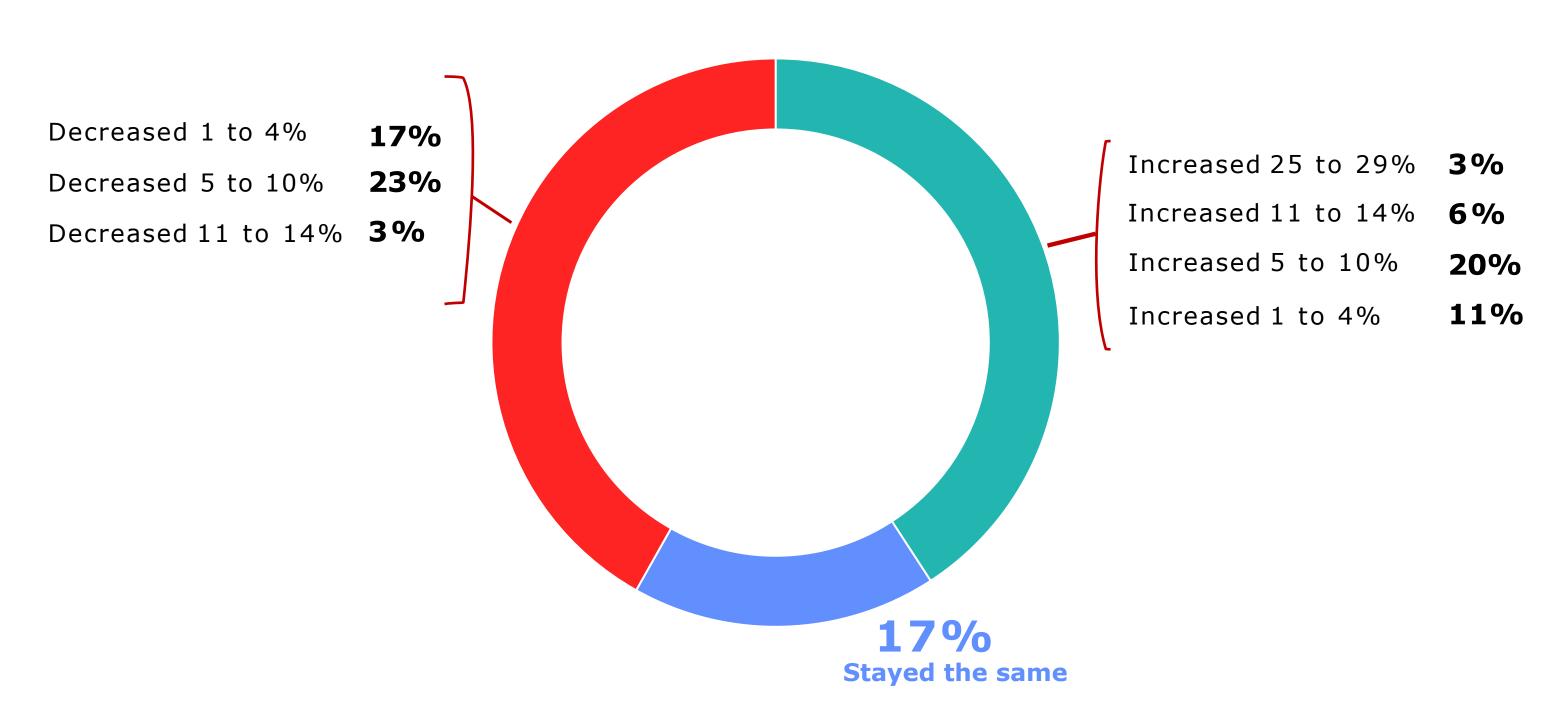
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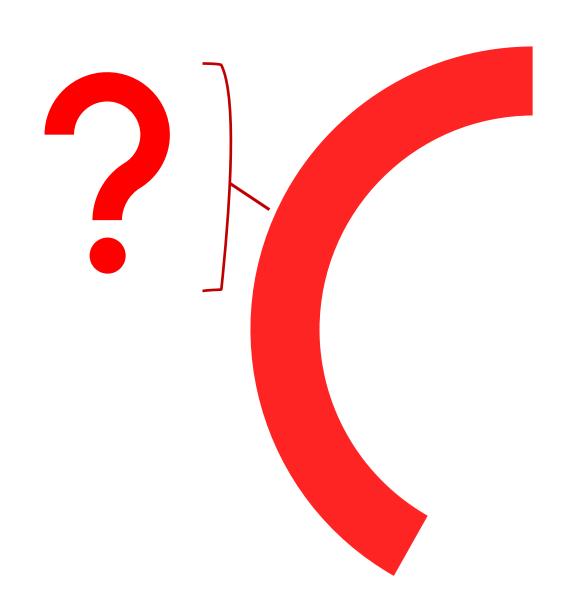


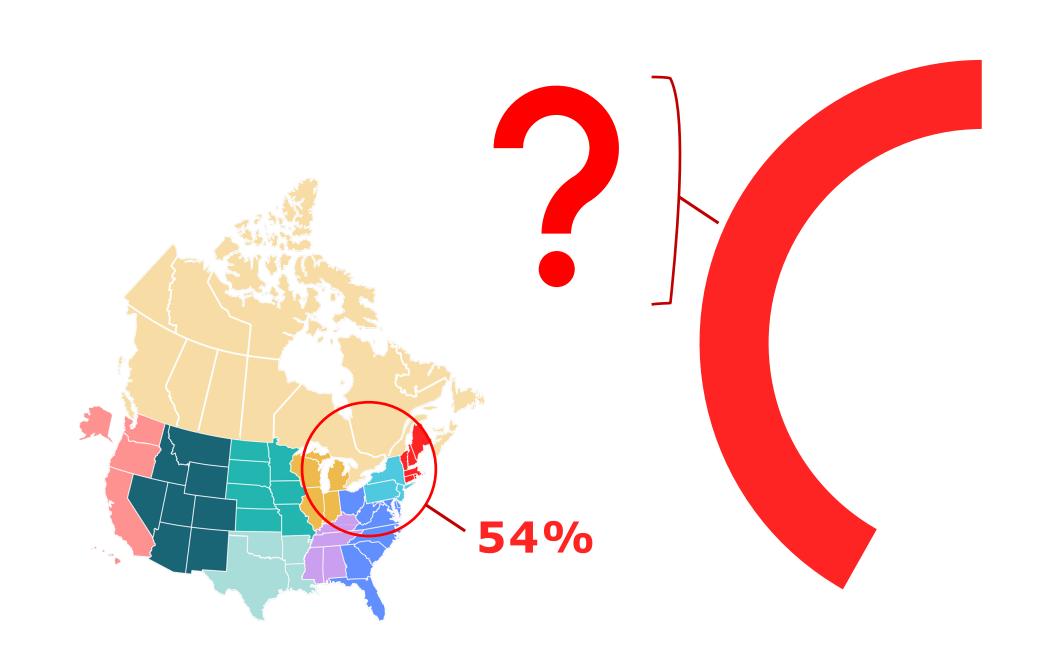
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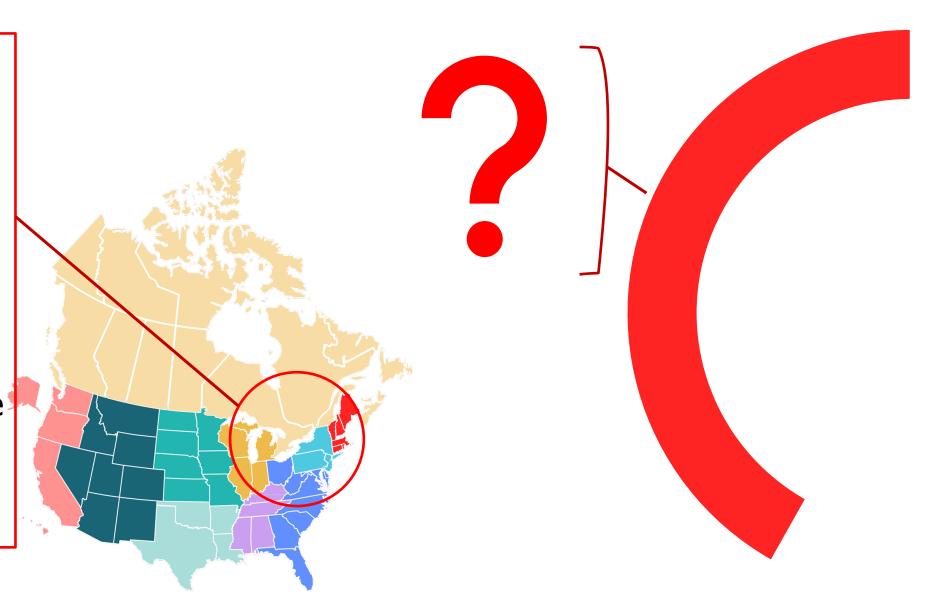






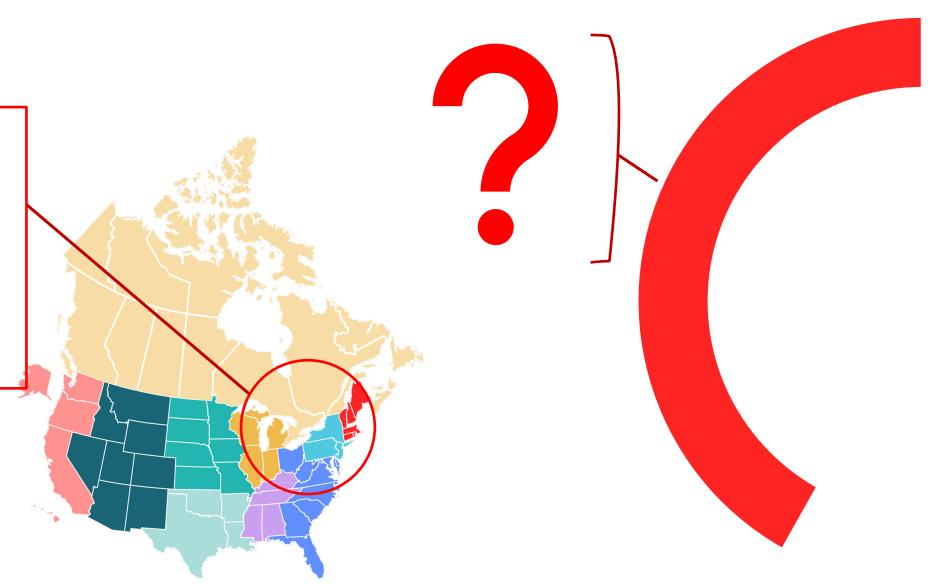
2024 spring weather

- Early April spring snowstorm
- More than 100 tornados, including an EF-4 in late April
- 5th wettest April on record for Indiana and Pennsylvania
- 13th wettest May in the historical record
- June flooding in Midwest



2024 inflation

Inflation effects decreased, but Northeast and Midwest remain higher than U.S. average.



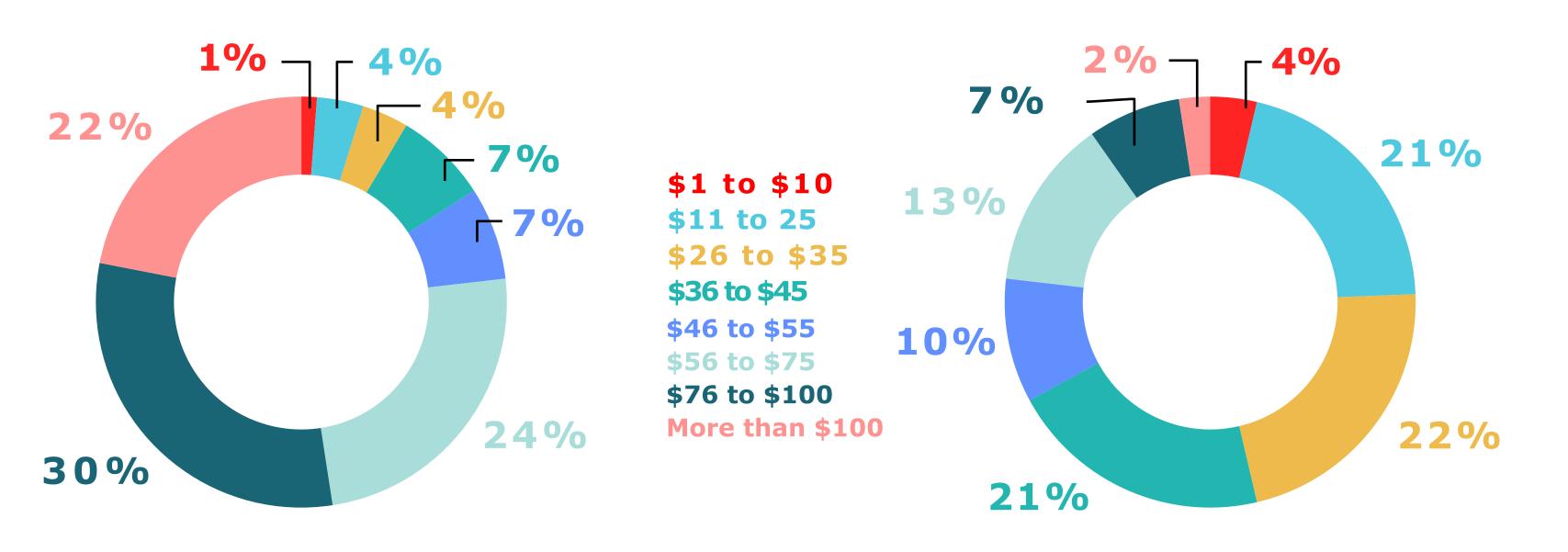
YTD (July 20, 2025) retail IGC data courtesy of:



Revenues up 1.3% Average sales up 1.8% Transaction count down .6%

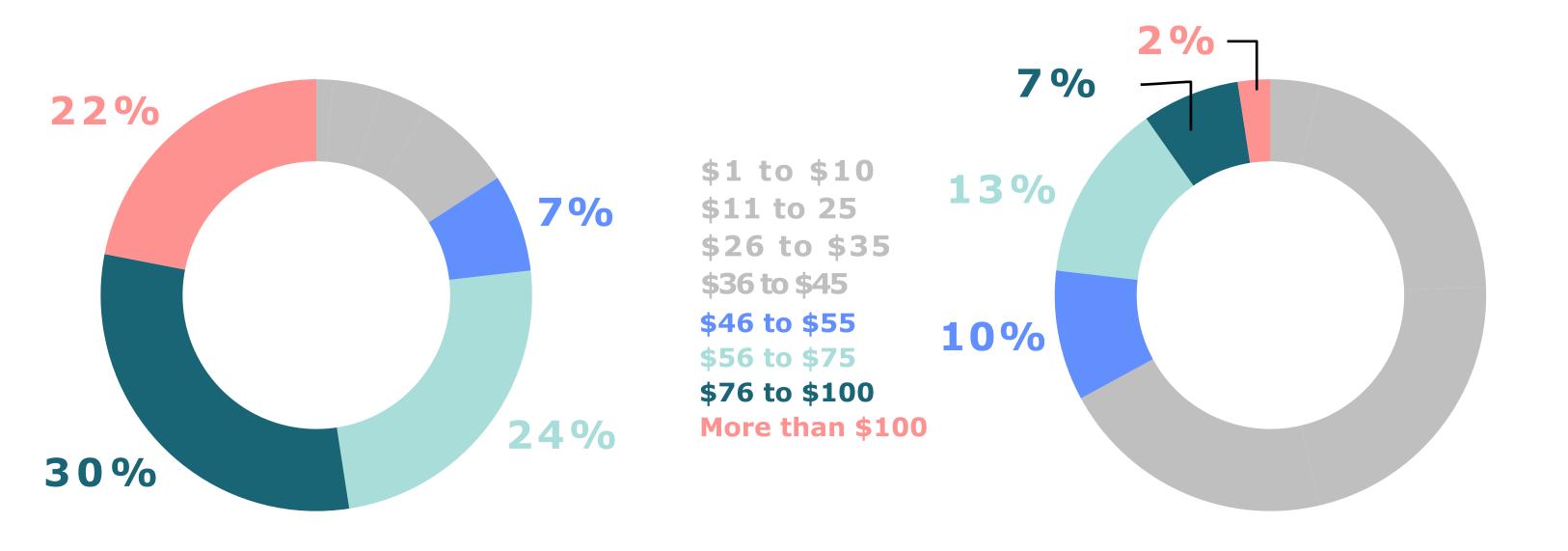
What is your average sale/average ticket during your strongest month?

What is your average sale/average ticket during your weakest month?



What is your average sale/average ticket during your strongest month?

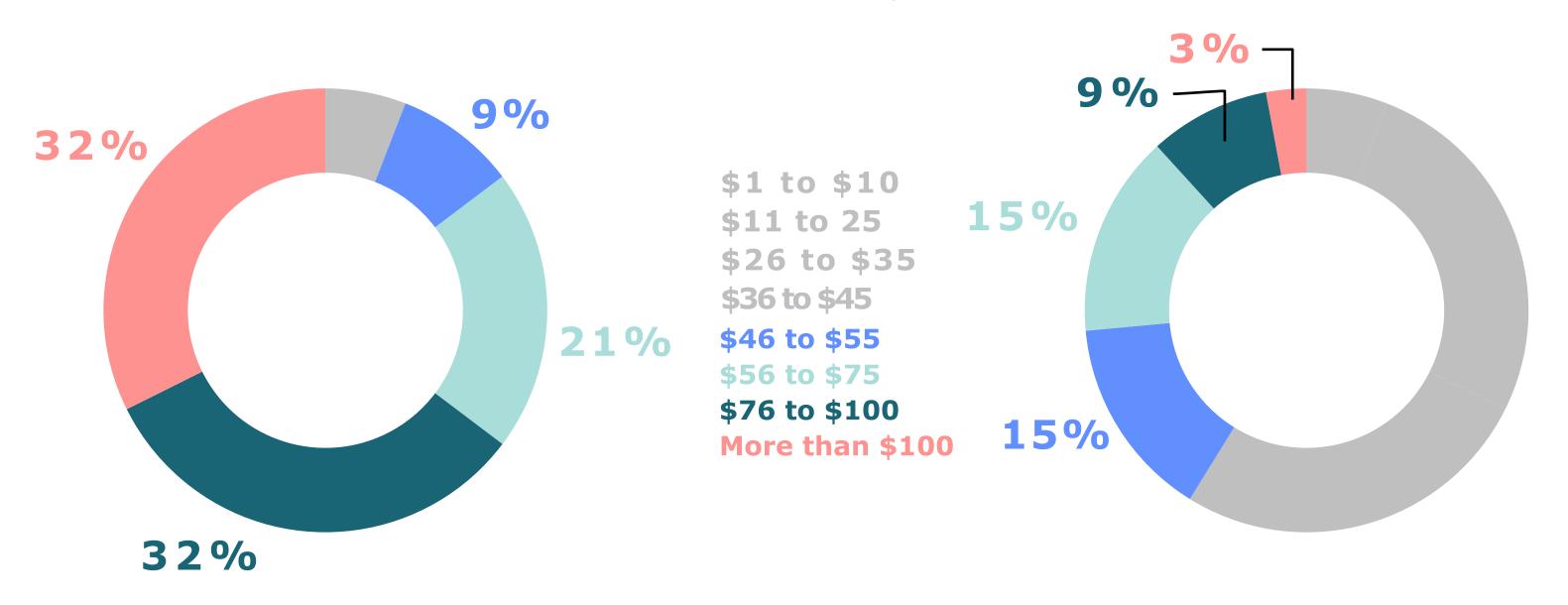
What is your average sale/average ticket during your weakest month?

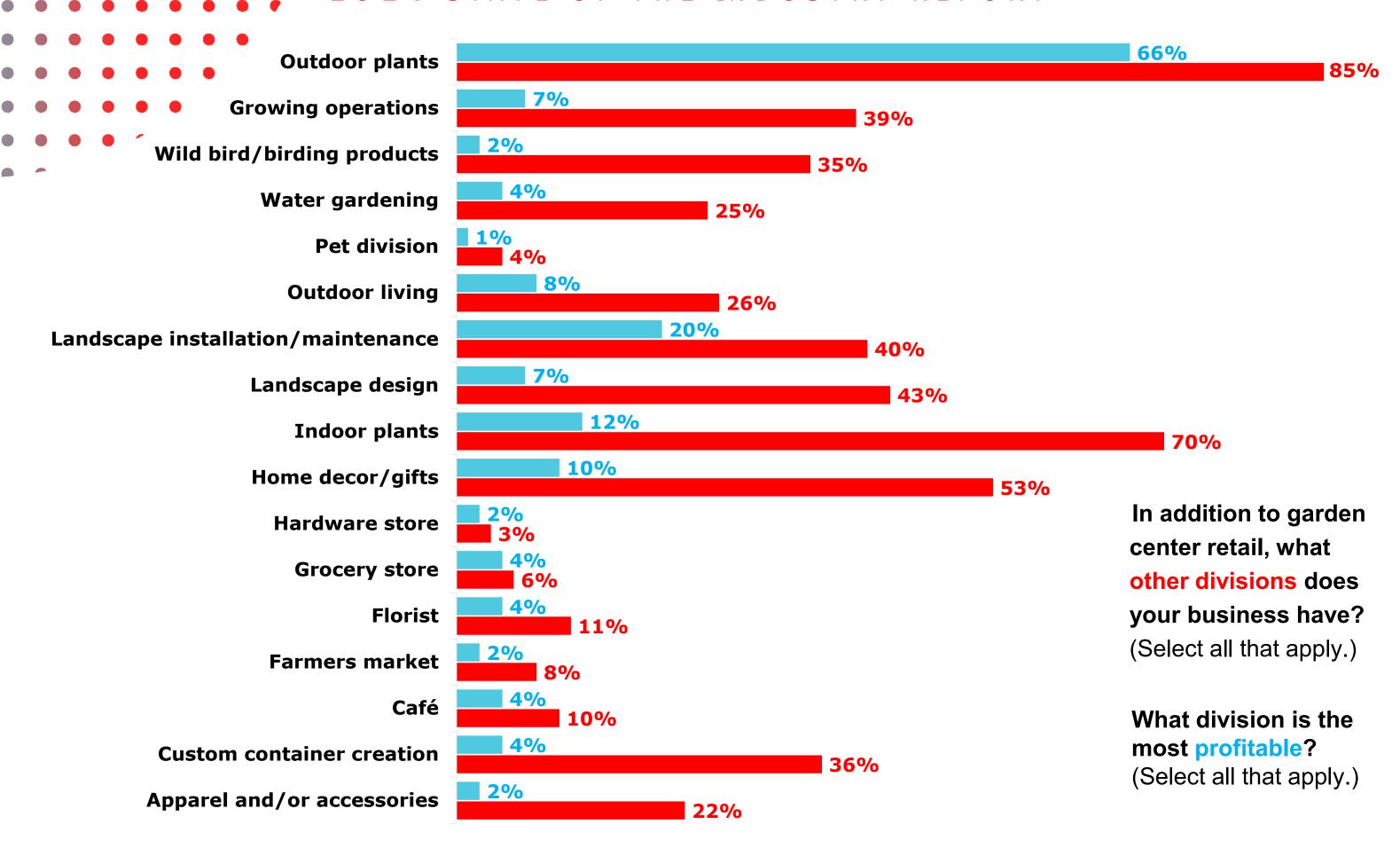


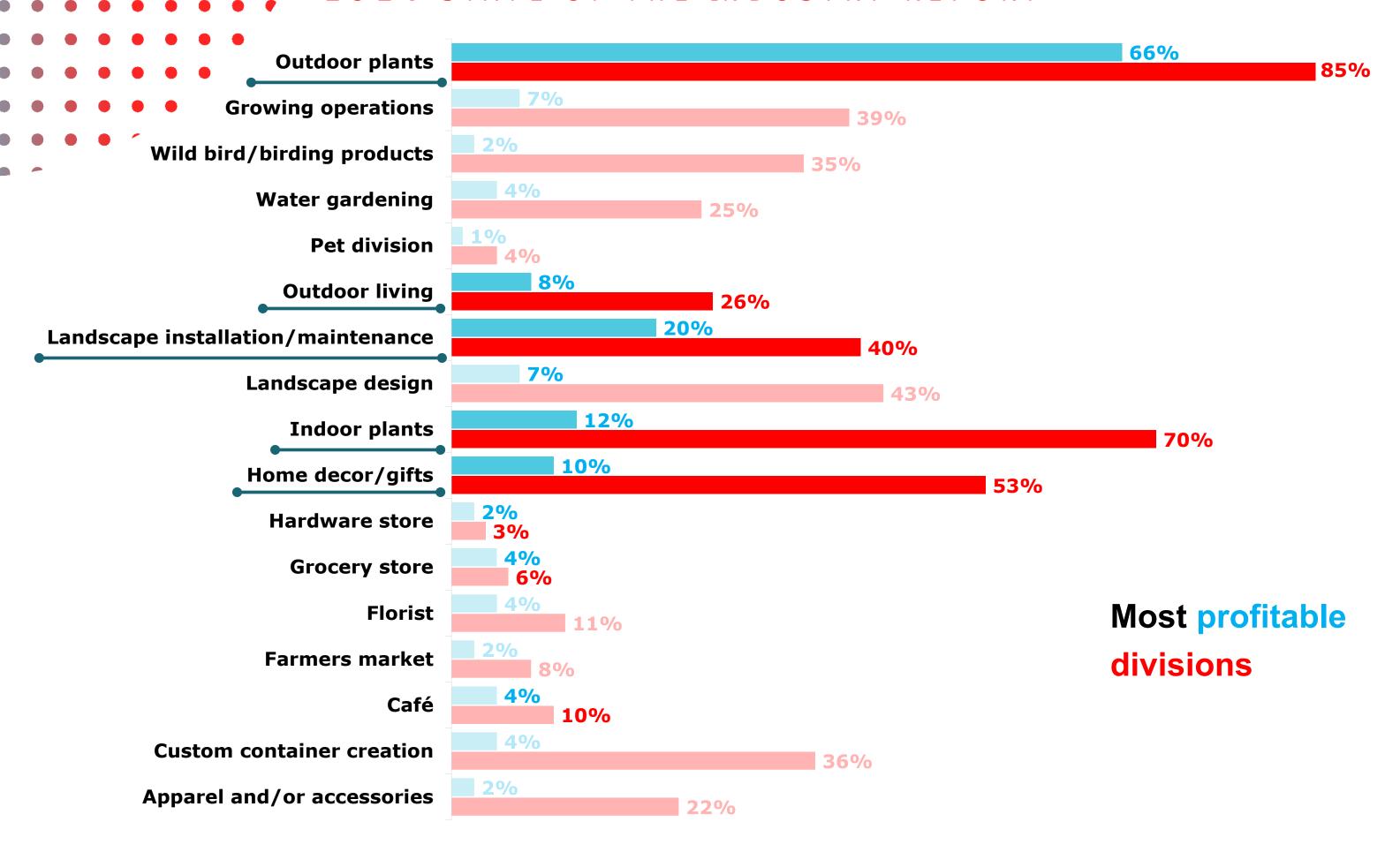
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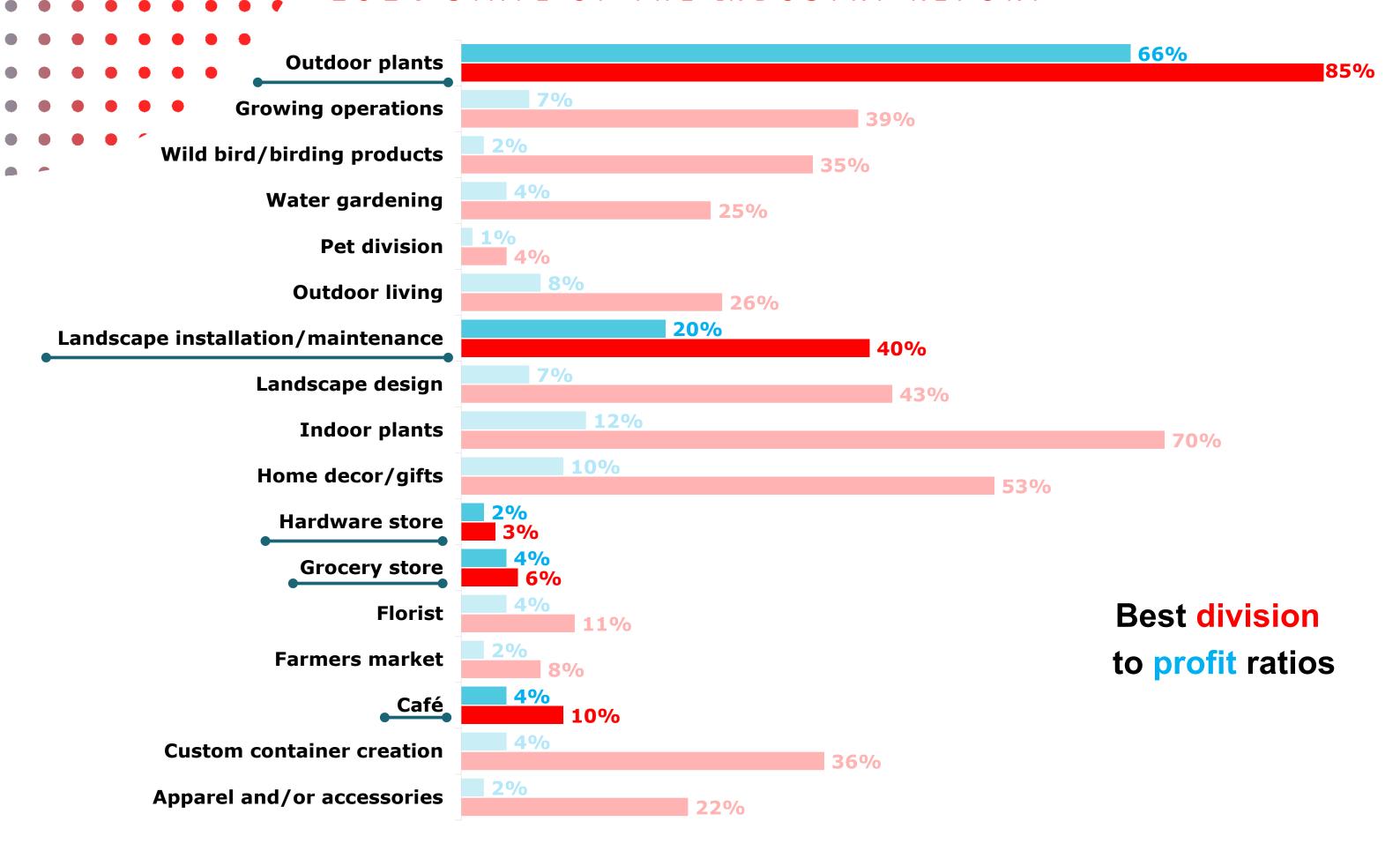
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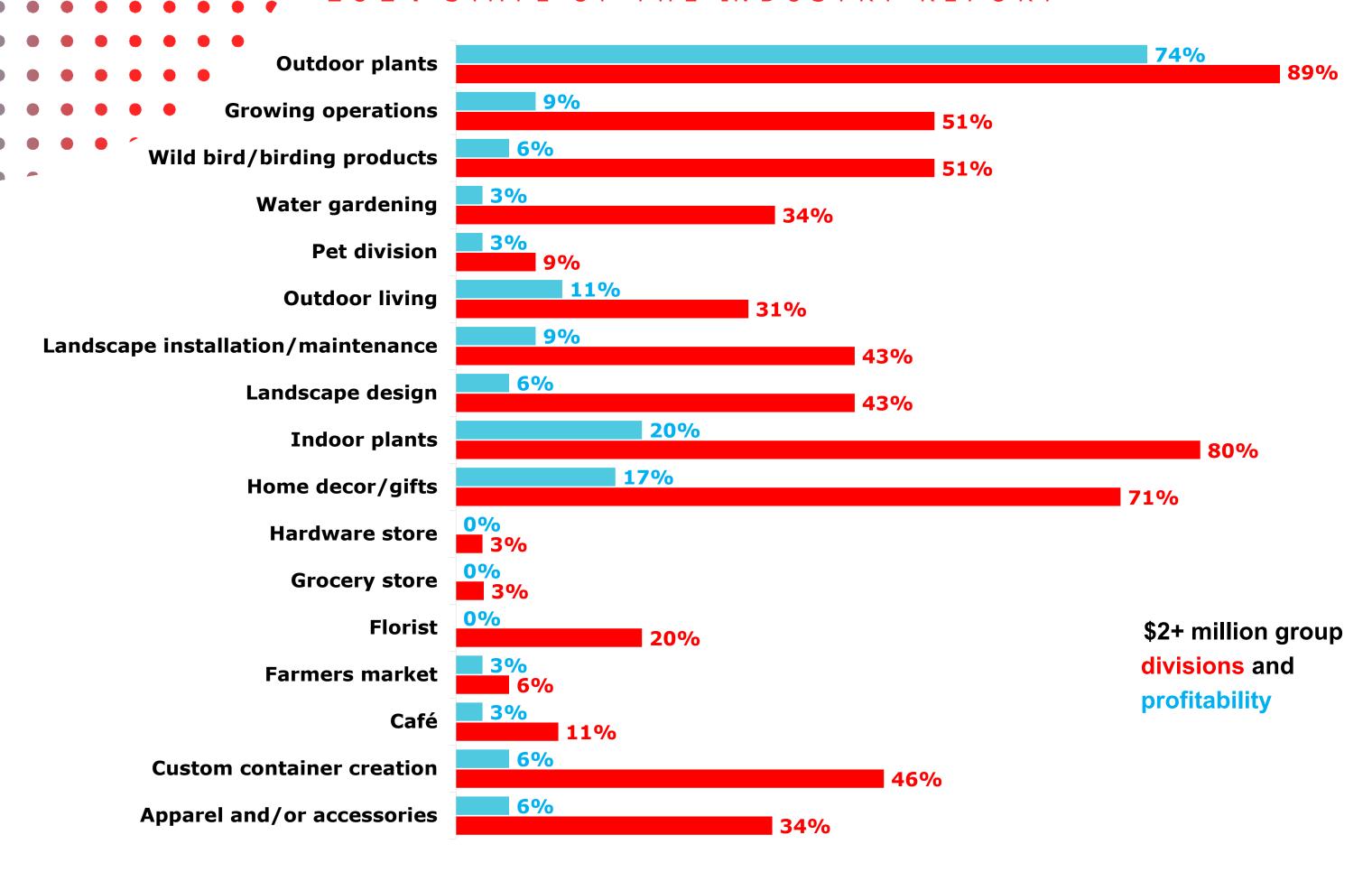


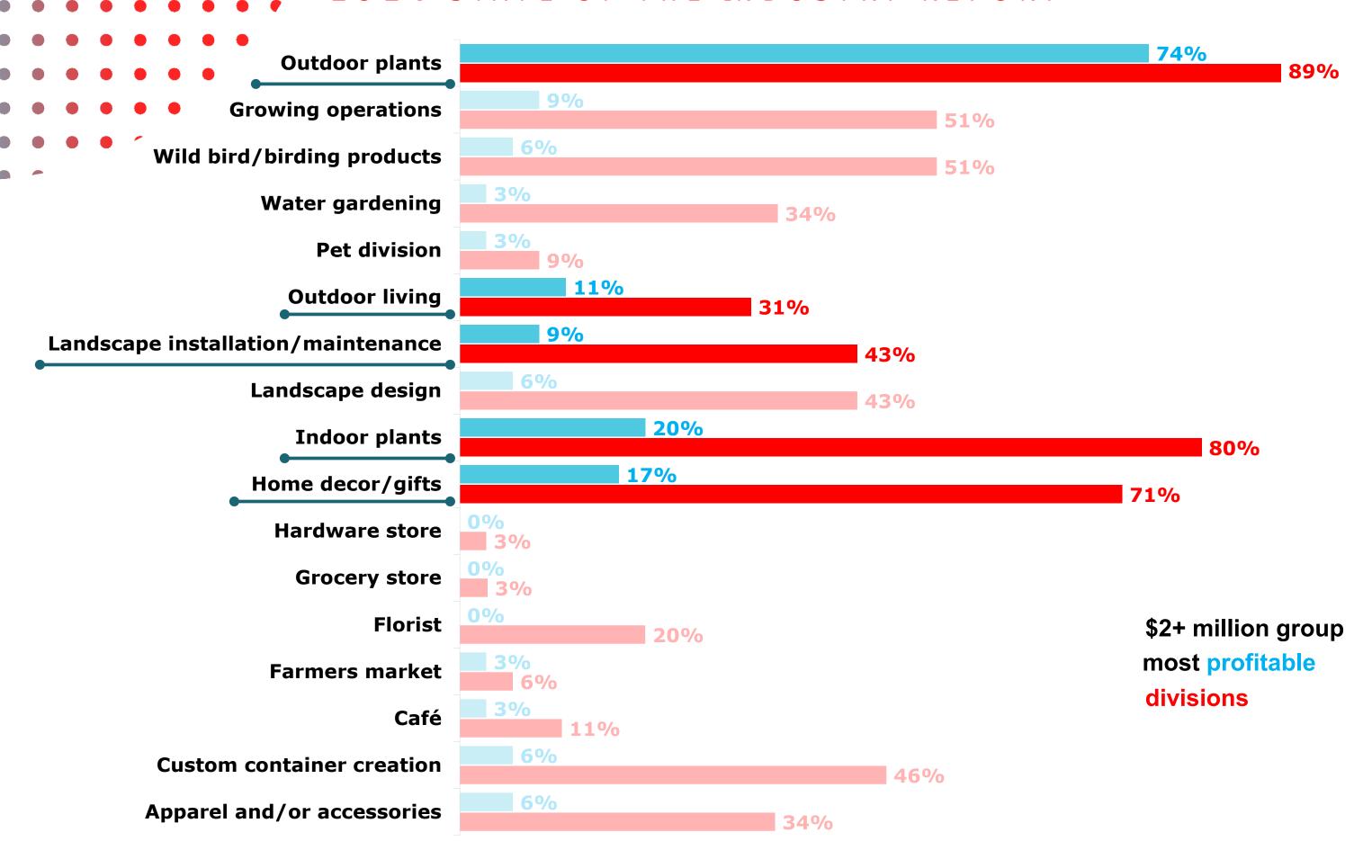


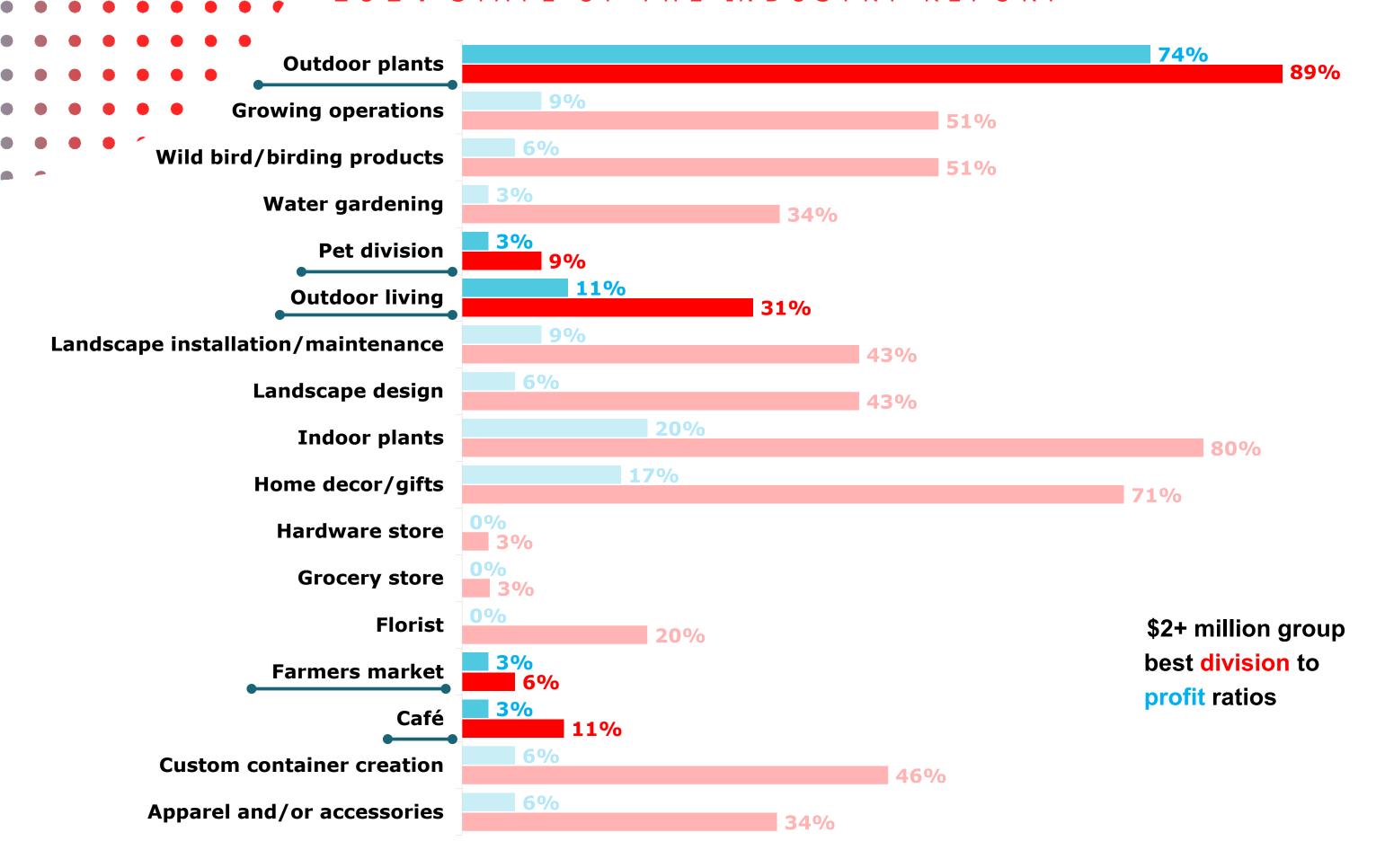


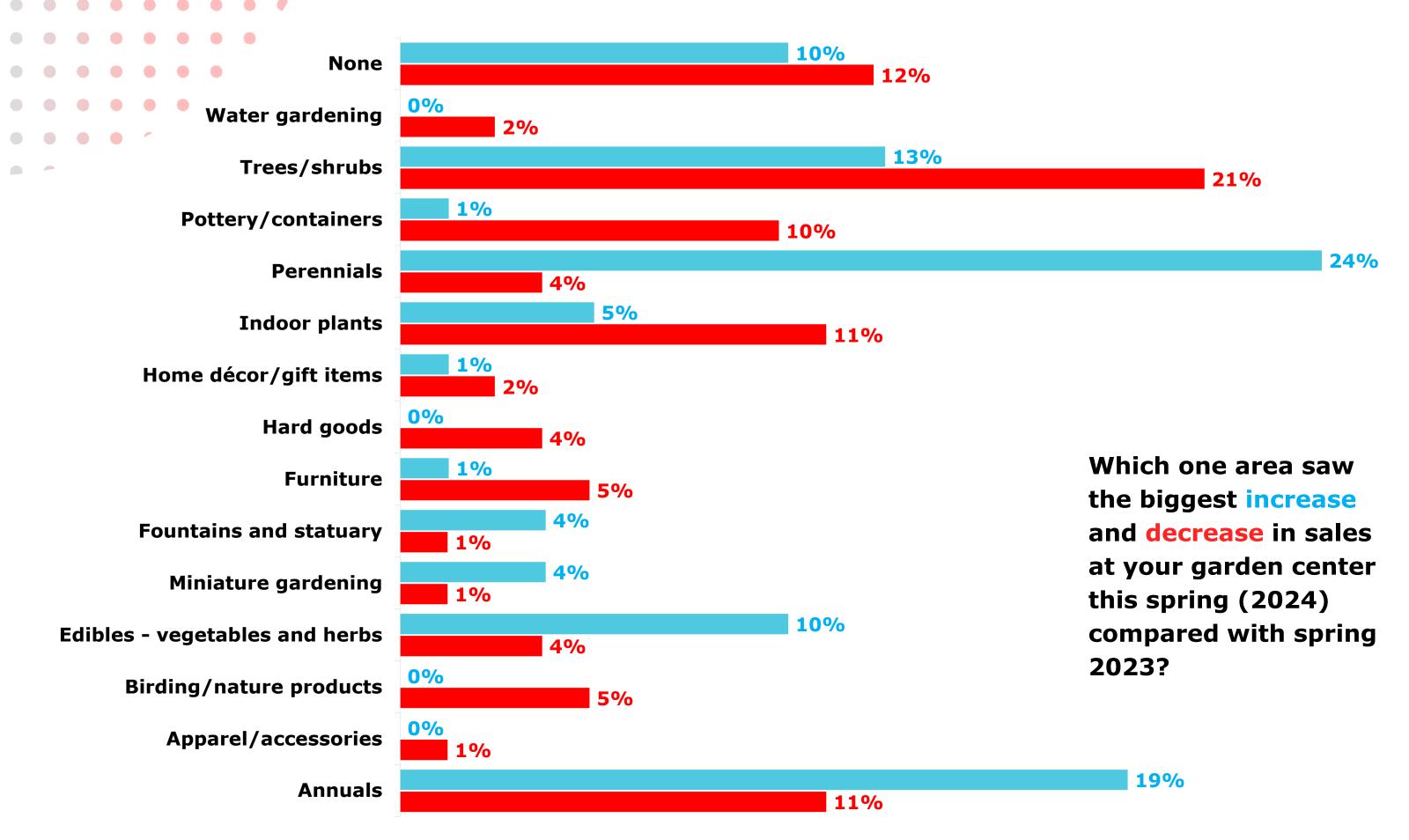


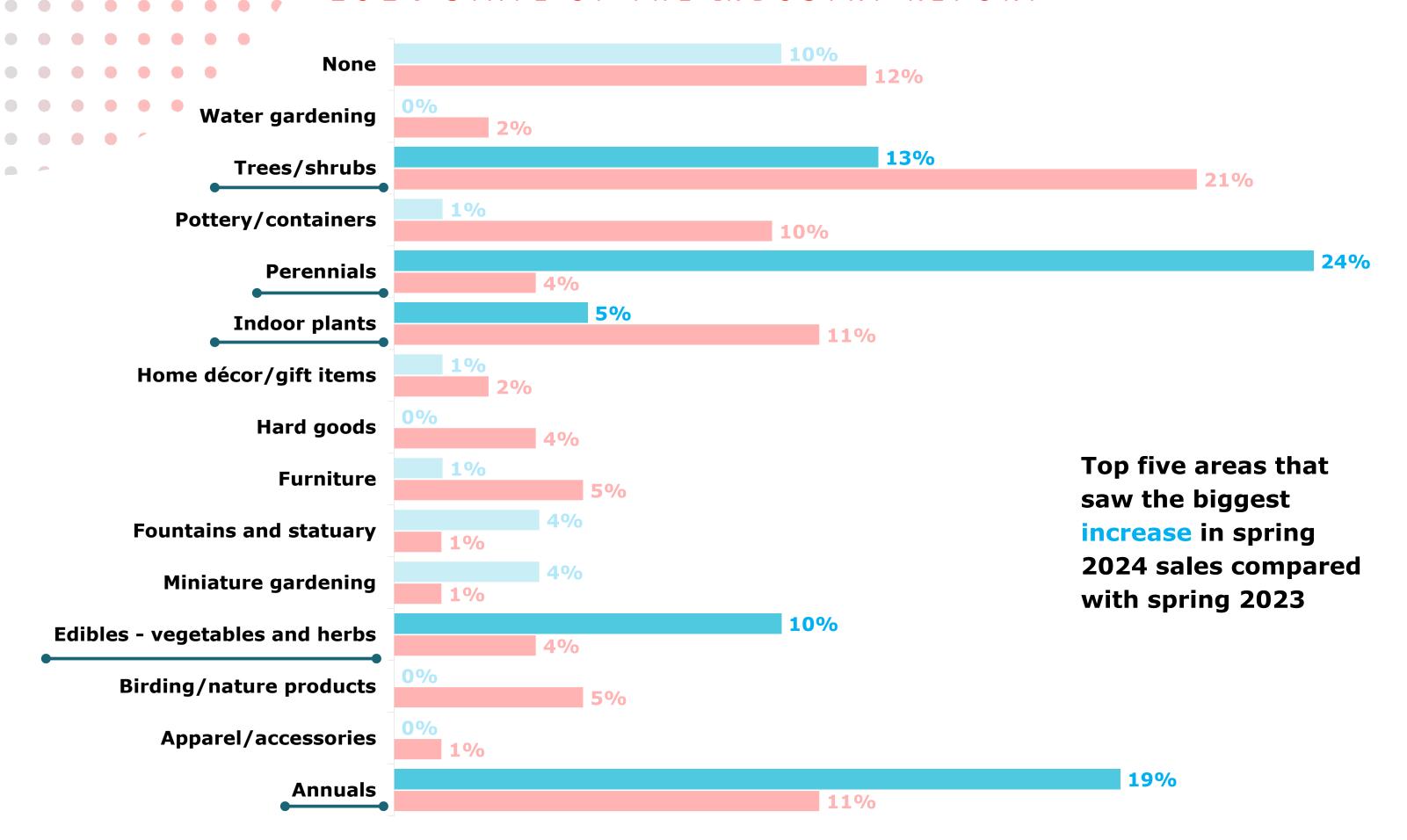


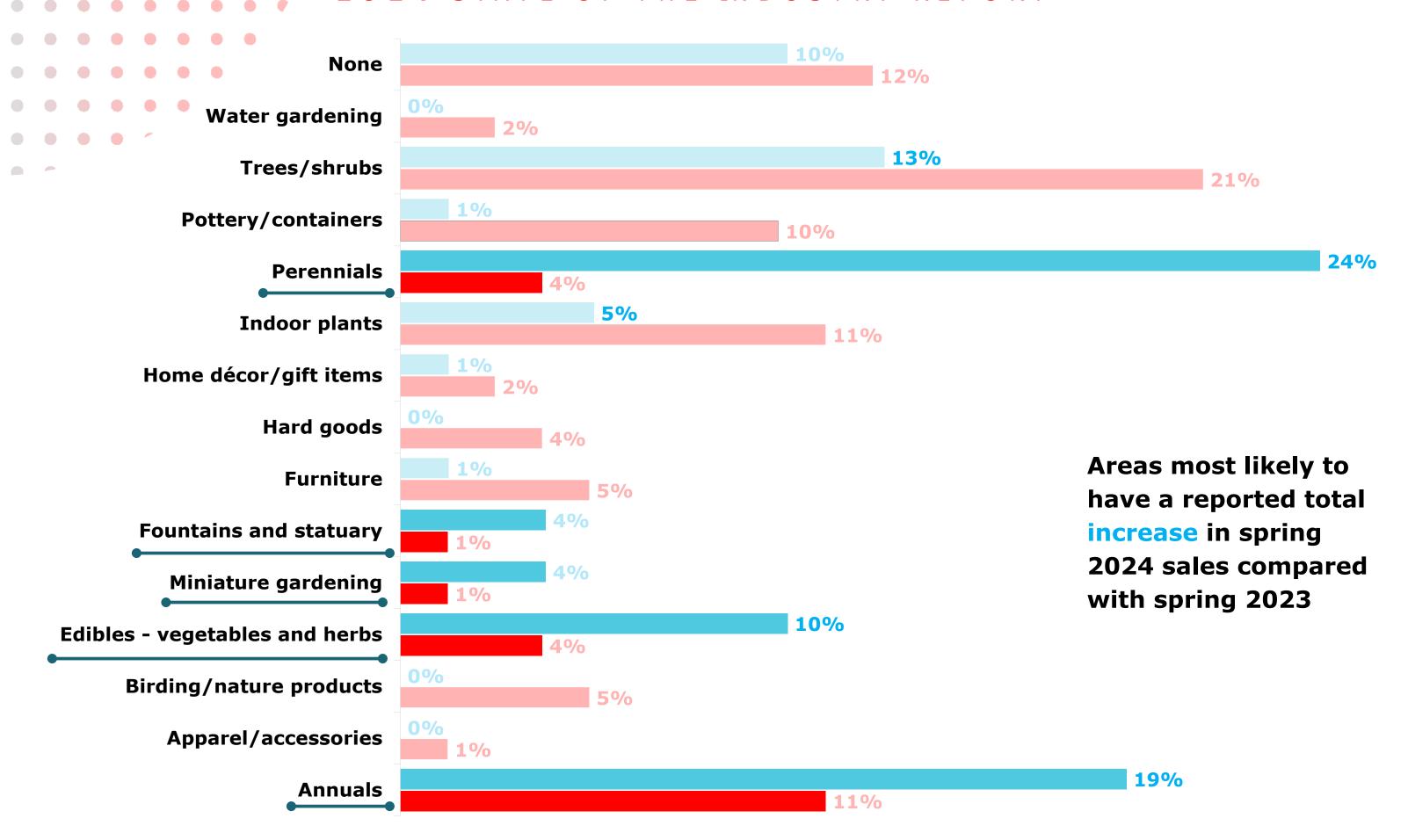


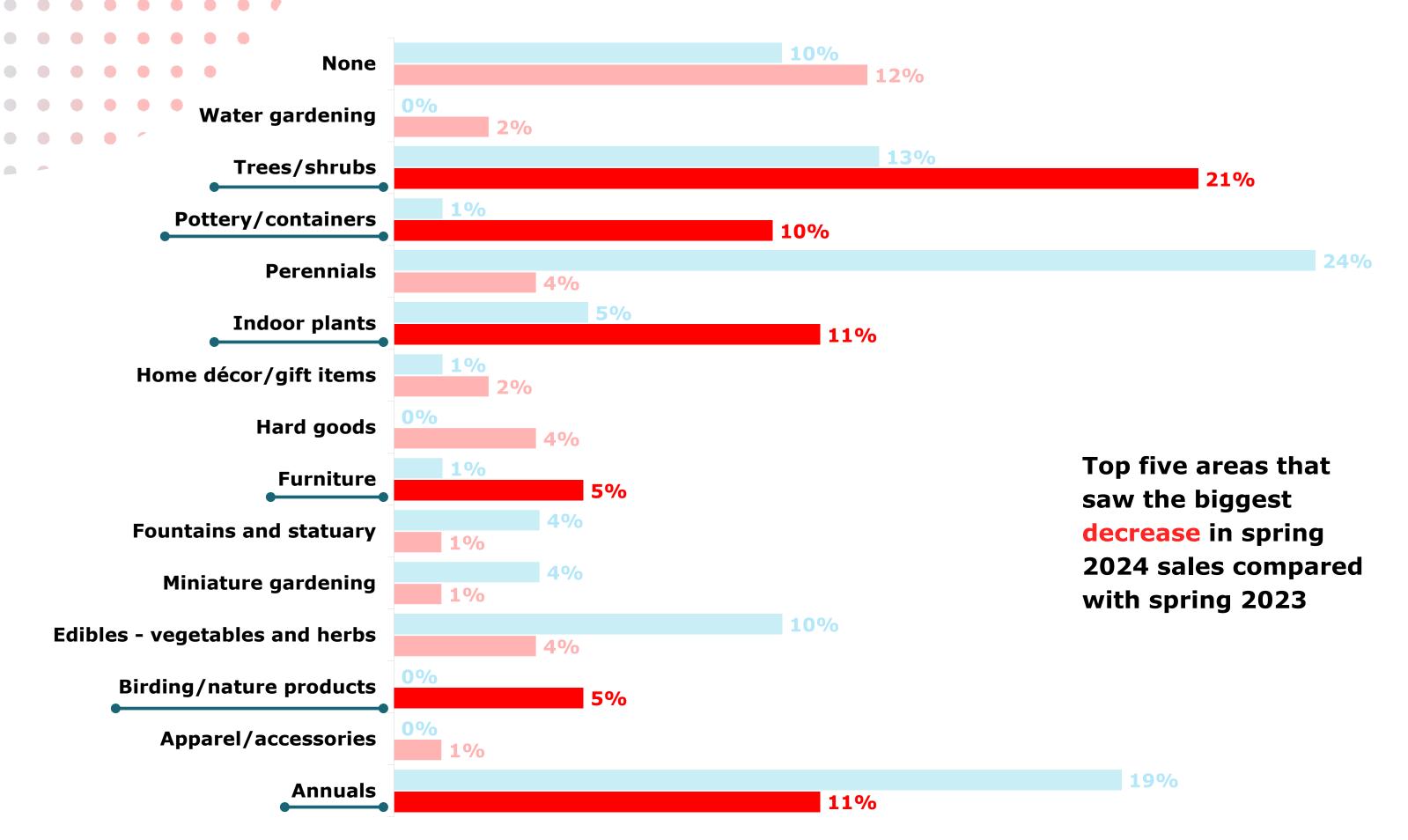


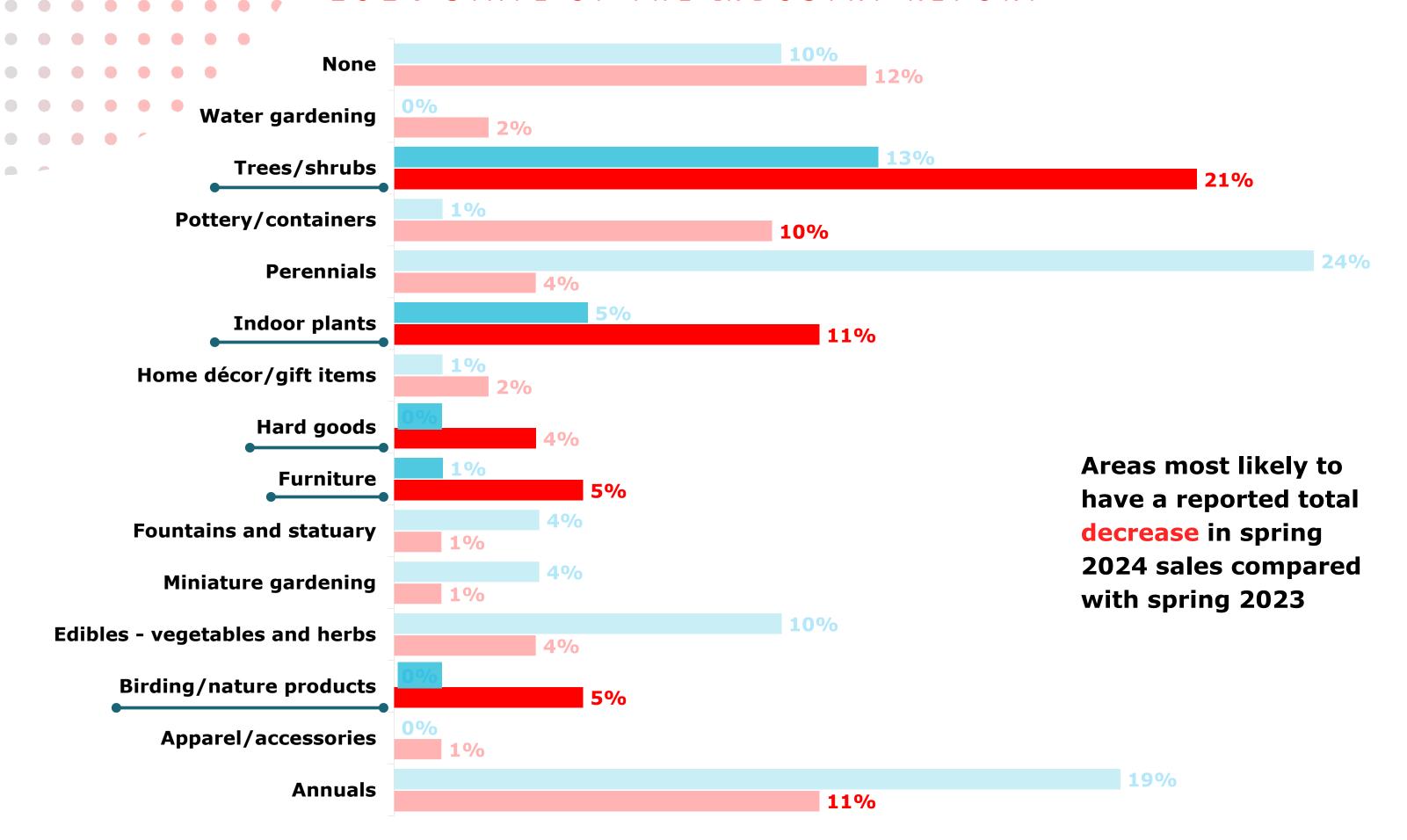


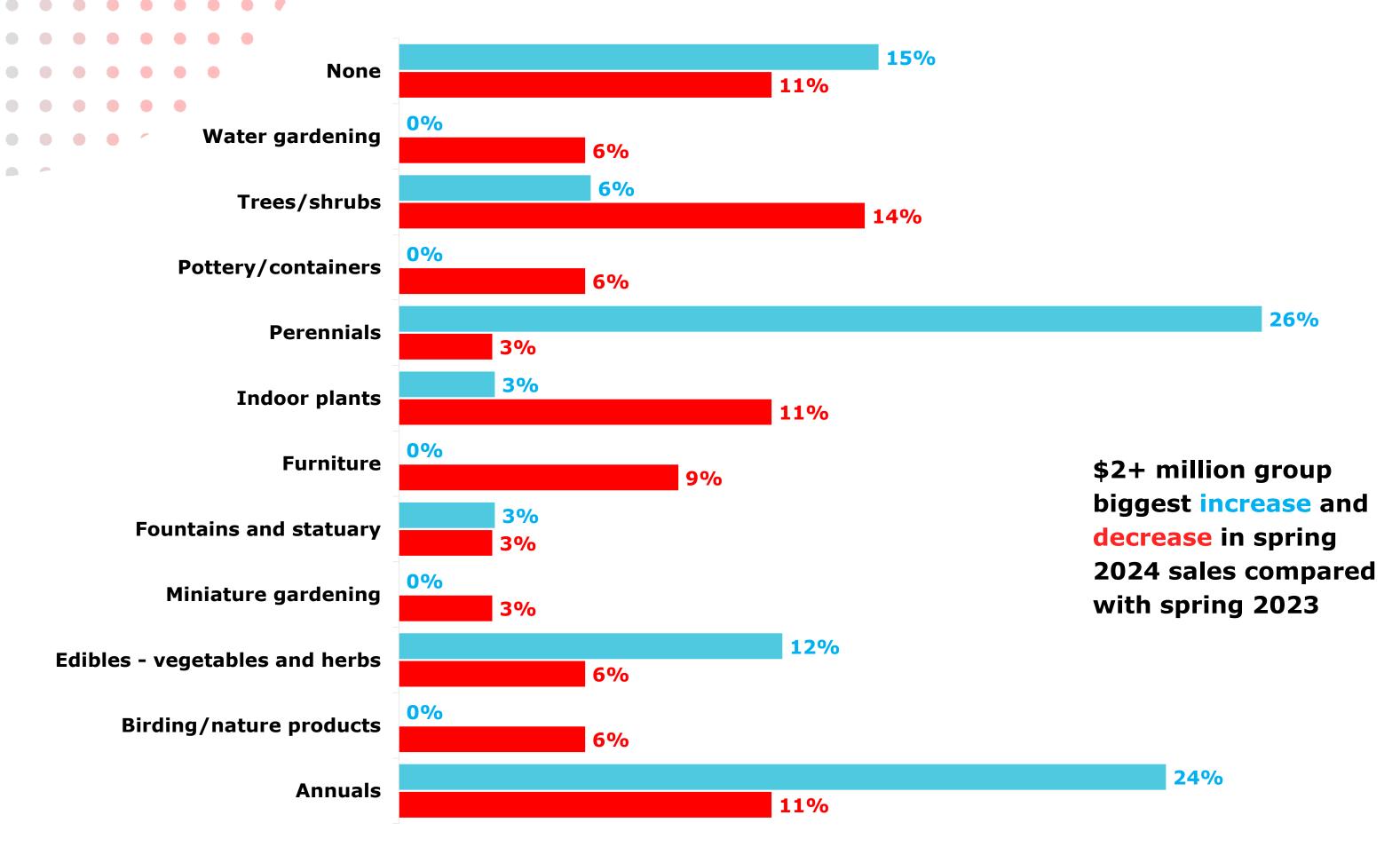


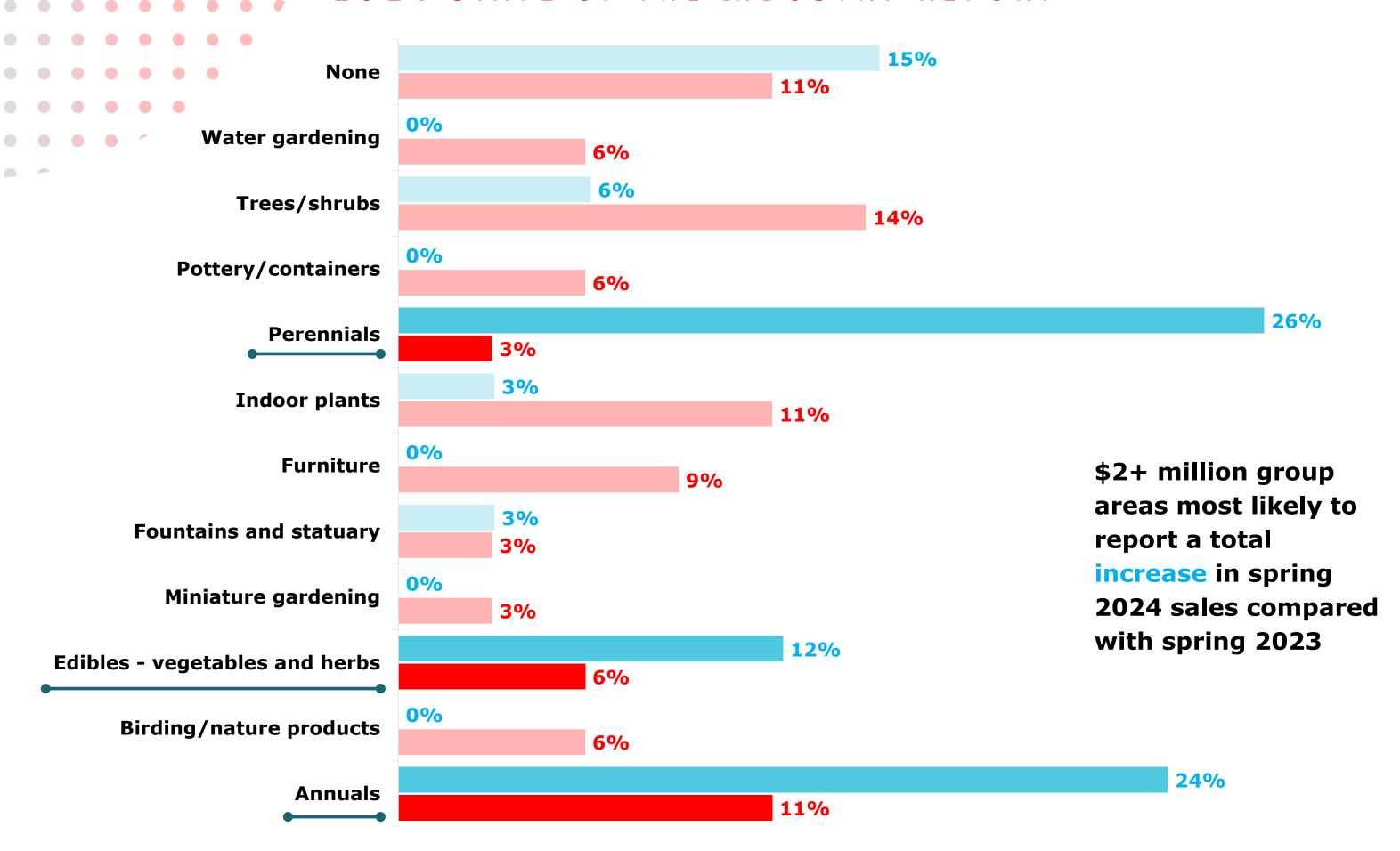


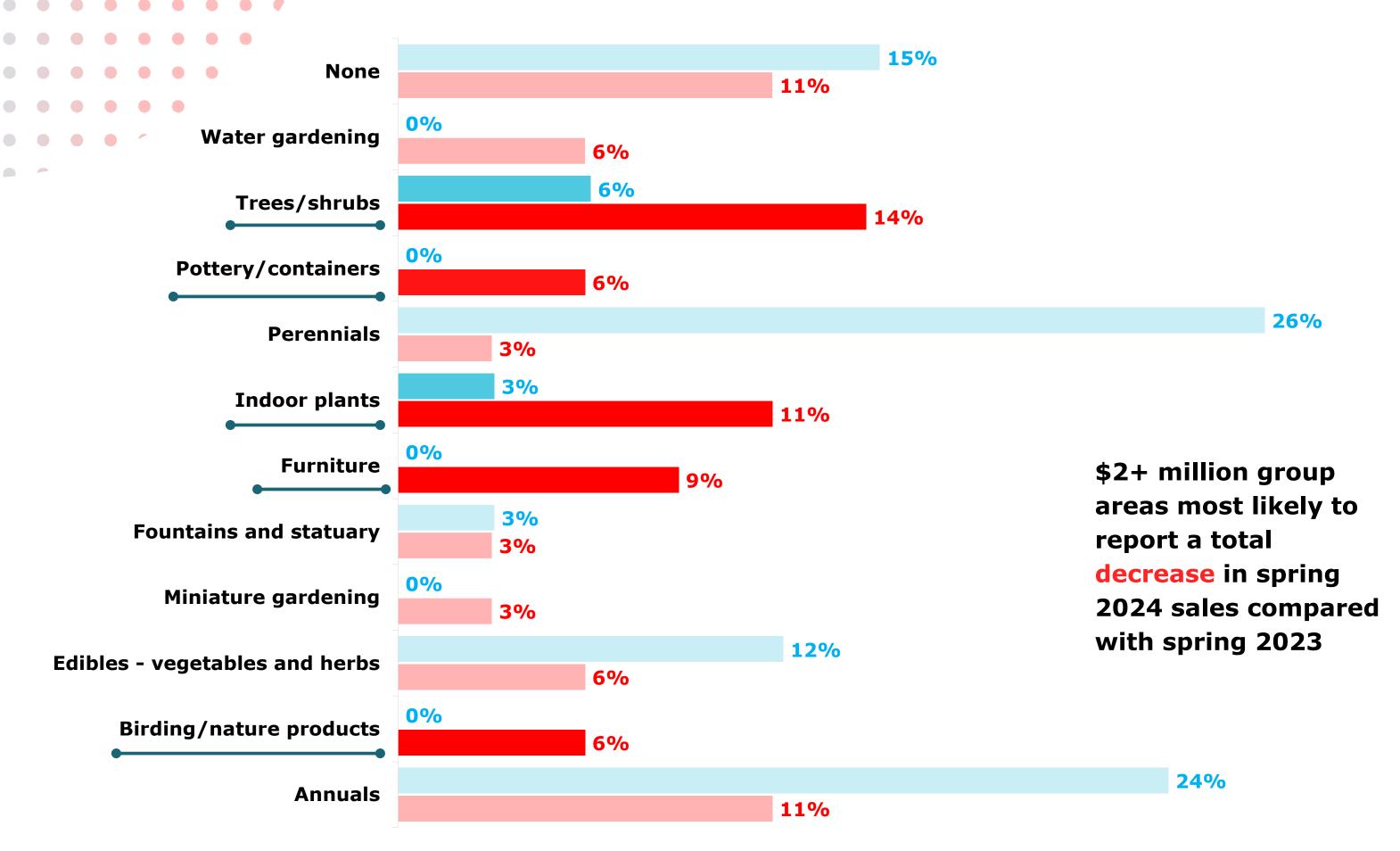






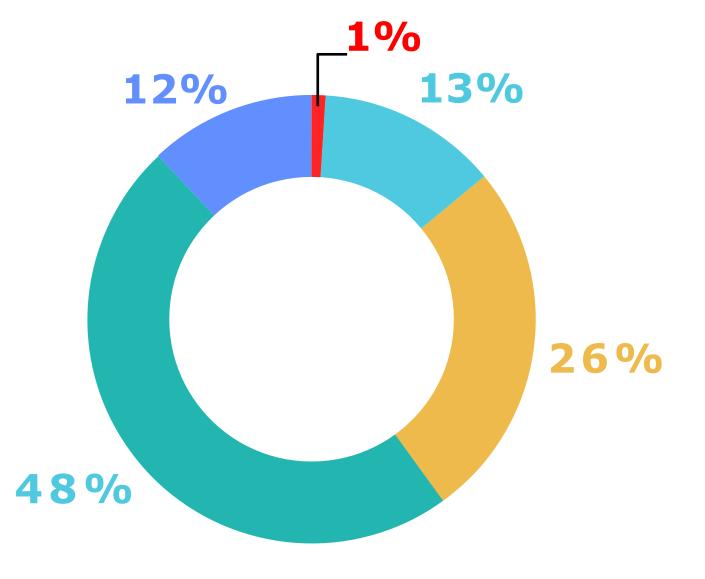




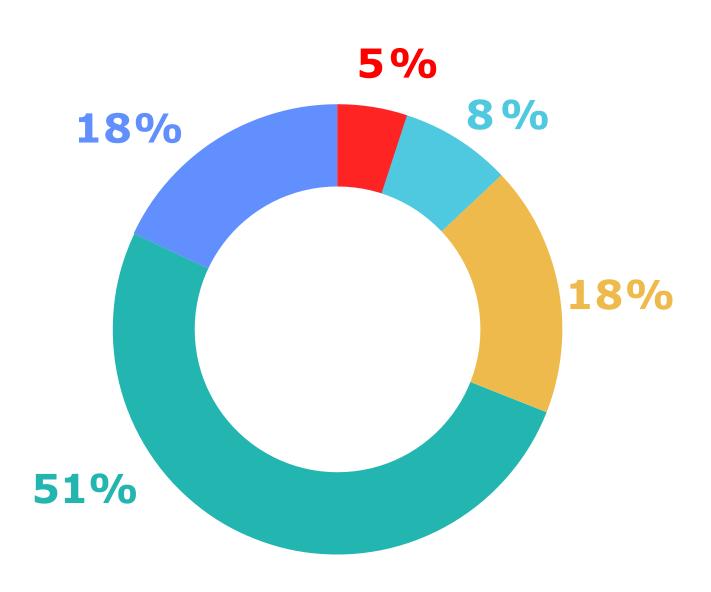


How much did your garden center raise its plant prices in 2024?

How much are you planning to raise plant prices in 2025?

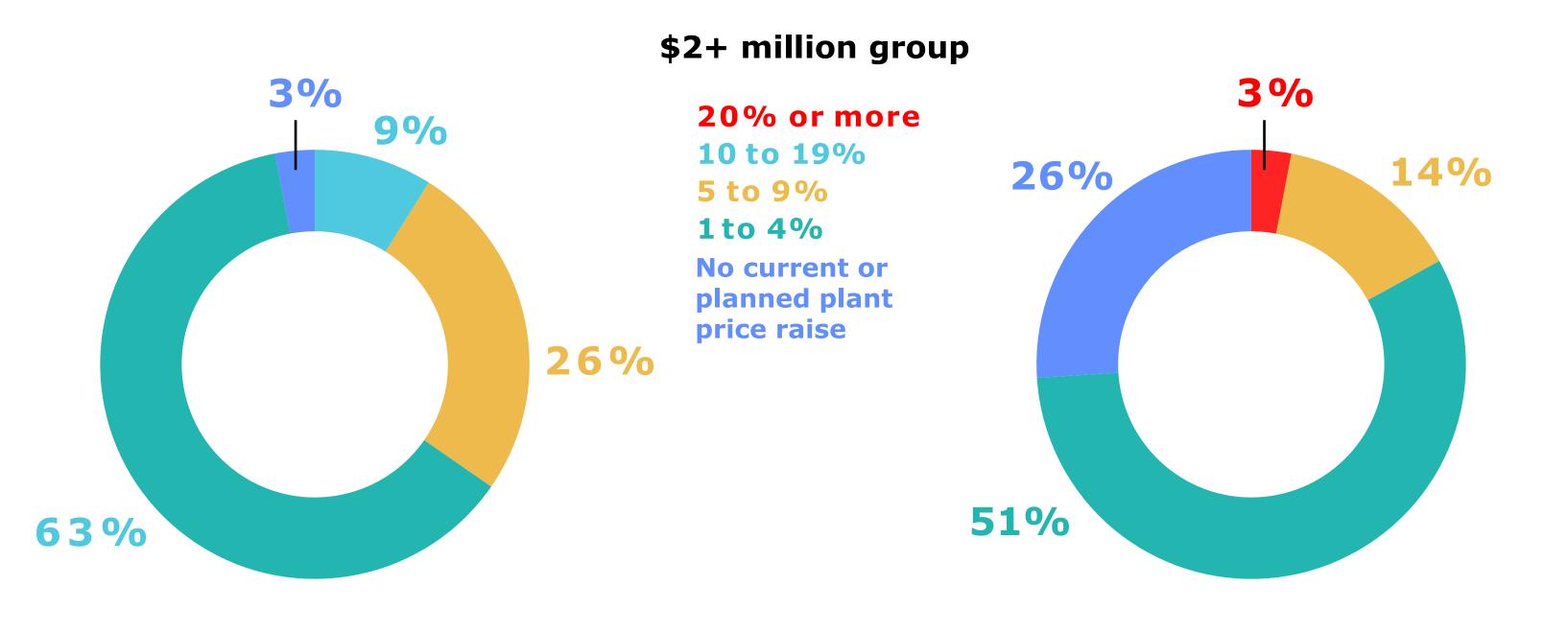






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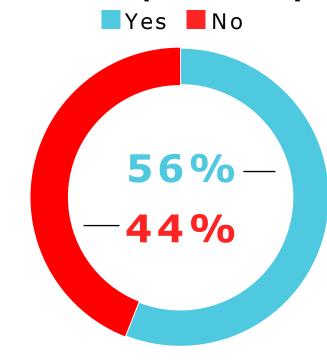
How much are you planning to raise plant prices in 2025?



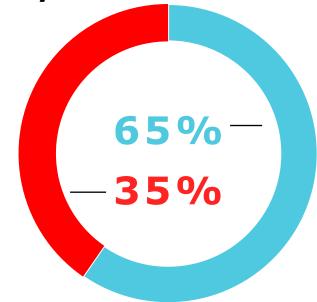
A look at working capital

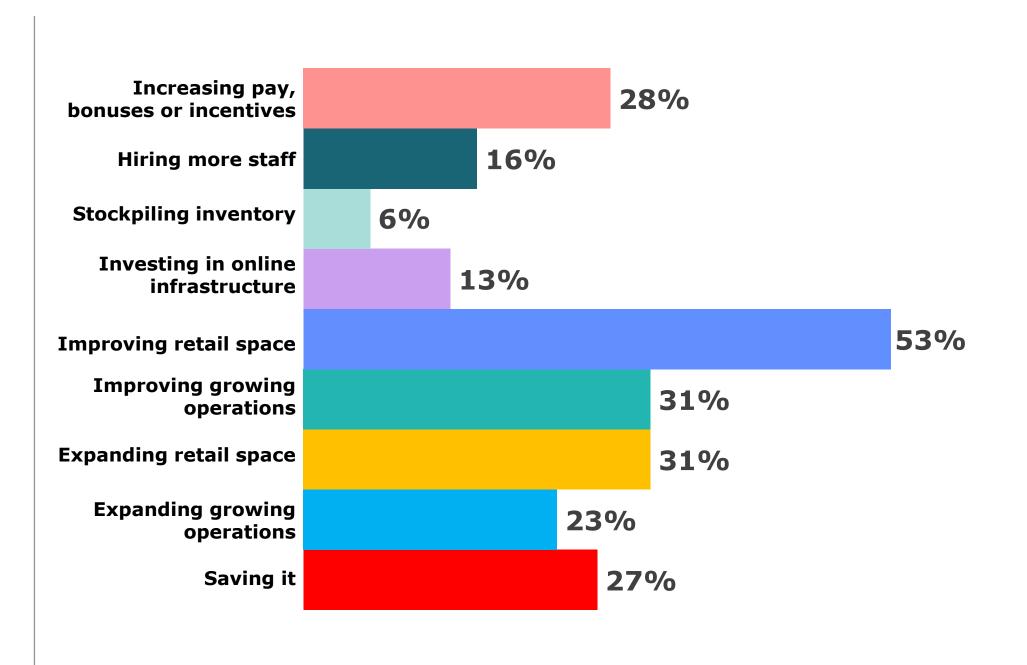
Have you seen an increase in working capital in the past two years?





Do you plan to make a capital investment in your IGC in the next year?



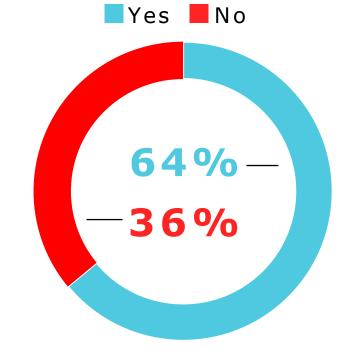


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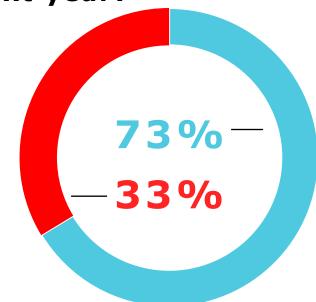
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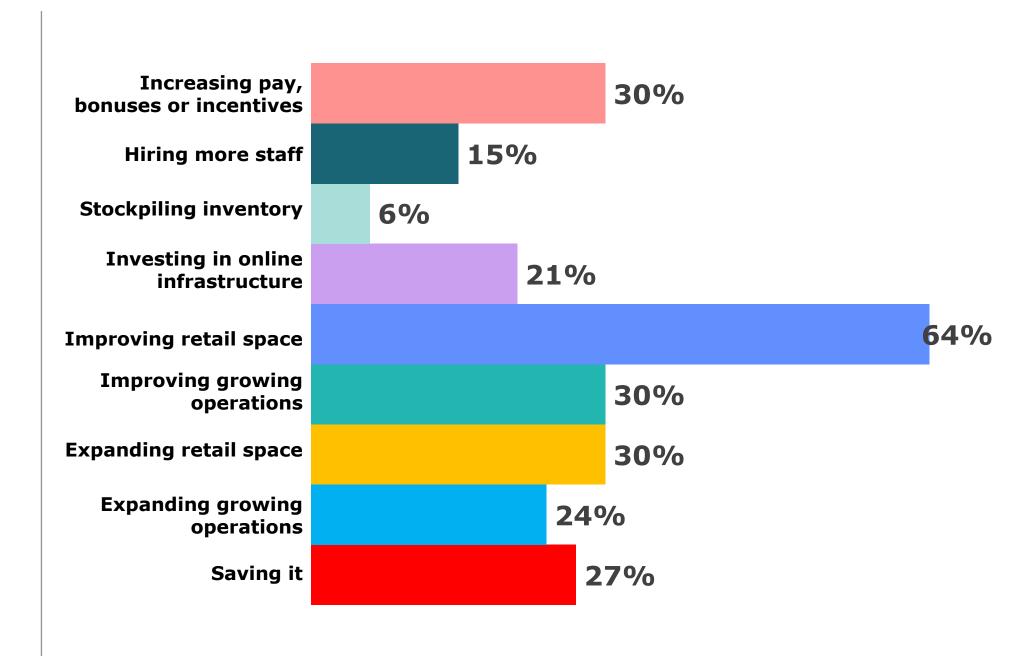
How are you managing your working capital?





Do you plan to make a capital investment in your IGC in the next year?





Which factors are positively impacting your garden center's 2024 sales?

Quality of plant product	58%
Advertising/marketing	52%
Increasing customer base	48%
Staffing	43%
Weather	34%

What are your garden center's greatest challenges?

High labor costs	53 %
Economy	45%
Inflation	40%
Staffing	36%
High operation cos	ts 34%

Which factors are positively impacting your garden center's 2024 sales?

Quality of plant product
Advertising/marketing
52%
Increasing customer base
Staffing
Weather
34%

What are your garden center's greatest challenges?

High labor costs 53%
Economy 45%
Inflation 40%
Staffing 36%
High operation costs 34%

\$2+ million group

Staffing	54%
Advertising/marketing	54%
Quality of plant product	49%
Weather	37%
Increasing customer base	34%

High labor costs	63%
High operation costs	49%
Inflation	43%
Economy	40%
Staffing	31%

Which factors are positively impacting your garden center's 2024 sales?

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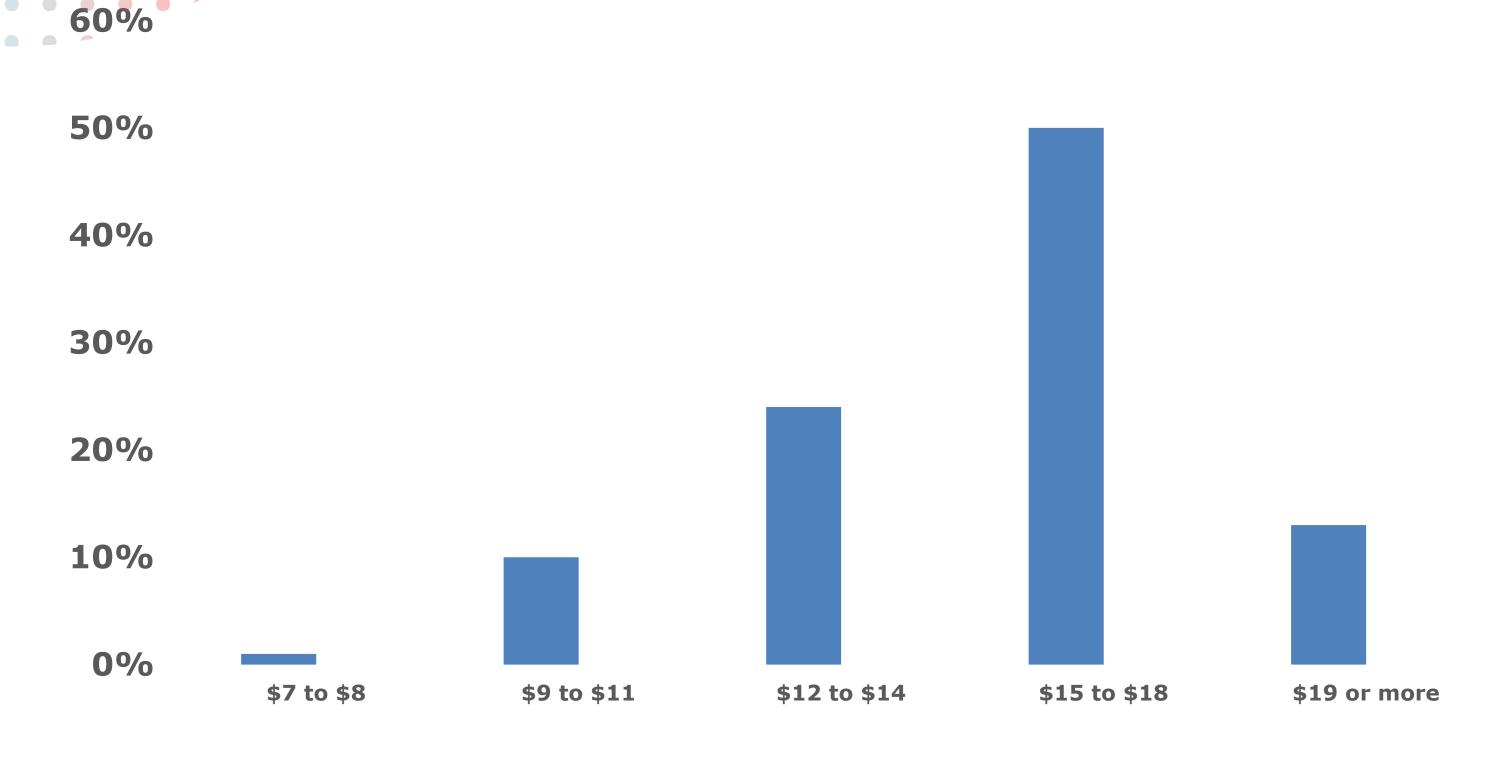
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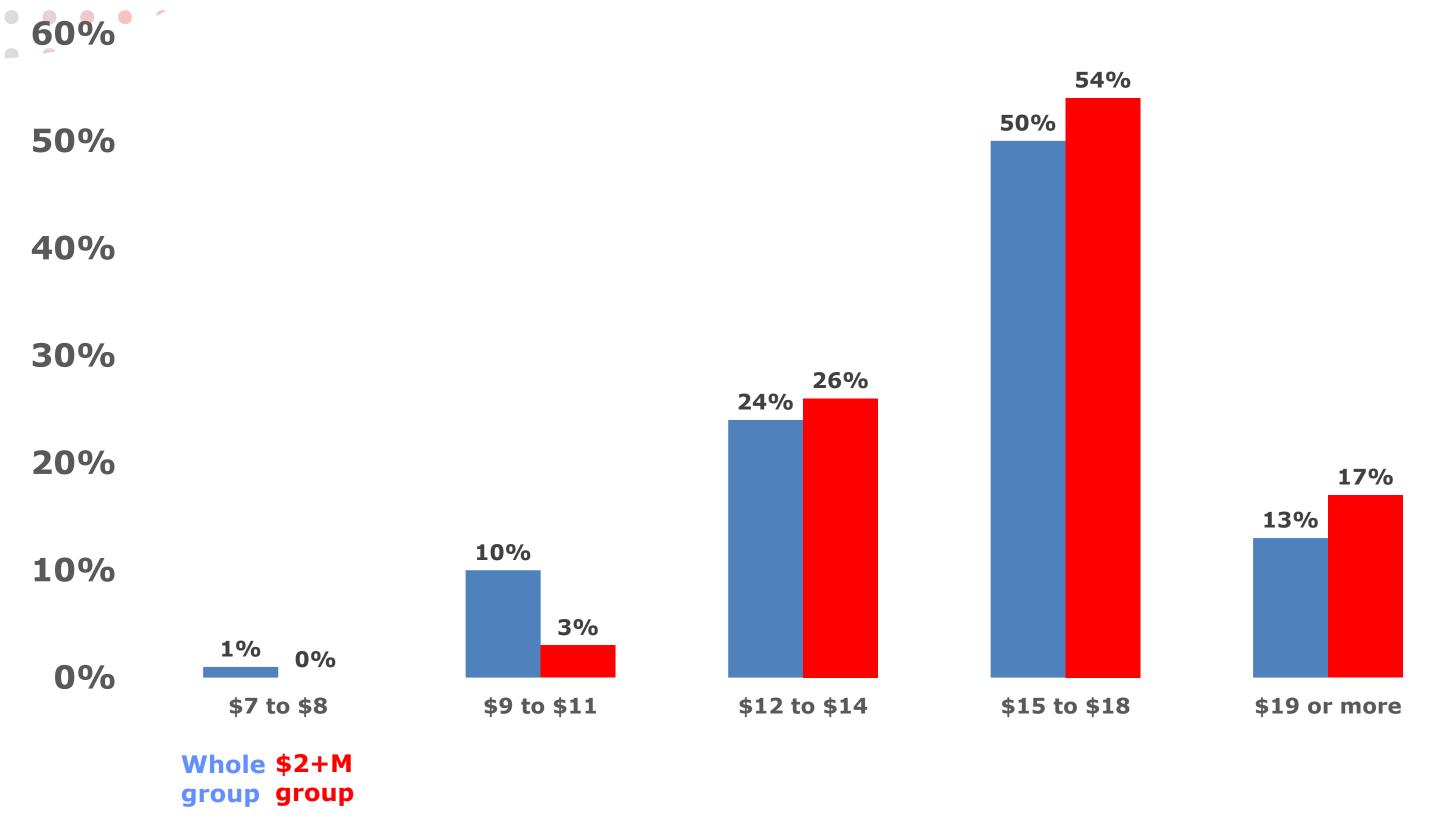
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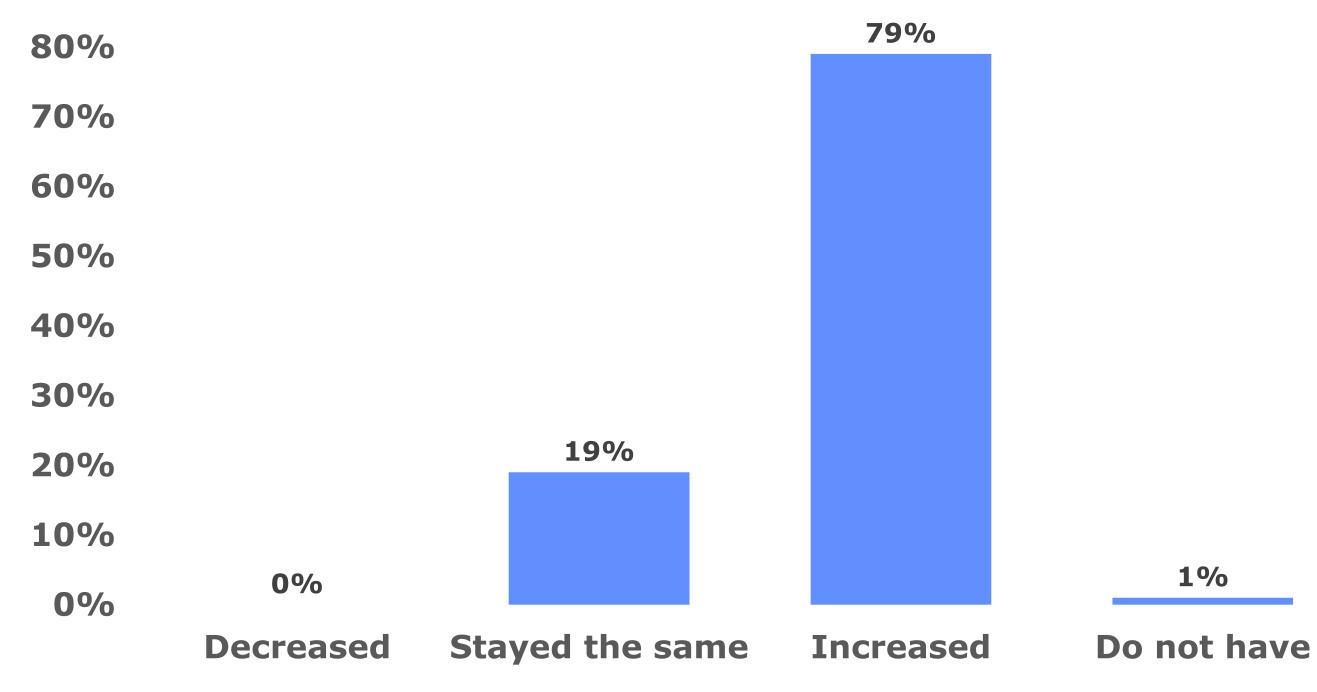
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What is your minimum/starting wage for hourly employees?

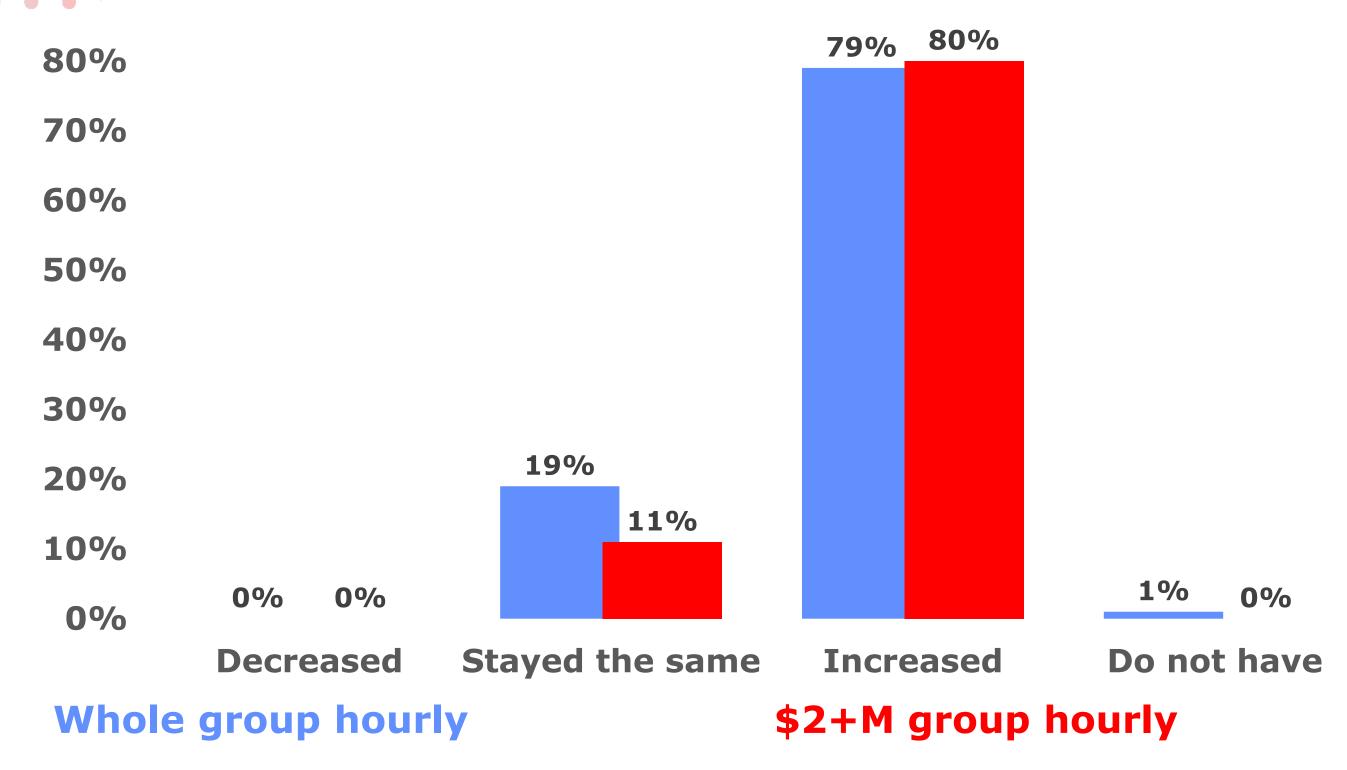


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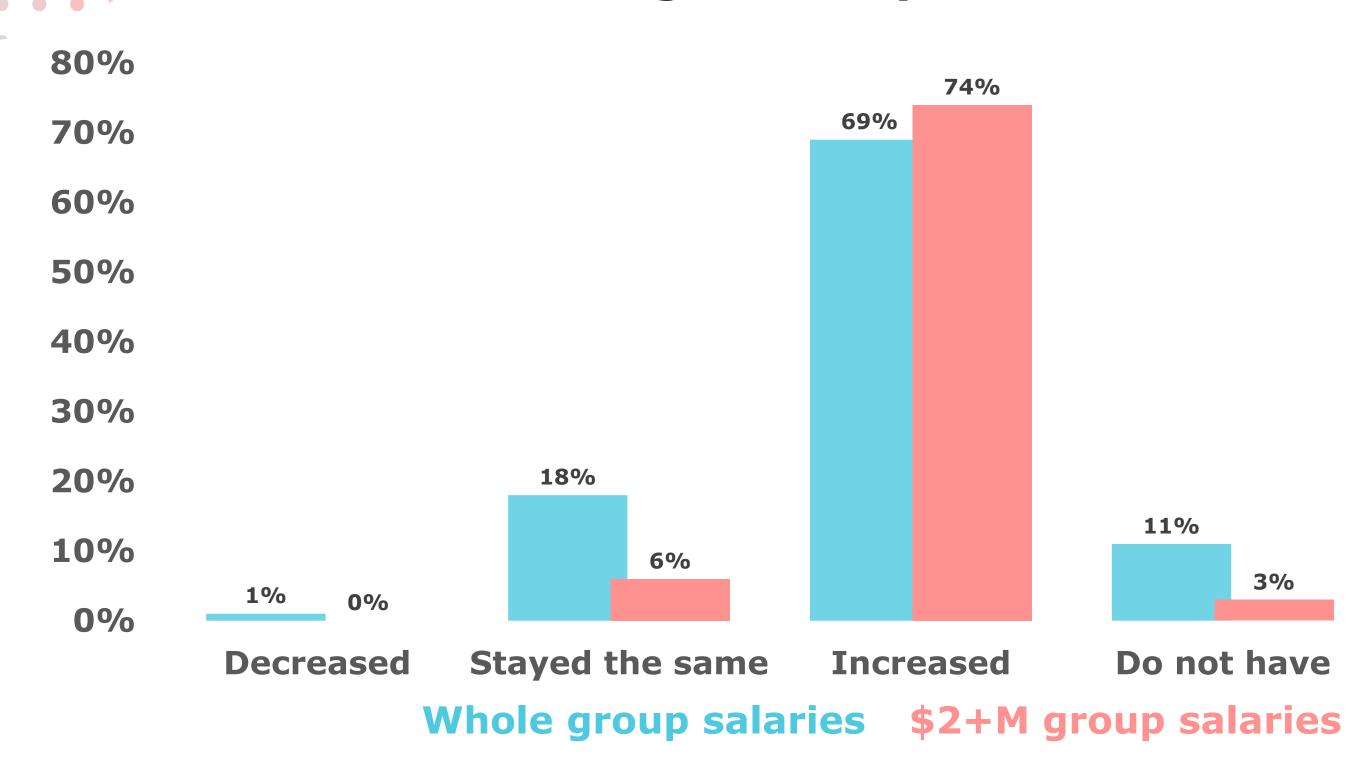


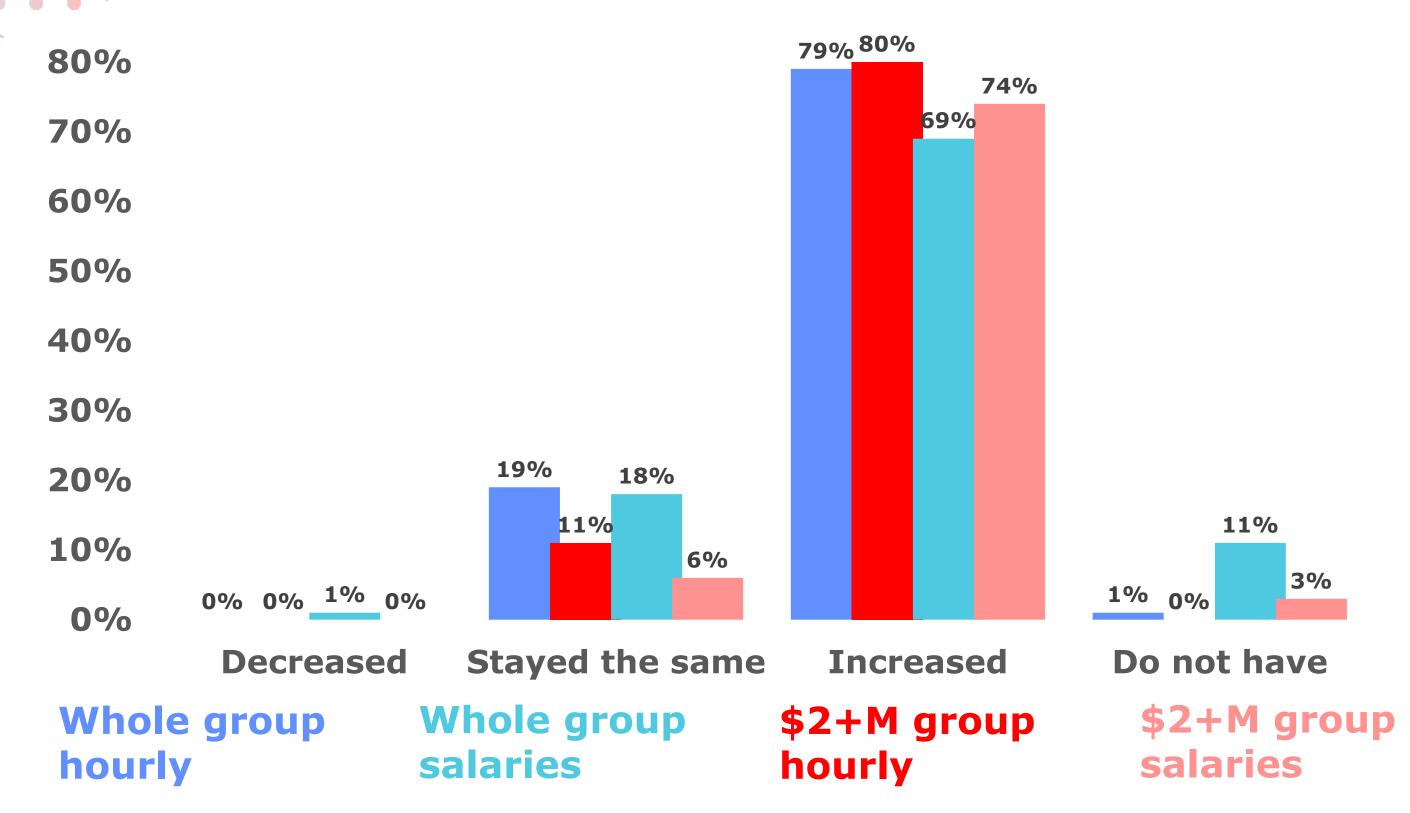


Whole group hourly



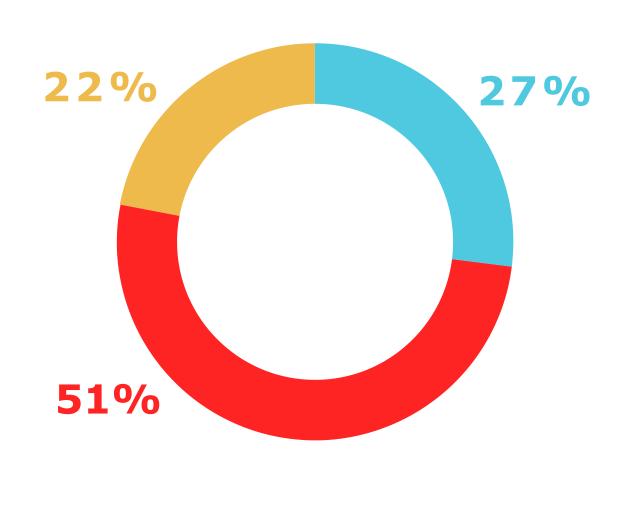






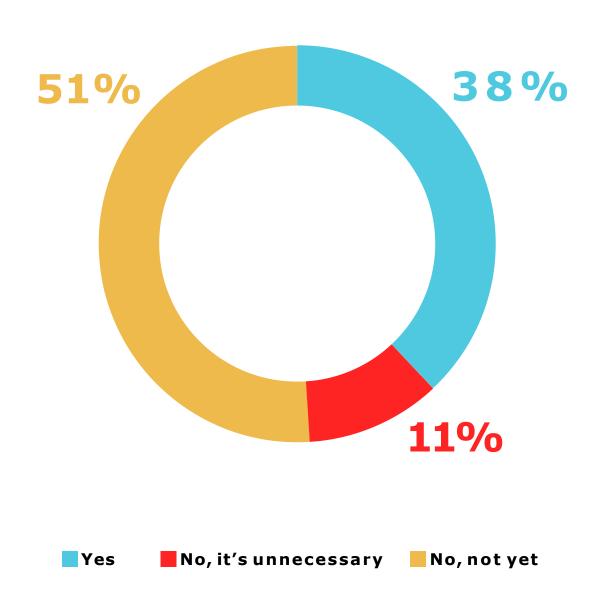
FOCUS ON THE FUTURE

If you own your garden center business, do you plan to retire and/or sell it in the next five years?



Do not own a garden center business





Yes

Help us help the industry!

Our 2025 State of the Industry survey only takes 10 minutes, and your anonymized insights will be included in our 2025 State of the Industry Report, publishing this October at gardencentermag.com.



Plus, by taking the survey, you can enter for a chance to win a free registration to the 2026 Garden Center Conference & Expo (worth \$389)!