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Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

### **Proven Winners® 2025 Perennial Survey Shows Strong Demand**

Repeat purchases, robust spending and a preference for purple top this year's findings.

[Zeeland, MI] – [March 19, 2025] – Spending on perennial plants is looking robust for 2025, with color and quality topping the list of considerations, according to a recent survey by Proven Winners®. The comprehensive 2025 Perennial Survey, which gathered responses from more than 14,000 gardeners across the United States and Canada, provides valuable insights into the purchasing behaviors, preferences and trends in the perennial plant market.

Key findings include:

#### **1. Repeat Purchases and Robust Spending**

- A significant 64% of respondents reported purchasing perennials multiple times per year, indicating a strong trend of repeat visits to garden retailers.
- Spending on perennials remains robust, with 73% of respondents stating they spent more or the same amount in 2024 compared to previous years.

#### **2. Quality and Color Drive Decision Making**

- Quality is paramount for gardeners, with 43% of respondents citing quality as the most important factor in their purchasing decisions.
- Color plays a crucial role, with 86% of respondents considering flower or foliage color when selecting perennials. Purple emerged as the most popular color, with 42% of respondents expressing a preference for purple perennials.

#### **3. Strong Fall Sales**

- While spring remains the peak season for perennial purchases, with 89% of respondents buying in April, May and June, fall is also significant. Nearly half of respondents reported purchasing perennials in September or October.

#### **4. Independent Garden Centers Lead the Market**

- Independent garden centers continue to dominate the market with 81% of respondents reporting they purchased perennials from an IGC in 2024. Additionally,



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73% of respondents rely on their local nursery or garden center for information on new perennials.

#### 5. Social Media's Influence On Younger Gardeners

- Social media is a vital source of information for younger gardeners, with 61% of respondents aged 18-30 and 64% of respondents ages 31-45 using social media to discover new perennials, compared with a rate of 32% with respondents 66+. This highlights the importance of a strong online presence for engaging the next generations of gardeners.

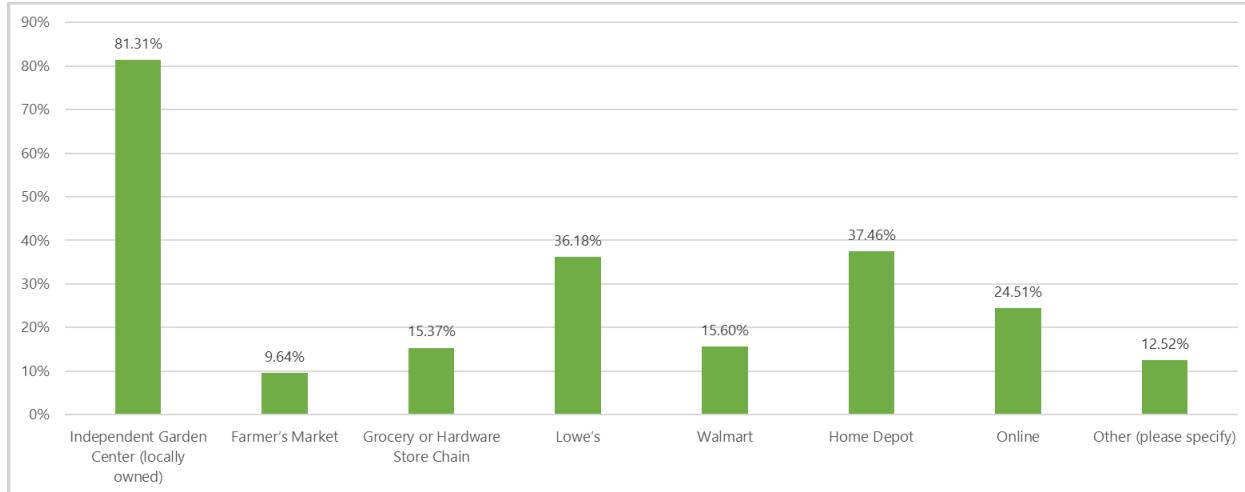
#### 6. Top Perennial Preferences

- Echinacea, Salvia and Hosta are the top three favorite perennials among respondents.

The 2025 Proven Winners Perennial Survey underscores the importance of quality, color and local garden centers in the perennial plant market. A growing emphasis on social media among younger gardeners and a notable bump towards fall planting are trends to watch. With strong partnerships and a diverse perennial plant portfolio, Proven Winners is well-positioned to meet the evolving needs of gardeners across North America.

#### Visuals:

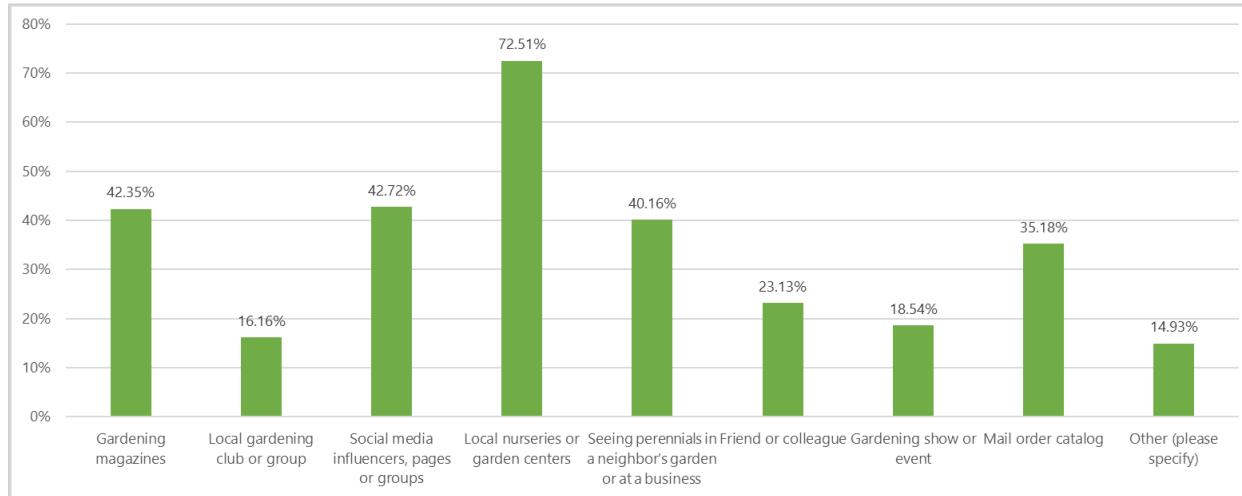
##### 1. Where in 2024 did you purchase new perennials?



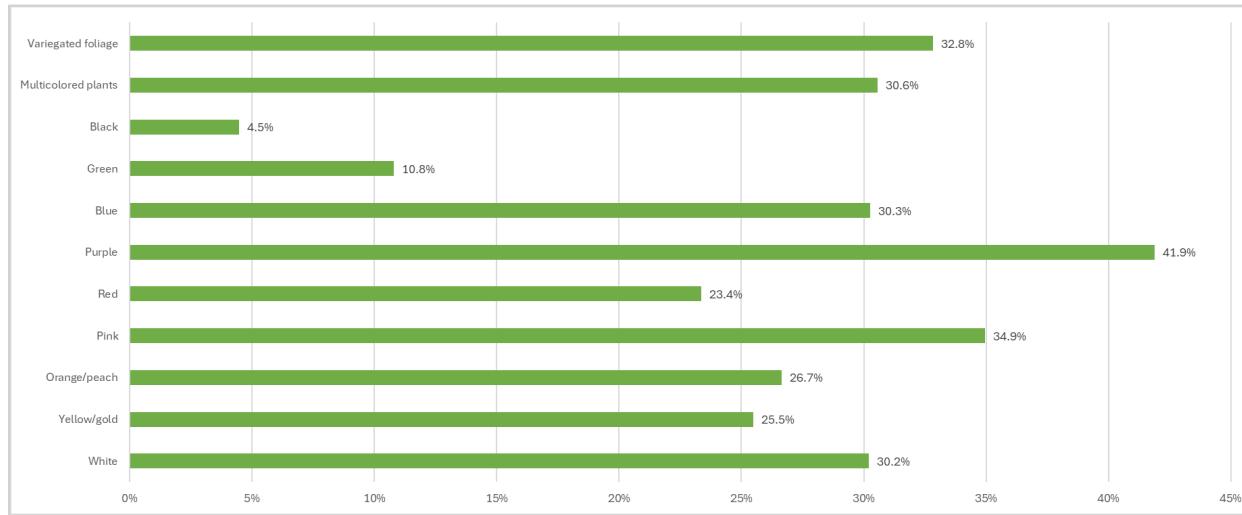
##### 2. What sources do you typically use for information and inspiration on new perennials?



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### 3. Which perennial flower or foliage colors are you hoping to add to your garden in 2025?



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*Walters Gardens is the perennial licensee for Proven Winners and has been identifying and supplying exclusive perennial genetics to the brand for over a decade. More information about Walters Gardens is available at [waltersgardens.com](http://waltersgardens.com).*

*Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for*



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*ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at [provenwinners.com](http://provenwinners.com).*