



## Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

### **Proven Winners® Retail Survey Names Plant Quality & Selection Top Shopping Considerations**

A recent consumer poll indicates high demand for branded plants, low-maintenance options, container gardens and new and unique varieties, among other findings.

[DeKalb, IL] – [Jan. 5, 2026] – When deciding where to shop for plants, gardeners are looking for quality and selection above all else, according to new consumer data from Proven Winners®. Not only are shoppers willing to pay more for varieties and brands they recognize, they're searching for plants to fill specific needs such as low-maintenance varieties, eco-friendly options and container components.

Proven Winners' fall survey of more than 7,500 consumers who purchased plants within the past two years delved into what gardeners want when they shop, how they make purchasing decisions, why they choose independent retailers and more. Key findings include:

#### **1. Plant quality and selection are top of mind.**

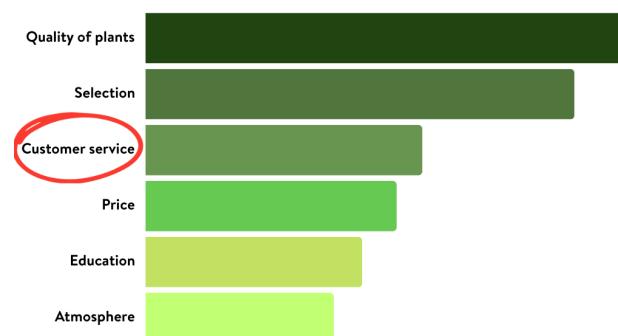
Consumers who shop at big-box stores, independent garden centers and other outlets all value plant quality and selection the most. But those who shop mainly at independent garden centers value customer service above price, while big-box shoppers consider price more important.

#### ***What is most important in your shopping experience?***

##### **Big-box and Other Shoppers**



##### **IGC Shoppers**



## 2. IGC shoppers value sales and discounts less than those who shop elsewhere.

Consumers who shop outside of independent garden centers are much more influenced by sales and discounts, with the majority rating it 'slightly important.' On the other hand, those who do not shop at IGCs rate sales and discounts as either 'very important' or 'somewhat important.'

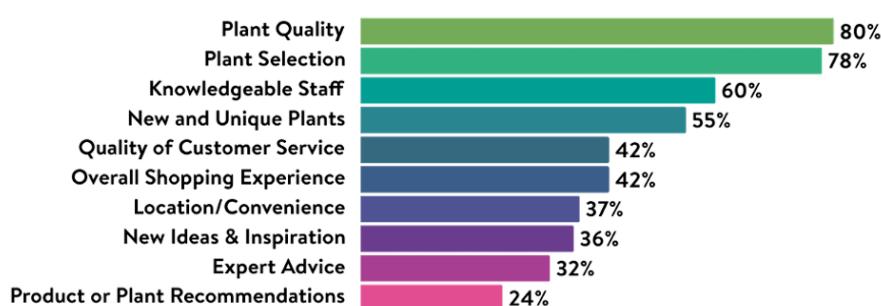
### *How important are sales or discounts?*



## 3. IGC shoppers value knowledgeable staff and new introductions.

While all consumers rank plant quality and selection as most important no matter where they shop, those who patronize independent garden centers choose IGCs for their knowledgeable staff and new and unique plants, along with other factors like overall experience.

### *Why do you shop at independent garden centers?*

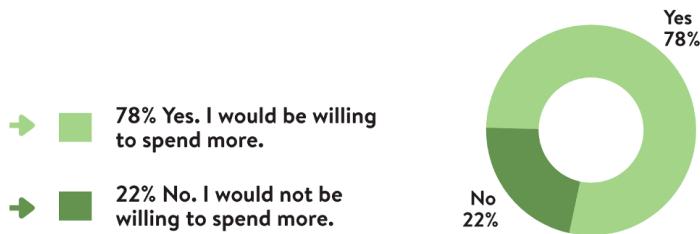


## 4. Consumers will spend more on plants or brands they know.

The vast majority of consumers are willing to spend more on a variety or brand that they recognize, no matter if shopping at big-box stores, IGCs, hardware stores or elsewhere.



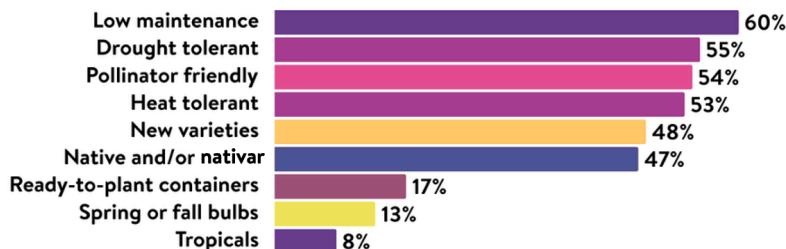
## *Would you be willing to spend more on a plant or brand you recognize?*



## **5. Consumers want easy-care plants that stand up to the elements, varieties that support their local ecosystems and new options for the garden.**

More than half of consumers say they're looking for more low-maintenance and drought- and heat-tolerant plants, as well as eco-friendly options like native/nativar plants and pollinator-friendly picks. Nearly half also said they're looking for more new varieties at retail.

## *What type of plants would you like to see more of in your area?*



## **6. Containers are gaining popularity.**

Nearly as many consumers planted in containers as they did in the ground this past year, with those planting in containers increasing about 10 percentage points over last year's survey.

## *Where did you grow plants this year?*

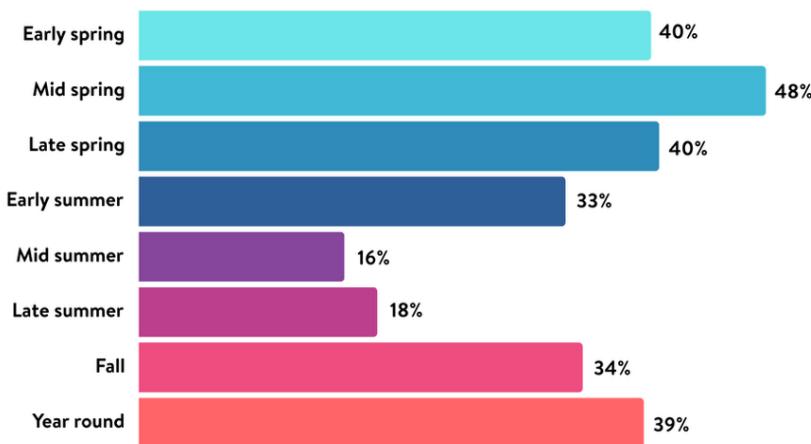




## 7. Fall is for planting.

With 34% of consumers saying they shop for plants in the fall and 39% saying they shop year-round, there are ample opportunities for sales outside of the big spring rush.

### *What time of year do you typically shop for plants?*



To see more results and download the full report, please visit [provenwinners.com/2025\\_retail\\_survey](https://provenwinners.com/2025_retail_survey).

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*Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, houseplants and bulbs 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 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](https://provenwinners.com).*