



# *How Consumers Shop*

**Retail Insights and Data from 2025**

[provenwinners.com](https://provenwinners.com)





# Survey Method

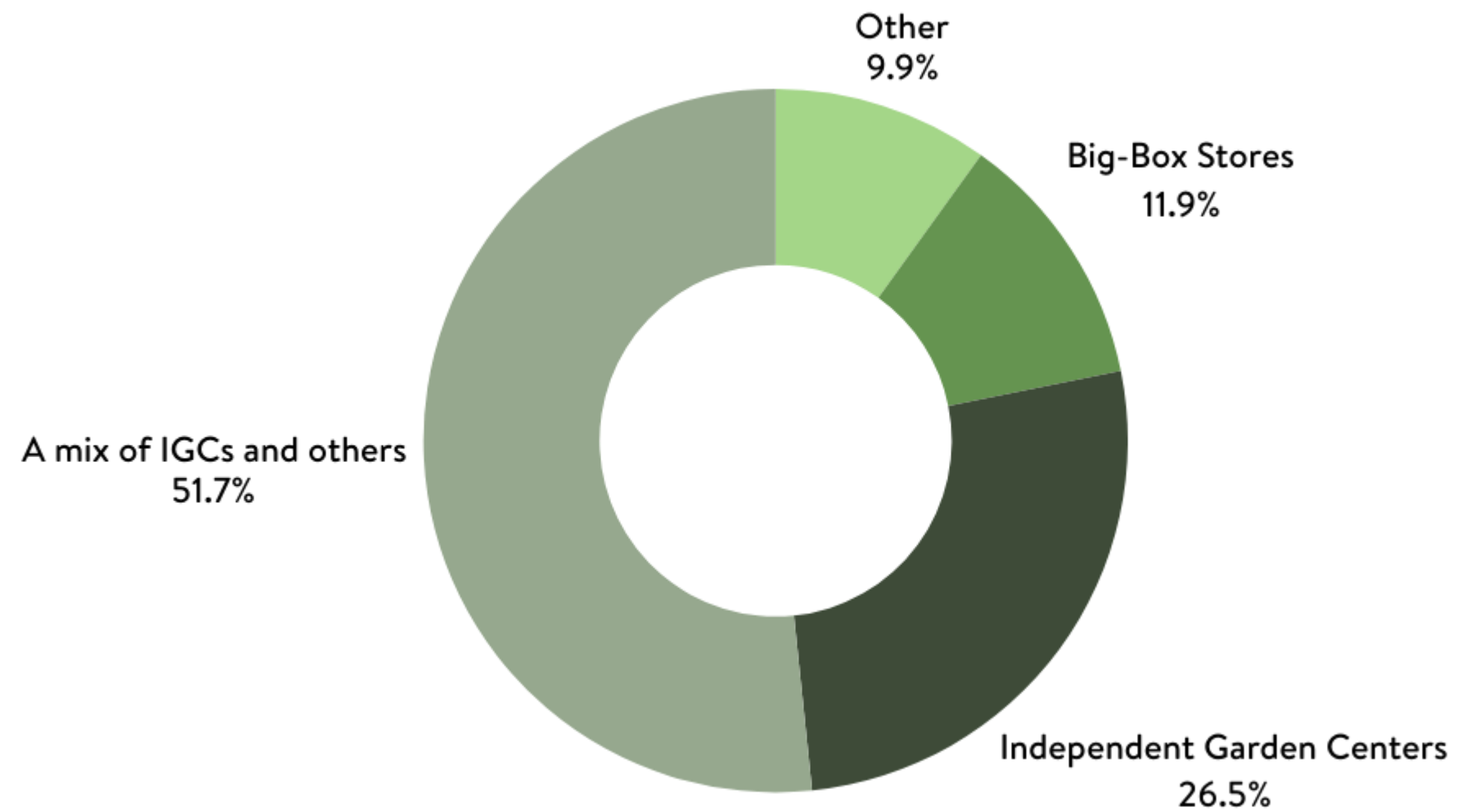
- 7,500+ consumers who receive Proven Winners' monthly newsletter
- All purchased plants within the last 2 years
- Survey ran late October to early November





# Where do you shop for garden items?

- 51.7% A mix of IGCs and others
- 26.5% Independent Garden Centers
- 11.9% Big-Box Stores
- 9.9% Other





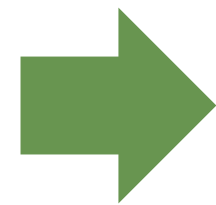
# *What is most important in your shopping experience?*

- 1 Quality of Plants & Products
- 2 Selection
- 3 Price
- 4 Customer Service
- 5 Education
- 6 Atmosphere





# *Key Takeaway*

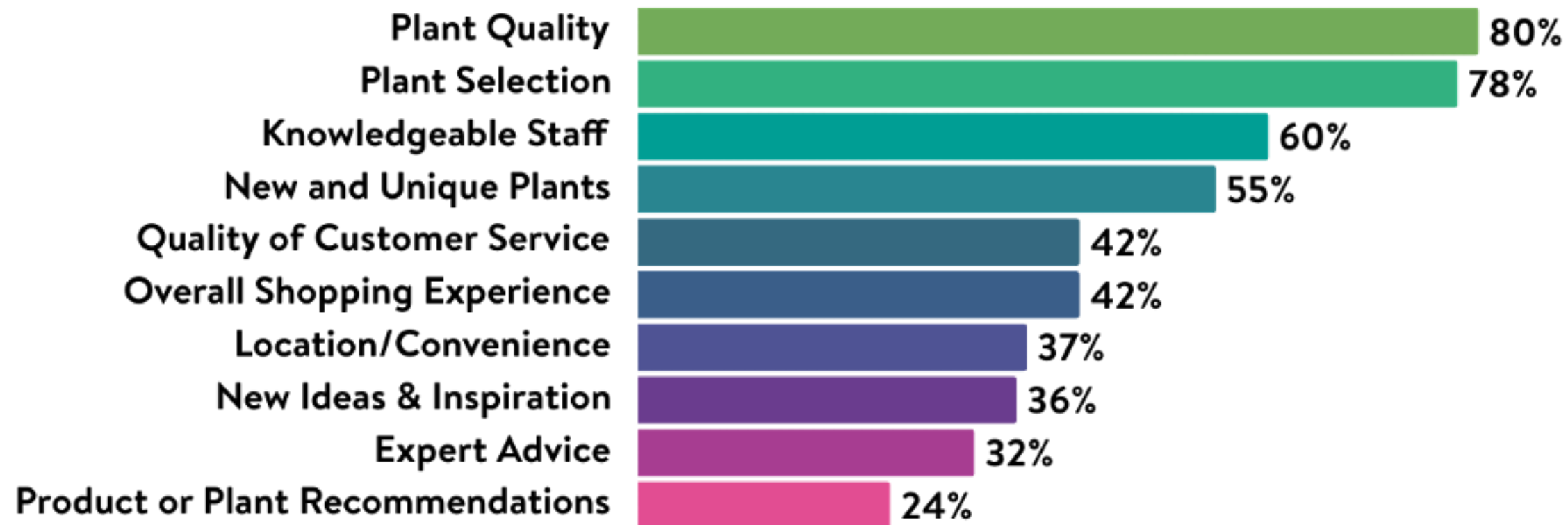


**Plant quality and selection are the two most important factors for consumers who shop at both big-box stores and at IGCs.**



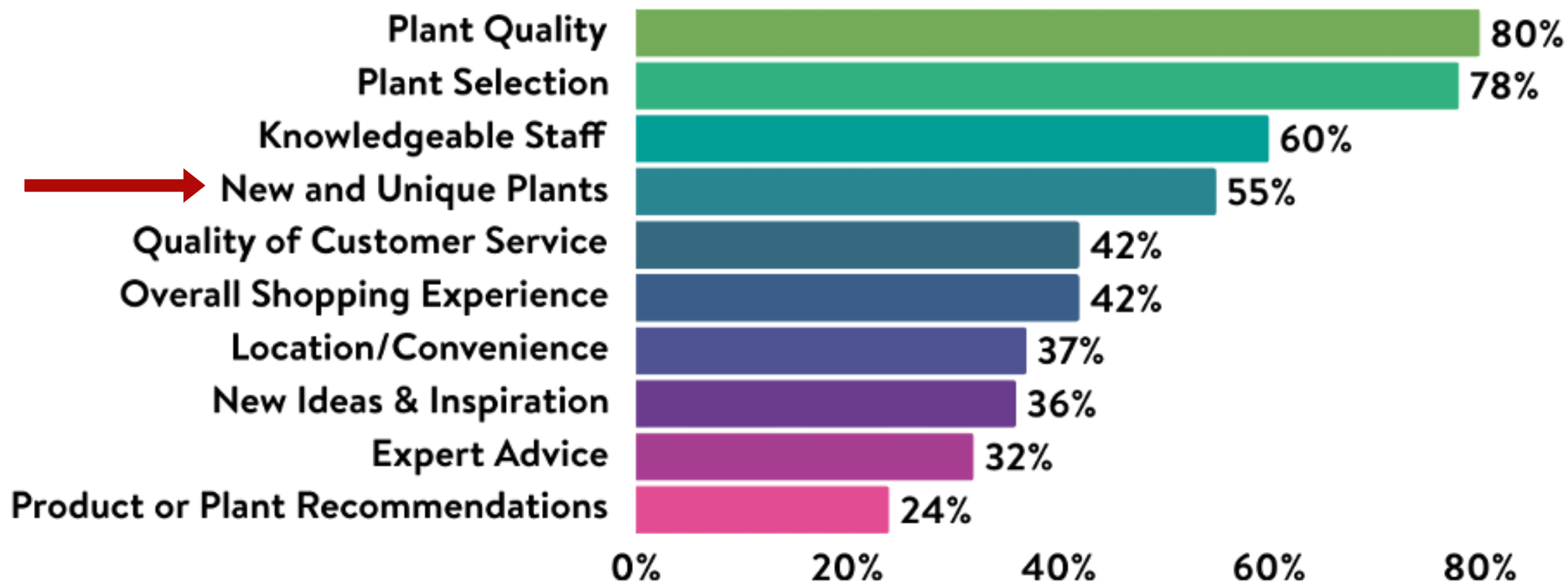


# *Why do you shop at independent garden centers?*





# Why do you shop at independent garden centers?

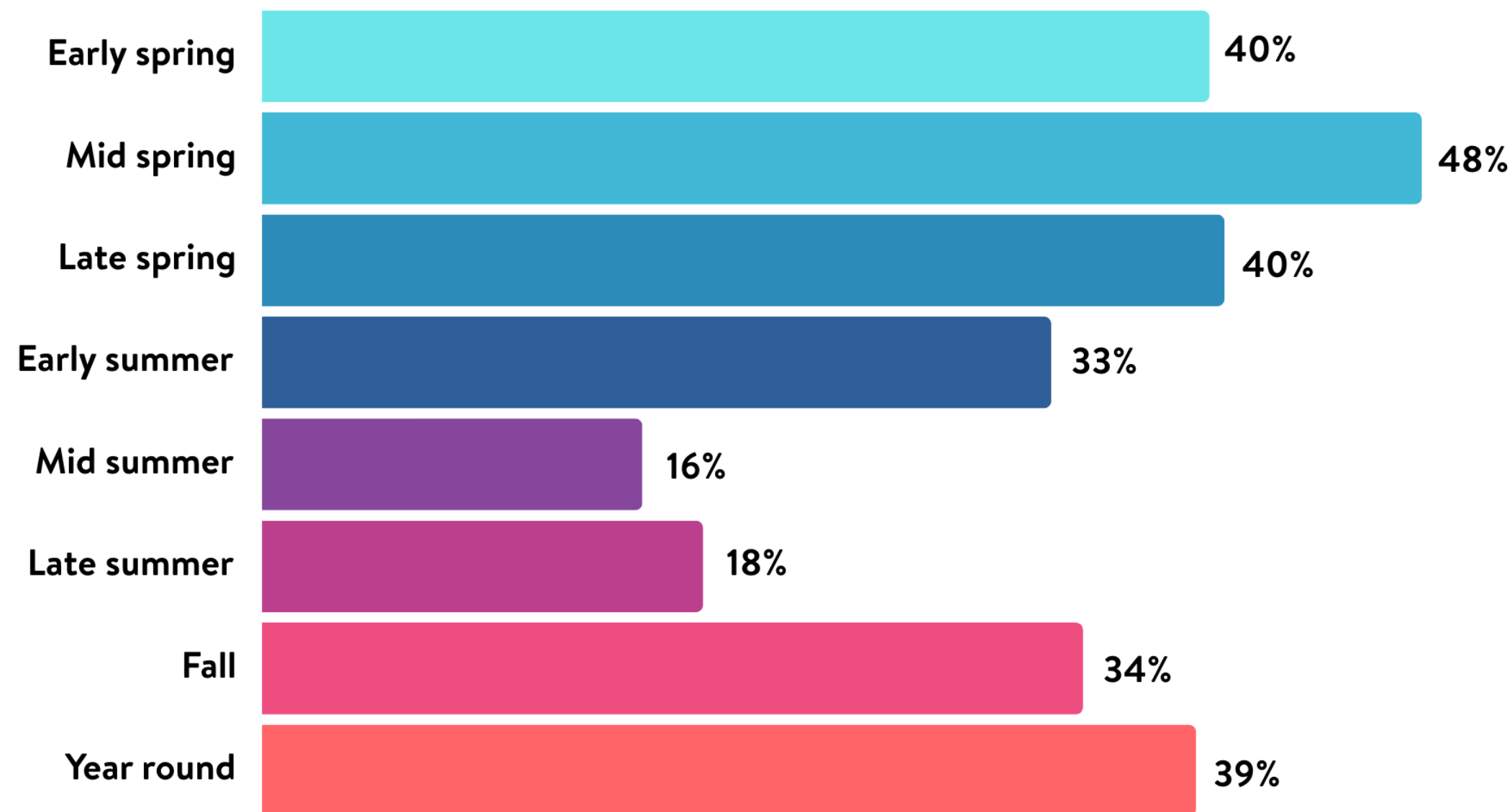


55%

of consumers are looking for new and unique plants

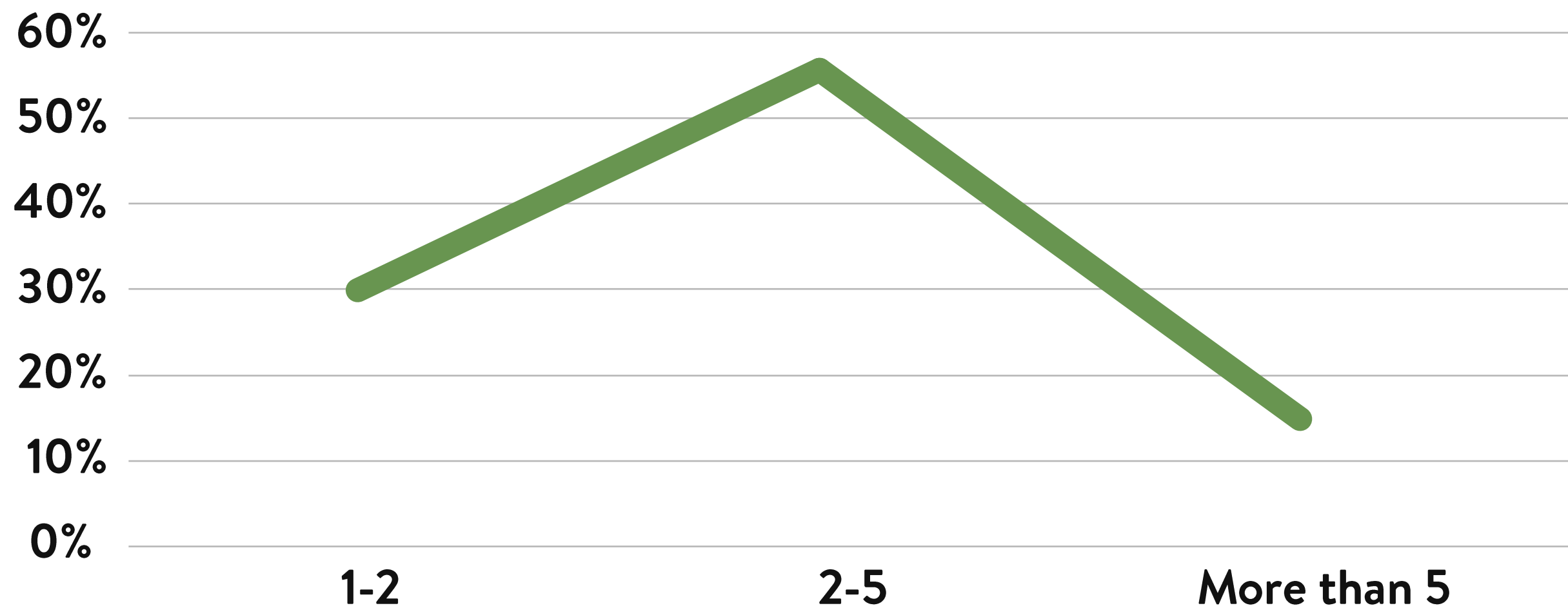


# *What time of year do you typically shop for plants?*





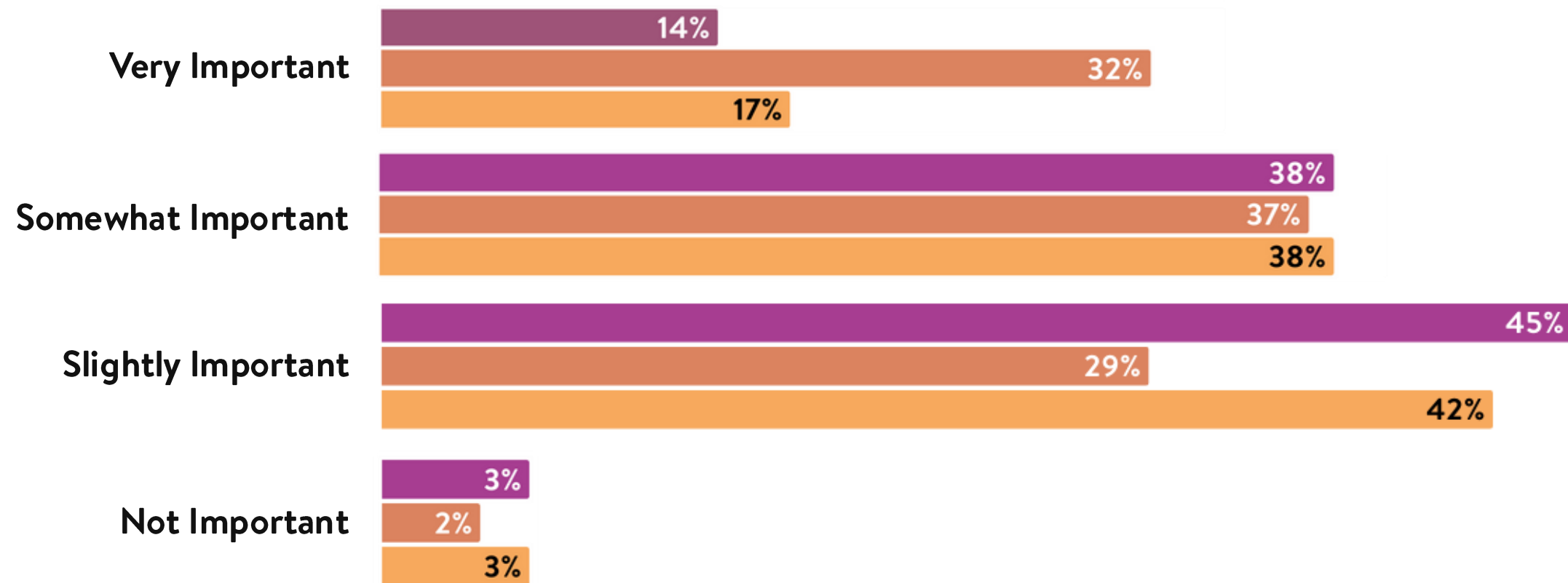
# *How many garden centers do you typically visit?*





# How important are sales or discounts?

● IGC Shoppers      ● Non-IGC Shoppers      ● All Shoppers





# Key Takeaway

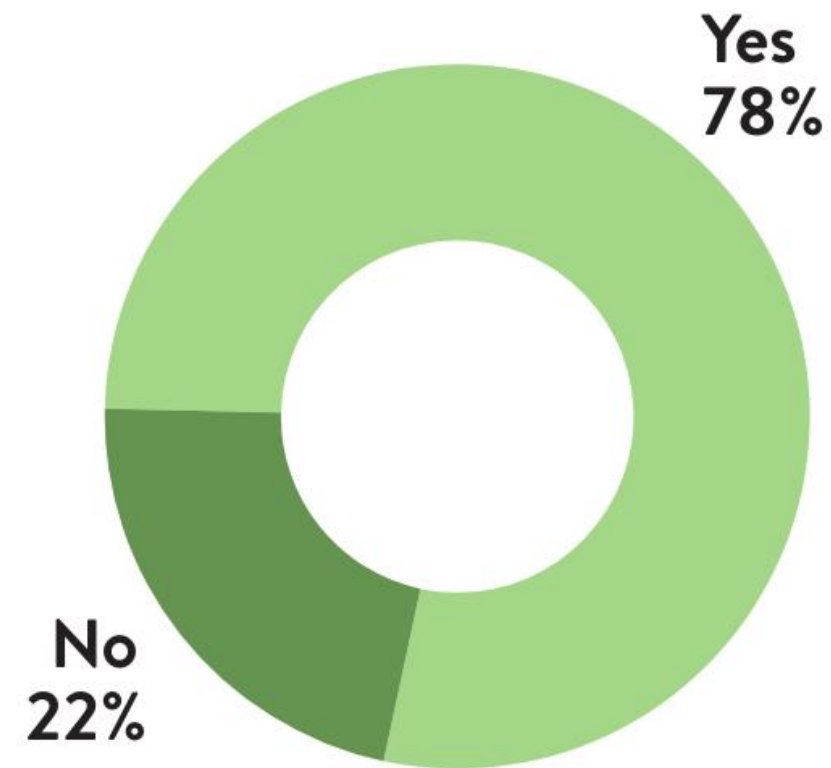


Consumers who shop outside of independent garden centers are more influenced by sales and discounts.





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

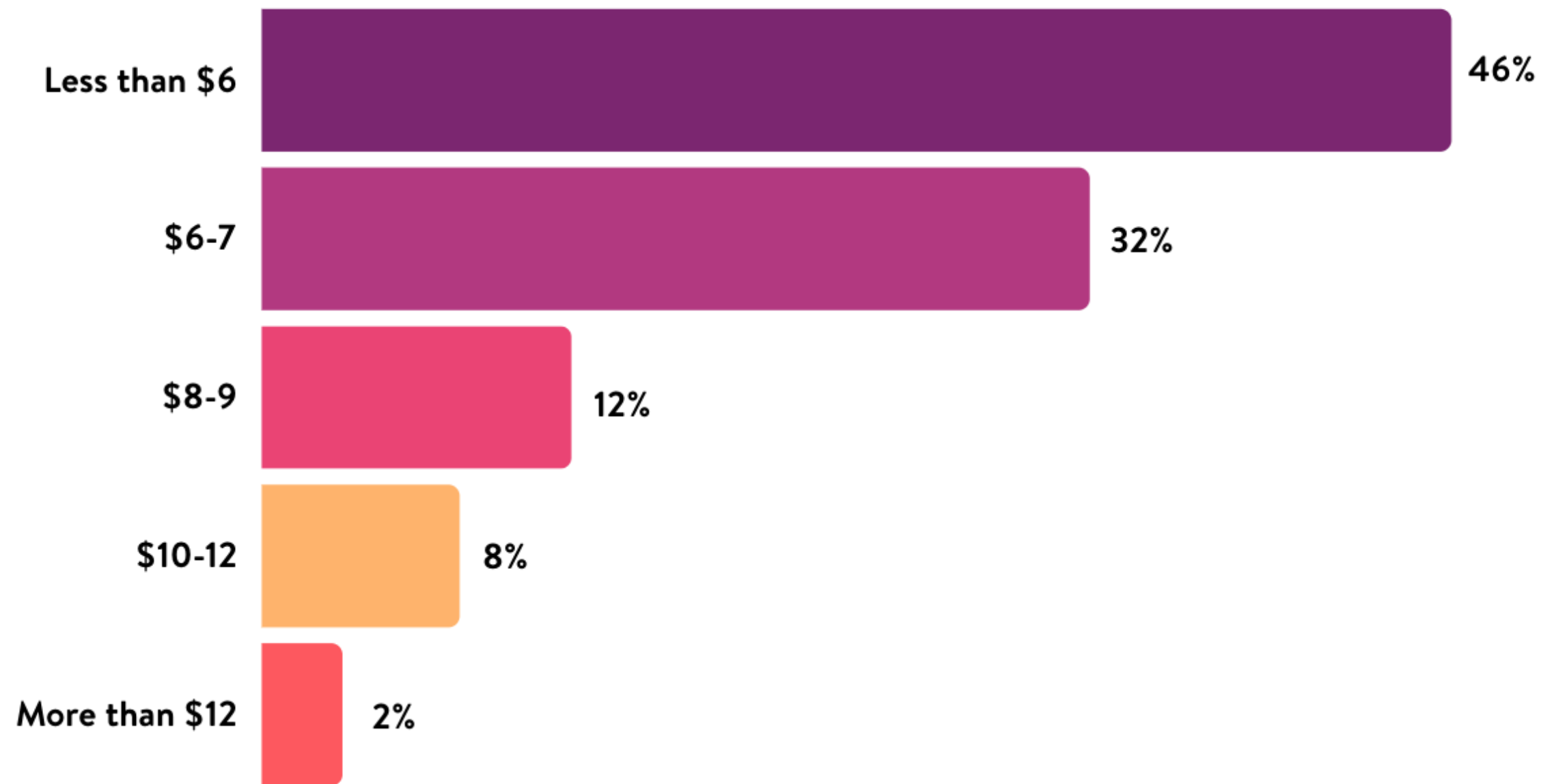


- 78% Yes. I would be willing to spend more.
- 22% No. I would not be willing to spend more.



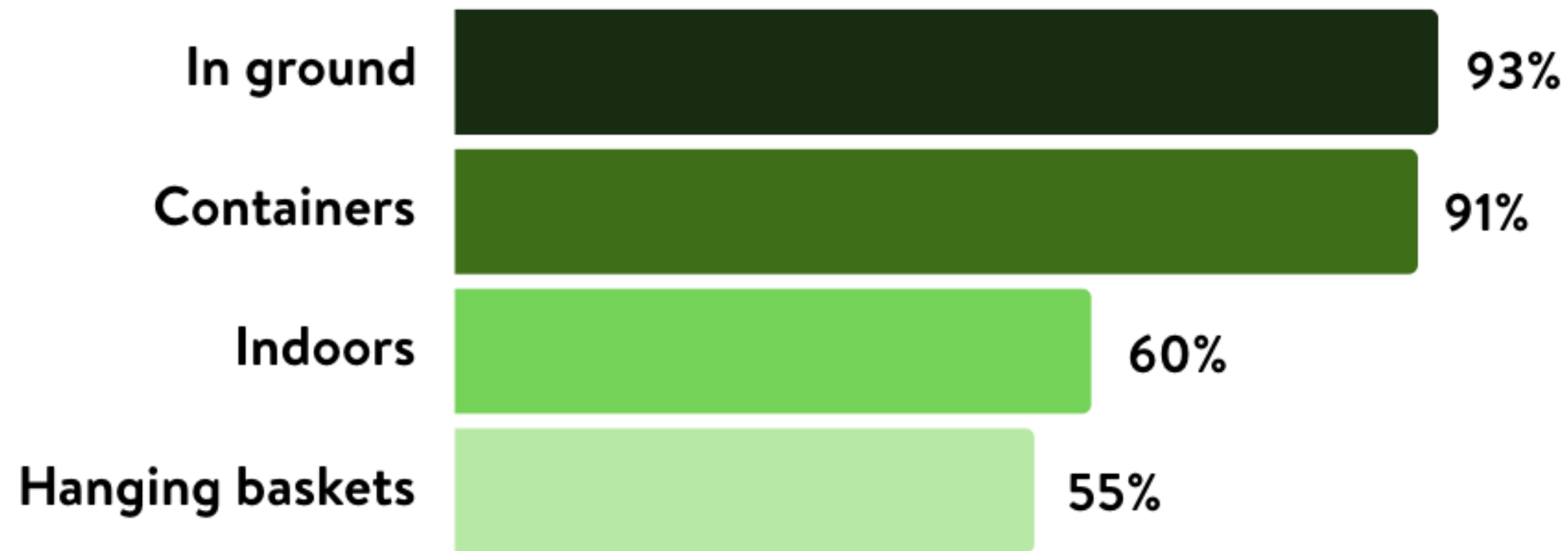


# *How much are you willing to spend on the right 4-inch annual?*



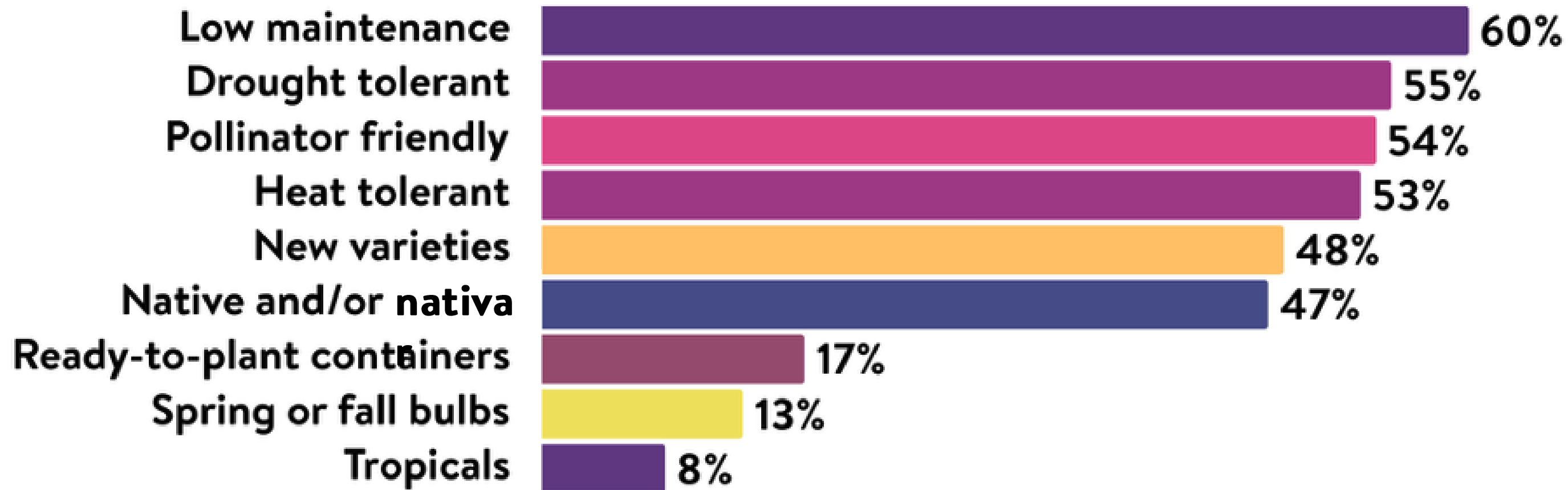


# *Where did you grow plants this year?*





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





# *What is your favorite color of flower to grow?*

