



Garden Trends





Dear valued customer,

Over the past 20 years in the industry, we have observed changing consumer behaviours and evolving garden trends. Some have been shaped by global events, sustainability initiatives and advances in horticulture, while others have been influenced by design, lifestyle and popular culture.

While trends are often seen as short-lived, we believe the themes featured in this report represent lasting shifts in the way people design, plant and experience their outdoor spaces. They reflect a growing desire for gardens that are not only beautiful, but purposeful, resilient and beneficial to both people and the environment.

This trend forecast highlights five key themes currently shaping demand across the gardening market: Minimalism, Wellness, Climate Conscious, Sow & Let Grow and Small Space, Big Impact. Each trend explores the colours, planting styles and product opportunities that resonate with today's consumers and offers inspiration for future ranges and merchandising.

We hope this guide provides valuable insight into emerging customer preferences and inspires new opportunities for your business. Whether you're planning next season's product offering or refreshing your displays, these trends are designed to help you stay ahead of changing consumer demand.

Thank you for your continued partnership.

The EconSeeds Team





MINIMALISM

Minimalism represents a return to simplicity, using graceful grasses, delicate blooms and restrained planting palettes to create a calm, timeless environment.



Verbena bonariensis



**Cosmos bipinnatus
Royal dwarf White**



**Ammi visnaga
Green Mist**



**Thymus serpyllum
Purple**



**Echinacea pallida
(Pale coneflower)**

FEATURES:

Grasses
Mass plantings of single varieties
Hanging plants
Brutalist architecture
Winding paths
Artistic bouquets with few flowers



Festuca cinerea



**Linum usitatissimum
blue**



**Mediterranean
Meadows**



**Carpet Pastel
Shades Mix**



**Ground-covering
Flowers Mix**



**Achillea millefolium
Summer Pastels**



WELLBEING

Today, living well means a holistic approach for both the body and mind. It's about creating gardens that nourish, restore and inspire.



Edible Flowers Mix



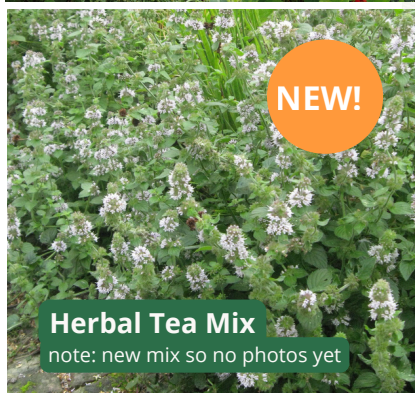
Matricaria recutita



Echinacea purpurea Grandiflora Magnus



Flowers for Bees & Co Mix



Herbal Tea Mix

note: new mix so no photos yet

FEATURES:

Pollinator friendly gardens
Aromatherapy
Tea infusions
Homegrown produce
Wildflowers



Lavandula angustifolia True lavender



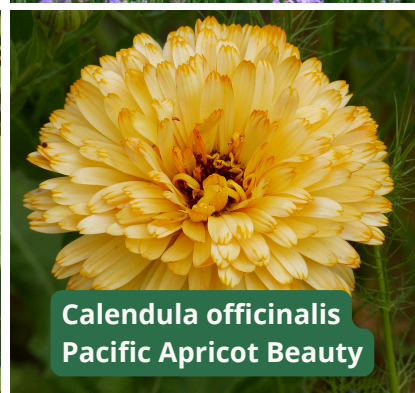
Cosmos bipinnatus Sensation Mix



Priester Garden Mix



Helianthus annuus dwarf Paquito Mix



Calendula officinalis Pacific Apricot Beauty

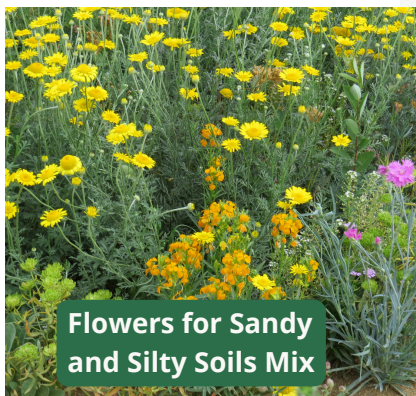


Everlasting Flowers for Dry Arrangements Mix



CLIMATE CONSCIOUS

Less of a trend and more a way of thinking; embracing resilient planting that supports biodiversity, conserves resources and creates landscapes built to thrive into the future.



FEATURES:

Low water plant pairings
Regenerative planting
Ground covers to prevent erosion
Plants to prevent flooding





SOW AND LET GROW

Varieties that offer a high chance of success without needing extensive knowledge or intervention, giving new gardeners the confidence to sow, grow and enjoy the results.



Cosmos bipinnatus
Royal dwarf white



Centaurea cyanus
Florence Blue



Calendula officinalis
Corniche d'Or



Wildflowers
Mix



Tropaeolum majus nanum
Peach Melba
Superior

FEATURES:

Low maintenance
Direct sowing
Quick results
High success rate



Borago officinalis



Nigella damascena
Miss Jekyll Sky-blue



Flowers for Everywhere
Mix



Helianthus annuus
dwarf Sungold



Hardy Flowers
Mix

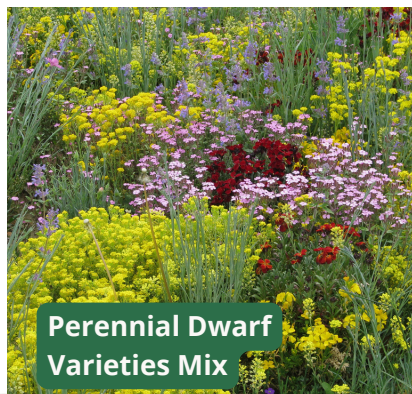


Zinnia elegans Envy
chartreuse green



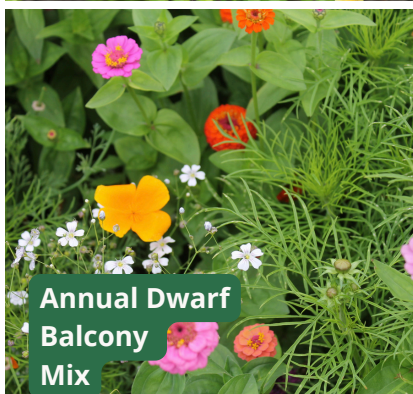
SMALL SPACE, BIG IMPACT

Making the most of every space, no matter how small.
Compact varieties bring colour and character to balconies, patios and small gardens, offering plenty of impact without needing much room to grow.



FEATURES:

Compact growth habit
Space-saving varieties
Suitable for balconies and patios





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