Garden Trends

EconSeeds



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

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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

- Mass plantings of single varieties
- Brutalist architecture with trailing plants
- Winding paths
- Artistic bouquets with fewer flowers


Festuca cinerea


Linum usitatissimum blue


Mediterranean Meadows Mix


Carpet Pastel Shades Mix


Ground-covering Flowers Mix


Achillea millefolium Summer Pastels Mix

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Wellbeing

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











Features

- Pollinator friendly gardens
- Aromatherapy
- Tea infusions
- Homegrown produce
- Wildflowers













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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











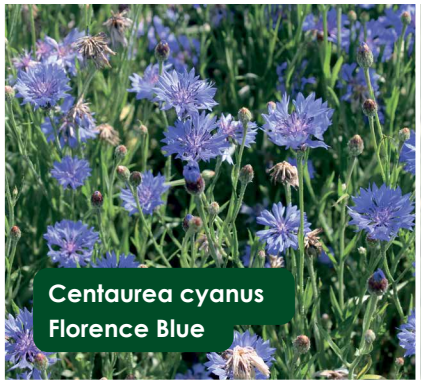


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Sow and Let Grow

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.









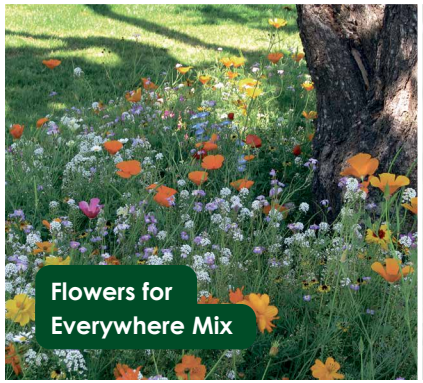


Features

- Low maintenance
- Quick results
- High success rate
- Direct sowing











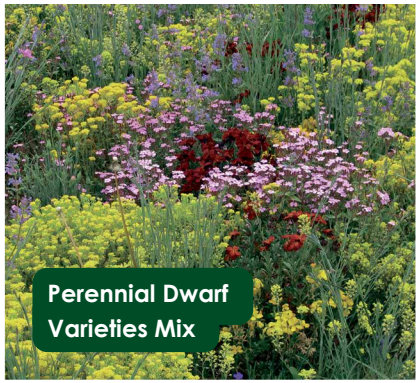


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Small Space, Big Impact

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

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- Regenerative planting
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