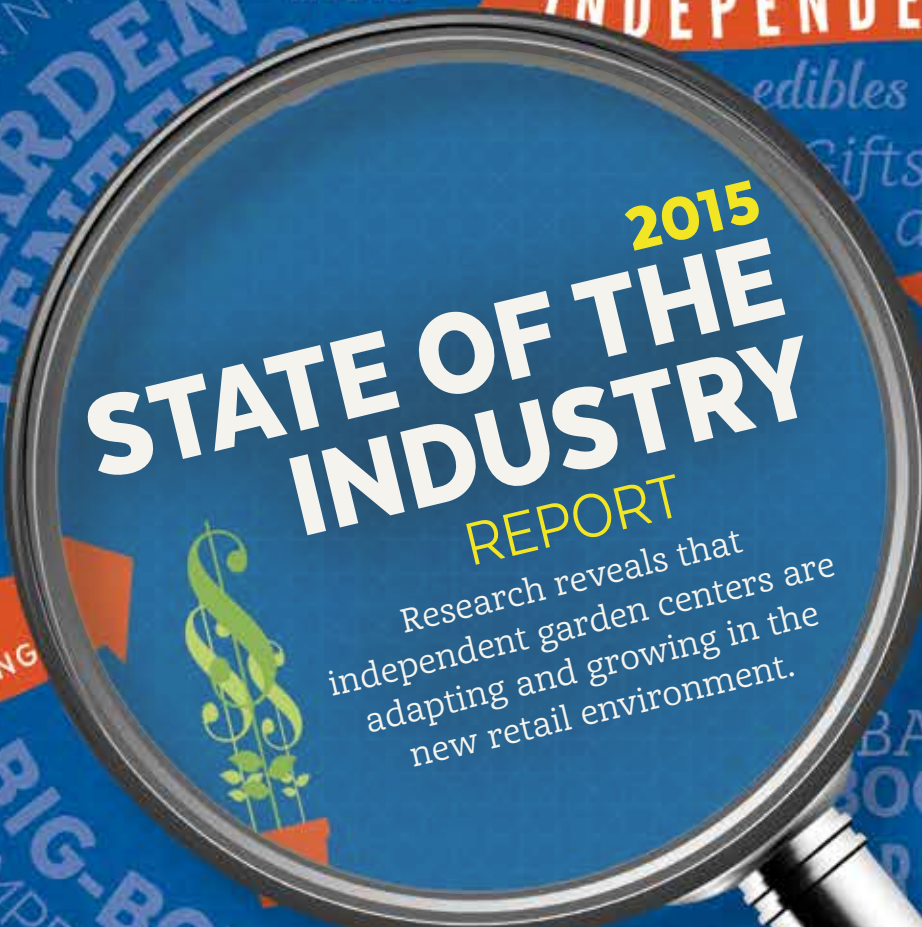


gardencenter®



SERVING LEADING INDEPENDENT GARDEN CENTER RETAILERS IN NORTH AMERICA



2015 STATE OF THE INDUSTRY REPORT

Research reveals that independent garden centers are adapting and growing in the new retail environment.



INDEPENDENTS

perennials

sales

MILLENNIALS
GARDEN
CENTERS

SOCIAL
MEDIA

weather

edibles
Gifts &
décor

EMPLOYEES
EMV
CHIP
CARDS

fairy
GARDENING

ECONOMY
STAFF TRAINING

BABY
BOOMERS
RETAIL

BIG-BOX
COMPETITION
MARKETING

INVENTORY CONTROL

TREES
& SHRUBS

CUSTOM
CONTAINER
CREATIONS

GENERATION
annuals