



THE EUROPEAN GARDEN MONITOR 2023
European quantitative consumer study

Product Brochure 2023 Research



RESEARCH FACTSHEET



Why a study on the European residential garden market?

The residential garden market is changing under the influence of e-commerce, changing consumer wishes, demands about sustainability, etc. USP has extensive experience conducting quantitative research in the European garden market and initiated the first European Garden Monitor in the second half of 2020. This multi-client study provided customers with detailed information on the garden market and a better understanding of the position of brands in different product categories. This helped our customers to develop the right strategic actions and gain market share. While markets are changing continuously, we decided to repeat the study of 2020 in April of 2023.



2023 IN-DEPTH TOPICS

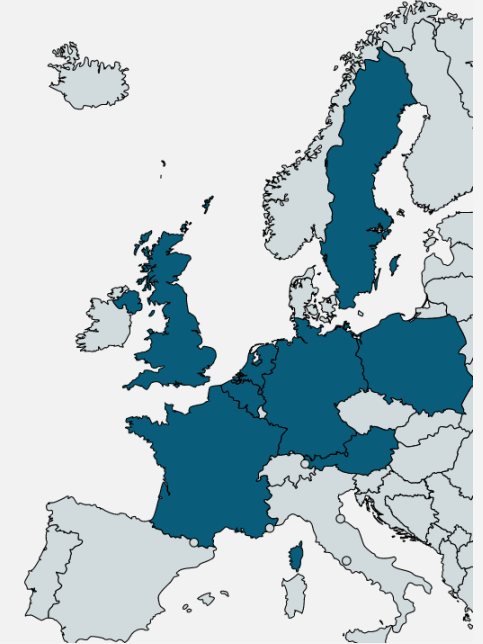
- Segmentation of the European gardens (based on characteristic, behaviour and attitudes)
- Trends: What is happening in the market
 - Smart gardens & Sustainable gardens, City gardening & Healthy gardening, Outdoor living & DIY vs DIFM
- Brand awareness and brand preference per product category
- Orientation (used sources) **(NEW)**
- Buying channels per product category **(NEW)**



METHODOLOGY

800 online interviews per country among purchase decision makers of landscaping equipment, hardscaping products, fences, outdoor furniture, garden buildings or outdoor kitchens and having a garden >25m²

Insights are provided to you for European countries of your choice



COSTS

€ 3,000 1 Country report

€ 7,500 4 Country report

€ 12,000 8 Country report

Adding other countries than the above countries to your subscription is possible.

WHY THE GARDEN TRENDS AND BRANDS MONITOR?

We interview your end customer to provide you with fact-based information on garden characteristics, your branding and current trends in the market.



**KNOW WHO YOUR
CUSTOMER IS**



**UNDERSTAND AND ACT ON
TRENDS**



**GIVE DIRECTION TO YOUR
R&D**

RESEARCH CONTENT

Part 1 Key insights

This study section provides European garden market insights, including anticipated outcomes and key country-specific findings.

Part 2 Characteristics of the garden

This study section presents essential information about European gardens, including their size, type, purpose, and gardening methods.

Part 3 Satisfaction and inspirations

This study section examines garden satisfaction levels, identifies potential improvements, and explores the motivations behind gardening activities.

Part 4 Product spending & informing about

This study section presents spending data, including overall and product-specific expenditures, consumer preferences, and product information-about insights.

Part 5 Garden activities

This section explores the presence of a professional gardener, frequency of spending time in the garden, garden purpose and activities, and seasonal patterns.

Part 6 Product category ownership

This part examines consumer ownership, characteristics, and replacement plans for specific products within the product category. It also explores their interest in smart garden options.

Part 7 Brand awareness and usage

This study section offers essential information about brand awareness and ownership across relevant product categories.

Additional Segmentation

All the chapters mentioned will provide insights and show the similarities and differences among calculated market segments.

EUROPEAN GARDEN TREND MONITOR
TRENDS COVERED

2023

SMART GARDEN
SUSTAINABLE GARDEN
HEALTHY GARDENING
ORIENTATION
BUYING CHANNELS

WHO WILL WE INTERVIEW?

Selection criteria

- Age 21-75
- Purchase decision maker of gardening equipment or products
- House owners or renters
- Having a garden >25m²

Interviews per country

- 800 consumers



Online consumer panels

USP has a fixed partnership with a panel provider in Europe who will lend us access to their database. With the selection and screening questions, we will select the right respondents.

WHAT QUESTIONS DOES THIS RESEARCH ANSWER?

CHARACTERISTICS OF THE GARDEN

How large are the gardens?
What share is allocated for grass, paving, flowers beds, etc?
Where is the garden located in relation to their house?
What does their current garden look like?

SATISFACTION AND INSPIRATIONS

How satisfied are they with their garden?
What would improve the satisfaction of their garden?
Which market segment do they fall into?
What is their biggest inspiration for gardening? What else inspires them?
What are their plans regarding making their garden more sustainable?

PRODUCT SPENDING & INFORMING ABOUT

Have they made garden changes in the past year? How much did they spend?
What are their plans for the next year? What are their long term plans?
What product categories are they interested in?
Where did/would they inform about the products? Where did/would they buy it?
How much did they spend/are willing to spend on the product?

GARDEN ACTIVITIES

Do they have a professional gardener?
How much time do they spend in their garden?
What activities are their garden used for? What is the purpose of the garden?
How do seasonal changes influence their garden activities?

PRODUCT CATEGORY OWNERSHIP

Which products do they own from various product categories?
Are they petrol/electric/battery powered?
Are they corded/cordless?
Do they plans to replace some products in the next year? Which ones?
Which smart garden options do they own and which ones are they interested in?

BRAND AWARENESS AND USAGE

Which brands are they aware of, specific for all product categories?
Which brands do they own, specific for all product categories?

PRODUCTS INCLUDED IN THE RESEARCH

LANDSCAPING PRODUCTS



ENGINE POWERED



HAND POWERED



PRESSURE POWERED

HARDSCAPING PRODUCTS



WOOD PRODUCTS



STONE PRODUCTS



PORCELAIN PRODUCTS

OTHER



OUTDOOR FURNITURE



BUILDINGS & ROOFS



KITCHEN/ BBQ

RESEARCH COSTS

One country

All information

€ 3,000

Four countries

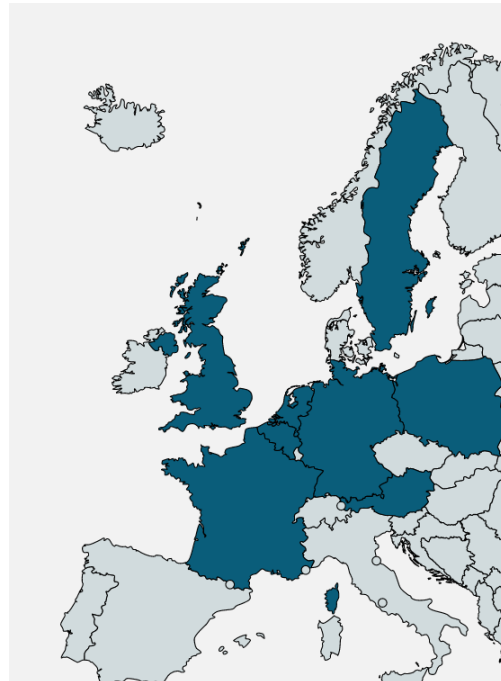
All information

€ 7,500

Eight countries

All information

€ 12,000



Report with ...

2 countries	€ 4,500
3 countries	€ 6,500
4 countries	€ 7,500
5 countries	€ 9,000
6 countries	€ 10,000
7 countries	€ 11,000
8 countries	€ 12,000

Adding other countries than the predefined countries (see figure) to your subscription is possible. Costs are depending on the country to be added and other companies who would like to add that specific country

SELECTION OF INVITED COMPANIES



- The research will be multi-client. This because we know our clients in this market all have similar needs for insights with regard to the garden market and its dynamics. By combining their needs, the research can be done in a very **cost-efficient** way.
- All 3 **additional questions** that our participants can add **will be reported exclusively** to the company that brought in these questions.
- The research will only be held if there are at least 3 participants.

USP'S PROJECT TEAM



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OUR EXPERIENCE WITH QUANTITATIVE RESEARCH

USP Marketing Consultancy



Head office



Subsidiaries



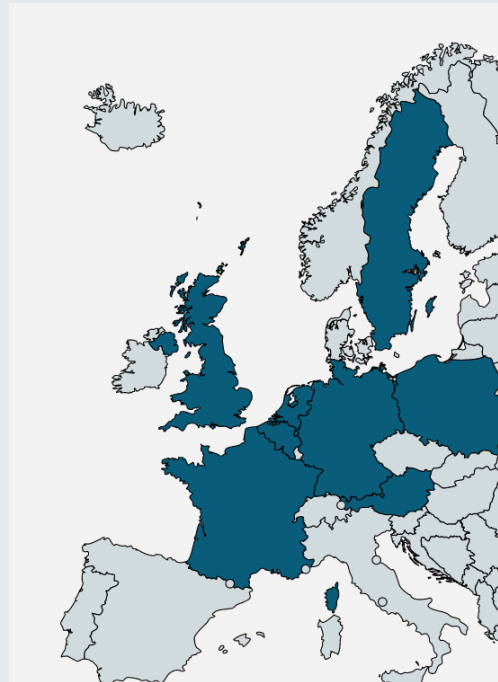
Rotterdam



Düsseldorf Zagreb



Selected USP partners for quantitative studies in Europe



Our quantitative studies in 2021

Quantitative Research in
27
countries in 2021



53,250
B2C online interviews



62,851
B2B CATI interviews

















PRINCIPALS OF USP















DIY

Installation

Construction

USP Marketing Consultancy

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