

# Aerogrow International, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/AECE477971BBEN.html>

Date: May 2025

Pages: 64

Price: US\$ 499.00 (Single User License)

ID: AECE477971BBEN

## Abstracts

Aerogrow International, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Aerogrow International, Inc. and its competitors. This provides our Clients with a clear understanding of Aerogrow International, Inc. position in the [Appliances and Furniture Industry](#).

The report contains detailed information about Aerogrow International, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Aerogrow International, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Aerogrow International, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Aerogrow International, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Aerogrow International, Inc. business.

### **About Aerogrow International, Inc.**

AeroGrow International, Inc. engages in the development, marketing, distribution, and sale of indoor garden systems. The company's systems are designed for consumer use and appeal to the gardening, cooking, small indoor appliance, healthy eating, and home and office decor markets.

The company offers multiple lines of proprietary indoor gardens, corresponding proprietary seed kits, and various cooking, gardening and decor accessories, both nationally and internationally. As of March 31, 2010, the company had manufactured and shipped approximately 958,202 AeroGarden garden units and 2,037,531 seed kits to consumer and retailers worldwide.

The company's principal products are indoor gardens and proprietary seed kits that allow consumers, with or without gardening experience to grow vegetables, such as tomatoes, chili peppers, and salad greens; fresh herbs, including cilantro, chives, basil, dill, oregano, and mint; and flowers, such as petunias, snapdragons, pink geraniums, and phlox. Consumers can also plant and grow their own seeds using its grow anything kits, or use its AeroGardens as seed starters for their outdoor gardens with its garden starter trays.

## Products

### AeroGarden Indoor Gardens

The company offers 15 different indoor garden models, which are differentiated based on size, design, light intensity, degree of automation, inclusion of Adaptive Growth Technology or Advanced Growing Systems, height potential of light hoods, and inclusions of plant support systems. Its product lines are divided into four main categories:

**AeroGarden3 Series:** The AeroGarden 3 series features the Advanced Growing System, grow lights, a smaller footprint, and a design that makes it suitable for use as a decorative feature throughout the home or office. AeroGarden 3's fit on kitchen counters, night stands, and end tables. Some models include upgraded trim and new finish designs, such as the Ladybug garden targeted at all-family usage.

**AeroGarden SpaceSaver 6 Series:** The AeroGarden 6 series features the Advanced Growing System, grow lights, and a space-saving configuration to fit on countertops and in corners for apartments, condos, and smaller kitchens.

**AeroGarden Classic 7-Pod Series:** The company's products feature the rainforest nutrient delivery system, automated lights, and reminder systems.

**AeroGarden Extra Series:** Aerogarden 7 with extended lamp arms and greater light output for growing larger vegetables. Some models also include stainless steel trim.

### AeroGarden Seed Kits

The company offers approximately 50 seed kits for use in its indoor gardening products. These seed kits include pre-seeded bio-grow seed pods and a three-to-six-month supply of nutrients, including its proprietary formula for adjusting water quality. Its seed kits include vegetable gardens: cherry tomato, chili pepper, and salsa garden; herb gardens: gourmet herbs, Italian herbs, and pesto basil; flower gardens: cascading petunias, English cottage, scented blooms, and mountain meadow; and salad gardens: salad greens, romaine lettuce. The company's seed kits are sold to consumers for use with its indoor gardening products.

**AeroGarden Seed-Starting Kits:** The company's line of Seed Starting Trays and Master

Gardner Kits are designed to allow consumers to plant and grow their own seeds in the AeroGarden. With its Seed Starter Trays, consumers can start approximately 66 seedlings in its indoor gardens for transplant into their outdoor gardens when weather allows. With the Master Gardener Kit, consumers can grow their own seeds to maturity in the AeroGarden, or transplant seeds outdoors when weather allows.

**Other Accessories:** To complement and expand the functionality of its indoor gardening products, the company has developed various accessory products, including cookbooks and cooking accessories. It also offers multiple wall brackets and other shelving and support systems, which can hold multiple indoor gardens at the same time. The company also offers the Herb 'n Serve, a battery-operated herb blender and salad dressing maker the Herb 'n Save and Herb 'n Ice accessories.

## Sales

As of March 31, 2010, the company's products were being offered in approximately 1,290 storefronts in North America. It also offers its products in Australia, South Korea, Mexico, and France.

## Customers

The company's retail customers include Canadian Tire Corporation, Amazon, Bed Bath & Beyond, and QVC.

## History

AeroGrow International, Inc. was founded in 2002.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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