

Global Turf and Ornamentals Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Turf and Ornamentals market size was valued at US\$ 2794 million in 2025 and is forecast to a readjusted size of US\$ 4417 million by 2032 with a CAGR of 6.7% during review period.

Turf and Ornamentals refer to plant materials used for landscaping, environmental beautification, and ecological restoration. These include cool- and warm-season turfgrass, potted flowers, foliage plants, shrubs, and garden landscaping plants, widely used in urban parks, residential communities, commercial complexes, sports stadiums, courtyard gardens, and roadside greening projects. Turf products are typically supplied in turf rolls or as seeds, emphasizing their resistance to trampling, drought tolerance, and ease of maintenance. Ornamental plants, on the other hand, focus on their flowering, foliage, or aesthetic appeal, enhancing the visual and ecological value of the landscape. With the advancement of urbanization, the upgrading of landscaping, and the growth of home gardening consumption, the market for lawns and ornamental plants continues to expand. Simultaneously, their application in ecological restoration, sponge city construction, and rooftop greening is increasing, driving the development of products towards weather-resistant, low-maintenance, and native plant varieties, making them an important basic product category for landscaping and urban ecological construction.

The Turf and Ornamentals market exhibits a development pattern driven by both 'consumption upgrade' and 'urban ecological construction,' belonging to a sub-sector of horticulture characterized by dispersed but consistently growing demand. From the demand side, urban renewal, community landscape enhancement, cultural tourism projects, and increased home gardening consumption continue to drive demand. In

particular, the popularization of high-quality landscaping and refined maintenance concepts has extended ornamental plant demand from engineering-oriented to consumer-oriented. Simultaneously, policy-driven projects such as ecological restoration, sponge cities, and rooftop greening have become significant sources of incremental growth for lawns and functional plants.

From the supply side, the industry exhibits regionalized production characteristics. Large-scale, standardized planting and new variety cultivation capabilities in nurseries have become key competitive advantages. Leading companies are gradually extending towards branding and comprehensive landscape solutions. In terms of technological trends, the increasing application of drought- and cold-resistant varieties, low-maintenance lawns, disease- and pest-resistant new varieties, and soilless cultivation technologies helps reduce maintenance costs and adapt to climate change. Regionally, the European, American, and Japanese markets are more inclined towards home gardening and high-end landscape products, while the Asia-Pacific and Middle Eastern regions rely more on urban construction projects.

Overall, the market is growing steadily, but it is significantly affected by the real estate cycle, climate factors, and local government investment in greening. Companies need to enhance their resilience against economic cycles through product innovation and improved service capabilities.

This report is a detailed and comprehensive analysis for global Turf and Ornamentals market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Turf and Ornamentals market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Turf and Ornamentals market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Turf and Ornamentals market size and forecasts, by Type and by Application, in

consumption value (\$ Million), 2021-2032

Global Turf and Ornamentals market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Turf and Ornamentals

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Turf and Ornamentals market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Gowan Company, Miller Chemical, Corteva Agriscience, Huma, VM Agritech, Helena Specialty, Hoffman Nursery, WTG Devt Corp, ULAND, Central Garden and Pet, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Turf and Ornamentals market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Lawn Grass Seeds

Ornamental Plants

Market segment by Landscape Scene

Ground Cover Plants

Aquatic Plants

Others

Market segment by Life Cycle

Annual and Biennial Flowers

Perennial Herbaceous Plants

Market segment by Application

Garden Landscaping

Sports Venues

Residential Landscape

Interior Decoration

Market segment by players, this report covers

Gowan Company

Miller Chemical

Corteva Agriscience

Huma

VM Agritech

Helena Specialty

Hoffman Nursery

WTG Devt Corp

ULAND

Central Garden and Pet

Culver's

Aris Horticulture Inc.

Market segment by regions, regional analysis covers
North America (United States, Canada and Mexico)
Europe (Germany, France, UK, Russia, Italy and Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)
South America (Brazil, Rest of South America)
Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Turf and Ornamentals product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Turf and Ornamentals, with revenue, gross margin, and global market share of Turf and Ornamentals from 2021 to 2026.

Chapter 3, the Turf and Ornamentals competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Turf and Ornamentals market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Turf and Ornamentals.

Chapter 13, to describe Turf and Ornamentals research findings and conclusion.

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