

Global Turf and Ornamentals Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Turf and Ornamentals market size is expected to reach \$ 4417 million by 2032, rising at a market growth of 6.7% CAGR during the forecast period (2026-2032).

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 studies the global Turf and Ornamentals demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Turf and Ornamentals, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Turf and Ornamentals that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Turf and Ornamentals total market, 2021-2032, (USD Million)

Global Turf and Ornamentals total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Turf and Ornamentals total market, key domestic companies, and share, (USD Million)

Global Turf and Ornamentals revenue by player, revenue and market share 2021-2026, (USD Million)

Global Turf and Ornamentals total market by Type, CAGR, 2021-2032, (USD Million)

Global Turf and Ornamentals total market by Application, CAGR, 2021-2032, (USD

Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Turf and Ornamentals market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Turf and Ornamentals Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Turf and Ornamentals Market, Segmentation by Type:

Lawn Grass Seeds

Ornamental Plants

Global Turf and Ornamentals Market, Segmentation by Landscape Scene:

Ground Cover Plants

Aquatic Plants

Others

Global Turf and Ornamentals Market, Segmentation by Life Cycle:

Annual and Biennial Flowers

Perennial Herbaceous Plants

Global Turf and Ornamentals Market, Segmentation by Application:

Garden Landscaping

Sports Venues

Residential Landscape

Interior Decoration

Companies Profiled:

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.

Key Questions Answered

1. How big is the global Turf and Ornamentals market?
2. What is the demand of the global Turf and Ornamentals market?
3. What is the year over year growth of the global Turf and Ornamentals market?
4. What is the total value of the global Turf and Ornamentals market?
5. Who are the Major Players in the global Turf and Ornamentals market?
6. What are the growth factors driving the market demand?

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