

# U.S. Flexible Garden Hoses Market Size, Share & Trends Analysis Report By Product (Conventional Hoses, Expandable Hoses), By Performance (Light Duty Hoses, Medium Duty Hoses), By Distribution Channel, And Segment Forecasts, 2026 - 2033

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## Abstracts

The U.S. flexible garden hoses market size was valued at USD 925.3 million in 2025 and is expected to reach USD 1,346.4 million by 2033, growing at a CAGR of 4.9% from 2026 to 2033. As more Americans embrace gardening as a hobby, particularly in urban and suburban areas, the demand for user-friendly and space-saving garden tools has surged.

Within the flexible garden hoses market, products known for their convenience, durability, and ease of use align perfectly with the needs of modern gardeners who value efficiency and practicality. This trend is further fueled by the increasing focus on sustainable living, where home gardening plays a pivotal role in promoting self-sufficiency and eco-friendly practices, strengthening the broader garden hose market. According to Ruby Home Luxury Real Estate Gardening Statistics, close to 55% (71.5 million) of U.S. households have a garden, and the U.S. is among the top three countries involved in gardening in the world. Homeowners in the U.S. are mostly interested in growing flowers and vegetables that require extensive watering, driving the demand for flexible and expandable garden hoses and supporting sustained growth in the flexible garden hoses market.

The Axiom 2024 Gardening Outlook Study reveals a significant rise in home gardening interest in the U.S., with increased time and money spent in 2023, a trend expected to continue in 2024. Key findings of the study include 50% of respondents spending more money on gardening in 2023 compared to 2022, with 43% dedicating 50-100% more

time to it. Notably, 50.5% plan to spend even more time gardening in 2024, and 65% intend to plant more and expand their gardens. This growth is especially prominent among Gen Z and Gen Y, with over 75% of Gen Y planning to expand their gardens next year. As home gardening thrives, it drives demand for flexible garden hoses, which cater to the needs of modern, space-conscious gardeners, reinforcing expansion across the garden hose market.

According to the National Gardening Association, most U.S. gardens are around 96 square feet. With most U.S. gardens averaging around 96 square feet, the demand for expandable garden hoses is likely to rise. Their compact and space-saving design makes them ideal for smaller garden areas where traditional hoses may be cumbersome. Expandable hoses offer convenience and efficiency for urban and small-space gardeners, further accelerating momentum in the flexible garden hoses market.

Innovations in materials, such as the use of hybrid polymer blends, have significantly enhanced the durability and flexibility of garden hoses. For example, hoses made from a combination of PVC and rubber offer superior kink resistance and flexibility compared to traditional materials, improving user experience and extending product lifespan. The market is also witnessing a shift toward the use of sustainable and recycled materials to cater to environmentally conscious consumers. In 2025, advancements continue with innovation focused not only on materials but also on value and performance enhancements. Recently, Amazon introduced the Joyday 75-Foot Expandable Garden Hose, offering a budget-friendly option that's 25 feet longer and nearly USD 19 cheaper than the popular Flexzilla model. Manufactured with a triple-layer latex core and an abrasion-resistant polyester outer cover, the Joyday hose maintains flexibility while resisting leaks, tears, and cracks. It features standard 1/2-inch fittings and a built-in on/off valve for added user convenience. Praised for being lightweight, kink-free, and easy to store, the Joyday hose reflects the trend toward combining affordability, practicality, and material enhancement in modern garden hose design within the evolving garden hose market.

These innovations ensure that the hose maintains optimal functionality and performance, setting a new standard in the industry. The combination of sustainability and advanced technology in products such as the EcoLine Hose aligns with the increasing consumer preference for environmentally responsible and high-performance gardening tools, further driving market growth.

In celebration of Earth Day 2023, Swan Products LLC, a key player in the market, highlighted its commitment to environmental sustainability, having repurposed over 60

million pounds of plastic and rubber annually in its garden hoses for over 25 years. This longstanding dedication to using recycled materials highlights a market trend toward eco-friendly products. By incorporating recycled content into garden hoses, the company aligns with growing consumer preferences for sustainable solutions, thereby driving market growth.

## U.S. Flexible Garden Hoses Market Segmentation

This report forecasts revenue growth at country levels and provides an analysis on the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. flexible garden hoses market on the basis of product, performance, and distribution channel.

### Product Outlook (Revenue, USD Million, 2021 - 2033)

Conventional Hoses

Expandable Hoses

Others

### Performance Outlook (Revenue, USD Million, 2021 - 2033)

Light Duty Hoses

Medium Duty Hoses

Heavy & Super Heavy-Duty Hoses

### Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Mass Retailers

Specialty Stores

Online/E-commerce

Department Stores

Others

**This report can be delivered to the clients within 3 Business Days**

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