

Global Turf and Ornamentals Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G88B000ABA5FEN.html>

Date: May 2026

Pages: 101

Price: US\$ 3,660.00 (Single User License)

ID: G88B000ABA5FEN

Abstracts

The global Turf and Ornamentals market size is predicted to grow from US\$ 2657 million in 2025 to US\$ 4300 million in 2032; it is expected to grow at a CAGR of 7.2% from 2026 to 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.

LPI (LP Information)' newest research report, the “Turf and Ornamentals Industry Forecast” looks at past sales and reviews total world Turf and Ornamentals sales in 2025, providing a comprehensive analysis by region and market sector of projected Turf and Ornamentals sales for 2026 through 2032. With Turf and Ornamentals sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Turf and Ornamentals industry.

This Insight Report provides a comprehensive analysis of the global Turf and Ornamentals landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Turf and Ornamentals portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Turf and Ornamentals market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Turf and Ornamentals and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of

opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Turf and Ornamentals.

This report presents a comprehensive overview, market shares, and growth opportunities of Turf and Ornamentals market by product type, application, key players and key regions and countries.

Segmentation by Type:

Lawn Grass Seeds

Ornamental Plants

Segmentation by Landscape Scene:

Ground Cover Plants

Aquatic Plants

Others

Segmentation by Life Cycle:

Annual and Biennial Flowers

Perennial Herbaceous Plants

Segmentation by Application:

Garden Landscaping

Sports Venues

Residential Landscape

Interior Decoration

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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.

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