

Perennials Market Forecasts to 2032 – Global Analysis By Type (Herbaceous Perennials, Woody Perennials, Ornamental Perennials, Edible Perennials, Foliage Plants, and Other Types), Plant Type, Distribution Channel, Propagation Method, Flowering Time, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Perennials Market is accounted for \$9.08 billion in 2025 and is expected to reach \$14.49 billion by 2032 growing at a CAGR of 6.9% during the forecast period. Perennials are plants that live for more than two years, typically flowering and producing foliage seasonally. Unlike annuals, which complete their life cycle in a single year, perennials regrow each spring from the same root system. They are valued for their resilience, low maintenance, and ability to enhance landscapes with lasting color and texture. Common examples include lavender, peonies, and hostas, making them popular choices for both residential and commercial gardening.

Market Dynamics:

Driver:

Rising popularity of home gardening

As urban dwellers seek greener, more sustainable living spaces, perennials offer low-maintenance beauty and long-term value. The pandemic accelerated interest in self-sufficiency and outdoor hobbies, making gardening a therapeutic and rewarding pursuit. Additionally, social media and DIY culture have inspired a new generation of gardeners

to experiment with perennial plants for aesthetic and ecological benefits. With growing concerns about climate change, native and drought-resistant perennials are gaining traction, aligning with eco-conscious consumer preferences and sustainable landscaping trends.

Restraint:

Limited seasonal availability

Unlike annuals, which have a defined growing season, many perennials are dormant for a significant portion of the year, limiting the window for sales and consumer engagement. This seasonal cycle creates a "boom and bust" market, with high demand and availability in spring and early summer, followed by a steep decline as plants enter dormancy. This not only impacts revenue streams but also makes inventory management difficult, as businesses must forecast demand and manage stock levels for a short, intense selling period. This seasonality also limits consumer access to a wide variety of plants year-round, potentially hindering market growth and reducing the overall appeal of perennials to a broader audience.

Opportunity:

Growing demand for low-maintenance plants

Homeowners and urban gardeners increasingly seek plants that require minimal care, watering, and pruning, making perennials an ideal choice. Their ability to return year after year without replanting adds long-term value and convenience. This trend is especially strong among novice gardeners and aging populations who prefer easy-to-manage landscapes. Additionally, low-maintenance perennials support sustainable gardening practices by reducing resource consumption. As environmental consciousness rises, these resilient, self-sustaining plants are becoming staples in both residential and commercial outdoor spaces.

Threat:

Storage and transportation challenges

Perennials are often sensitive to temperature, humidity, and handling conditions, requiring specialized logistics to maintain their health during transit. Inadequate storage facilities or improper packaging can lead to plant damage, reduced shelf life, and

increased waste. These issues are particularly problematic for long-distance shipping and e-commerce channels, where delays or mishandling can compromise customer satisfaction. Additionally, the bulky nature of mature perennials adds complexity and cost to transportation.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the perennials market. While supply chain disruptions and labor shortages initially hindered production and distribution, the surge in home gardening during lockdowns significantly boosted consumer interest. With people spending more time at home, gardening became a popular hobby, driving demand for easy-to-grow, long-lasting plants like perennials. Online plant sales also grew, prompting nurseries to adapt to digital platforms. Overall, the pandemic reshaped consumer behavior, favoring self-sufficiency and outdoor living.

The herbaceous perennials segment is expected to be the largest during the forecast period

The herbaceous perennials segment is expected to account for the largest market share during the forecast period, due to their vibrant seasonal blooms, low maintenance needs, and ecological benefits. Gardeners value their ability to return annually without replanting, offering long-term cost savings and visual appeal. Their adaptability to various climates and soil types makes them ideal for sustainable landscaping. Additionally, increased interest in pollinator-friendly gardens has boosted demand for flowering herbaceous varieties that support biodiversity.

The residential landscaping segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the residential landscaping segment is predicted to witness the highest growth rate, fuelled by the desire to improve curb appeal, create functional outdoor spaces, and increase property value. Homeowners are investing more in gardens that offer year-round beauty with minimal upkeep, making perennials an attractive choice. The trend toward sustainable and water-efficient landscaping further boosts demand for hardy, drought-tolerant varieties. Additionally, lifestyle shifts favouring outdoor relaxation and entertaining have elevated the role of perennials in modern garden design.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by rapid urbanization, rising disposable incomes, and growing interest in home gardening and sustainable landscaping. As cities expand, demand for green spaces and ornamental plants increases, with perennials offering long-term aesthetic and ecological benefits. Cultural appreciation for gardens in countries like Japan, China, and India also fuels market growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by a strong culture of home gardening, increasing environmental awareness, and demand for sustainable landscaping solutions. Homeowners seek low-maintenance; long-lasting plants that enhance curb appeal and support biodiversity, making perennials a popular choice. Additionally, expanding e-commerce platforms and DIY gardening trends have made perennials more accessible, while climate-resilient varieties appeal to consumers facing changing weather patterns.

Key players in the market

Some of the key players in Perennials Market include D?mmen Orange, Terra Nova Nurseries, Syngenta, High Country Gardens, Boonstra, Wayside Gardens, Danziger, American Meadows, Hem Genetics, Spring Hill Nurseries, Future Plants, Plant Delights Nursery, Ozbreed, White Flower Farm, and Bluestone Perennials.

Key Developments:

In February 2025, Syngenta and Ceres Biotics sign agreement to bring innovative biological solution to farmers globally. VIXERAN® enables farmers to optimize nitrogen fertilizer use and transition to more sustainable on-farm practices. Farmers seeking effective biological solutions to optimize their nitrogen fertilizer use are set to benefit from a new agreement between Syngenta Crop Protection and Ceres Biotics aimed at increasing farmer access to VIXERAN®.

In January 2023, D?mmen Orange and Cacti Youngplants are entering into an exclusive partnership for producing and marketing Sticculents®. D?mmen Orange will handle breeding and production of the plants, while Cacti Youngplants will be responsible for assembly and all market-facing commercial activities. This collaboration agreement offers D?mmen Orange scope to focus fully on producing the starting

material.

Types Covered:

Herbaceous Perennials

Woody Perennials

Ornamental Perennials

Edible Perennials

Foliage Plants

Other Types

Plant Types Covered:

Low-growing

Medium-height

Tall Perennials

Distribution Channels Covered:

Online Retail

Direct Sales

Garden Centers

Wholesale Nurseries

Supermarkets

Farmers Markets

Propagation Methods Covered:

Seed-grown

Division

Cuttings

Tissue Culture

Flowering Times Covered:

Spring Blooming

Winter Blooming

Summer Blooming

Fall Blooming

Applications Covered:

Residential Landscaping

Commercial Landscaping

Public Infrastructure

Reforestation & Ecological Restoration

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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