

Plant & Gardening Home Delivery Market Forecasts to 2034 - Global Analysis By Product Category (Live Plants, Gardening Tools & Equipment, Seeds & Bulbs, Fertilizers & Soil Enhancers, Pots, Planters & Containers and Garden Decor & Accessories), Service Type, Customer Type, Delivery Mode, Sales Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Plant & Gardening Home Delivery Market is accounted for \$7.5 billion in 2026 and is expected to reach \$15.9 billion by 2034 growing at a CAGR of 9.9% during the forecast period. Plant & Gardening Home Delivery is reshaping consumer access to plants by providing easy doorstep delivery of greenery, seeds, tools, and gardening supplies. It supports busy urban lifestyles where visiting nurseries is difficult, allowing individuals to grow plants in limited spaces like apartments and offices. These services often offer curated collections, guidance on plant care, and subscription models to improve convenience and plant health. Online platforms streamline the purchasing process, making selection and ordering simple. With growing environmental awareness, this approach promotes eco-friendly living, improves indoor environments, and makes gardening approachable for both new learners and experienced plant lovers.

According to FAO and global urban agriculture estimates, more than 800 million people worldwide are involved in growing food in urban areas, demonstrating the widespread adoption of plant cultivation practices.

Market Dynamics:

Driver:

Rising urbanization and limited access to physical nurseries

Increasing urban growth has reduced access to local plant nurseries, particularly in crowded metropolitan areas. As a result, consumers seek easier ways to purchase gardening products without visiting physical stores. Home delivery services for plants and gardening items provide a practical solution by bringing diverse products directly to customers. This model suits fast-paced city living, where people have limited time for in-person shopping. Furthermore, user-friendly online platforms and curated selections attract beginners to gardening. This growing reliance on convenient delivery options is helping expand the market by making gardening more accessible and appealing to a broader audience.

Restraint:

Logistics challenges and plant damage risks

A major limitation for plant and gardening home delivery services is the difficulty in transporting live plants safely. Since plants are fragile and highly sensitive to environmental changes such as temperature and humidity, they can easily get damaged during shipping. Delays or inadequate packaging may result in poor plant condition or losses, leading to unhappy customers and more returns. Ensuring safe delivery requires advanced packaging methods, quick logistics, and careful handling, which increases operational expenses. These issues can restrict business expansion and reduce consumer confidence, ultimately slowing down the market's growth and adoption rate.

Opportunity:

Expansion of subscription-based gardening services

The rise of subscription-based services offers a significant growth opportunity for plant and gardening home delivery providers to strengthen customer loyalty and ensure steady income streams. Businesses can deliver plants, gardening kits, and care products on a regular basis, creating continuous engagement with users. These subscriptions often feature customized selections, helpful care guidance, and replacement options, enhancing overall satisfaction. Such offerings attract both new and seasoned gardeners who value convenience and regular supply. As demand for easy and automated shopping solutions increases, subscription models provide a reliable

and scalable way for companies to expand their presence in the market.

Threat:

Intense competition from local nurseries and e-commerce platforms

A key threat to plant and gardening home delivery services comes from the presence of both neighborhood nurseries and large online retail platforms. Physical stores allow customers to examine plants directly, ensuring satisfaction with quality and condition. At the same time, well-known e-commerce sites provide extensive product choices, competitive pricing, and efficient delivery systems. This combination increases competition and puts pressure on smaller or specialized providers to stand out. With many alternatives available, customers may switch easily between options, making it challenging for businesses to retain loyalty and sustain growth in the increasingly competitive market environment.

Covid-19 Impact:

The COVID-19 outbreak significantly influenced the plant and gardening home delivery market by driving higher adoption rates. As people stayed indoors due to restrictions, many embraced gardening as a stress-relieving and productive activity. This shift resulted in increased demand for delivered plants, seeds, and gardening essentials. Online platforms saw greater user engagement, prompting companies to strengthen their digital capabilities. Despite this growth, challenges such as disrupted supply chains, workforce limitations, and delivery delays affected operations. In general, the pandemic enhanced awareness and usage of these services, contributing to sustained market expansion even after restrictions were lifted.

The live plants segment is expected to be the largest during the forecast period

The live plants segment is expected to account for the largest market share during the forecast period because they directly meet consumer demand for greenery and decorative use. Buyers often prefer fully grown or ready-to-display plants for enhancing indoor and outdoor spaces. The growing trend of indoor gardening and focus on improving living environments increases their demand. Delivery services provide convenient access to diverse plant varieties, encouraging more people to purchase them. Their ability to instantly enhance aesthetics and require minimal setup makes live plants the most popular choice, securing their position as the largest segment within this market.

The marketplace aggregators segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the marketplace aggregators segment is predicted to witness the highest growth rate because they bring together various sellers and customers in one place. They offer a wide selection of products, competitive prices, and easy comparison features that appeal to modern buyers. Efficient delivery systems and seamless payment options further improve user convenience. Collaborations with local sellers also increase accessibility and product diversity. With the rise in online shopping and digital engagement, these platforms are becoming more preferred, contributing to their rapid expansion and strong growth potential in the evolving market landscape.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by advanced online retail systems and growing enthusiasm for gardening and home enhancement. The region's high level of internet usage allows consumers to easily browse and purchase plants and related products online. People increasingly incorporate plants into their homes for aesthetic and wellness benefits. Strong logistics capabilities and the presence of key companies support efficient delivery services. Moreover, rising awareness about sustainability and environmentally friendly lifestyles contributes to the continued demand, helping the region maintain its leading position in the overall market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, supported by urban development, higher income levels, and widespread use of digital technologies. Consumers in cities are increasingly interested in gardening, creating demand for easy home delivery options. The growth of online platforms and better logistics systems enables access to diverse gardening products. Rising awareness about eco-friendly lifestyles and the benefits of greenery in living spaces further supports adoption. These combined factors are driving rapid market growth, making Asia Pacific the fastest expanding region in this industry.

Key players in the market

Some of the key players in Plant & Gardening Home Delivery Market include Ugao,

Patch, Kyari, Greenkin, Urvann, Nurserylive, Bombay Greens, My Bageecha, Plants Guru, Greenit, Ezonefly, The Stem, Plantshop.me and Bloombox Club.

Key Developments:

In November 2025, Ugao0 partnered with Nector to convert first-time buyers into repeat customers at scale by automating loyalty points, referrals, and review incentives without adding operational burden to the team. The results included a 44x return on investment, 9.45% of total revenue driven by Nector-powered loyalty and referral programs, and a 20% successful referral rate, demonstrating how automated engagement turns everyday shoppers into lifelong customers.

In April 2025, Patch and Varaha have announced a multi-million dollar partnership aimed at scaling durable carbon removal initiatives across the region. The collaboration has already supported over 100,000 smallholder farmers across South Asia, enabling regenerative agriculture, reforestation, and biochar projects across more than one million acres of land. To date, these efforts have removed over 1.5 million tonnes of CO₂ from the atmosphere.

Product Categories Covered:

Live Plants

Gardening Tools & Equipment

Seeds & Bulbs

Fertilizers & Soil Enhancers

Pots, Planters & Containers

Garden Decor & Accessories

Service Types Covered:

One-time Delivery

Subscription-based Delivery

Customized Plant Kits

Seasonal Gardening Packages

Customer Types Covered:

Residential Consumers

Commercial Establishments

Institutional Buyers

Delivery Modes Covered:

Standard Home Delivery

Express & On-Demand Delivery

Scheduled & Recurring Delivery

Sales Channels Covered:

Online Retail Platforms

Direct Brand Websites

Local Nurseries & Garden Stores

Marketplace Aggregators

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY PRODUCT CATEGORY

- 5.1 Live Plants
- 5.2 Gardening Tools & Equipment
- 5.3 Seeds & Bulbs
- 5.4 Fertilizers & Soil Enhancers
- 5.5 Pots, Planters & Containers
- 5.6 Garden Decor & Accessories

6 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY SERVICE TYPE

- 6.1 One-time Delivery
- 6.2 Subscription-based Delivery
- 6.3 Customized Plant Kits
- 6.4 Seasonal Gardening Packages

7 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY CUSTOMER TYPE

- 7.1 Residential Consumers
- 7.2 Commercial Establishments
- 7.3 Institutional Buyers

8 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY DELIVERY MODE

- 8.1 Standard Home Delivery
- 8.2 Express & On-Demand Delivery
- 8.3 Scheduled & Recurring Delivery

9 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY SALES CHANNEL

- 9.1 Online Retail Platforms

9.2 Direct Brand Websites

9.3 Local Nurseries & Garden Stores

9.4 Marketplace Aggregators

10 GLOBAL PLANT & GARDENING HOME DELIVERY MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Ugao
- 13.2 Patch
- 13.3 Kyari
- 13.4 Greenkin
- 13.5 Urvann
- 13.6 Nurserylive
- 13.7 Bombay Greens

- 13.8 My Bageecha
- 13.9 Plants Guru
- 13.10 Greenit
- 13.11 Ezonefly
- 13.12 The Stem
- 13.13 Plantshop.me
- 13.14 Bloombox Club

List Of Tables

LIST OF TABLES

Table 1 Global Plant & Gardening Home Delivery Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Plant & Gardening Home Delivery Market Outlook, By Product Category (2023-2034) (\$MN)

Table 3 Global Plant & Gardening Home Delivery Market Outlook, By Live Plants (2023-2034) (\$MN)

Table 4 Global Plant & Gardening Home Delivery Market Outlook, By Gardening Tools & Equipment (2023-2034) (\$MN)

Table 5 Global Plant & Gardening Home Delivery Market Outlook, By Seeds & Bulbs (2023-2034) (\$MN)

Table 6 Global Plant & Gardening Home Delivery Market Outlook, By Fertilizers & Soil Enhancers (2023-2034) (\$MN)

Table 7 Global Plant & Gardening Home Delivery Market Outlook, By Pots, Planters & Containers (2023-2034) (\$MN)

Table 8 Global Plant & Gardening Home Delivery Market Outlook, By Garden Decor & Accessories (2023-2034) (\$MN)

Table 9 Global Plant & Gardening Home Delivery Market Outlook, By Service Type (2023-2034) (\$MN)

Table 10 Global Plant & Gardening Home Delivery Market Outlook, By One-time Delivery (2023-2034) (\$MN)

Table 11 Global Plant & Gardening Home Delivery Market Outlook, By Subscription-based Delivery (2023-2034) (\$MN)

Table 12 Global Plant & Gardening Home Delivery Market Outlook, By Customized Plant Kits (2023-2034) (\$MN)

Table 13 Global Plant & Gardening Home Delivery Market Outlook, By Seasonal Gardening Packages (2023-2034) (\$MN)

Table 14 Global Plant & Gardening Home Delivery Market Outlook, By Customer Type (2023-2034) (\$MN)

Table 15 Global Plant & Gardening Home Delivery Market Outlook, By Residential Consumers (2023-2034) (\$MN)

Table 16 Global Plant & Gardening Home Delivery Market Outlook, By Commercial Establishments (2023-2034) (\$MN)

Table 17 Global Plant & Gardening Home Delivery Market Outlook, By Institutional Buyers (2023-2034) (\$MN)

Table 18 Global Plant & Gardening Home Delivery Market Outlook, By Delivery Mode

(2023-2034) (\$MN)

Table 19 Global Plant & Gardening Home Delivery Market Outlook, By Standard Home Delivery (2023-2034) (\$MN)

Table 20 Global Plant & Gardening Home Delivery Market Outlook, By Express & On-Demand Delivery (2023-2034) (\$MN)

Table 21 Global Plant & Gardening Home Delivery Market Outlook, By Scheduled & Recurring Delivery (2023-2034) (\$MN)

Table 22 Global Plant & Gardening Home Delivery Market Outlook, By Sales Channel (2023-2034) (\$MN)

Table 23 Global Plant & Gardening Home Delivery Market Outlook, By Online Retail Platforms (2023-2034) (\$MN)

Table 24 Global Plant & Gardening Home Delivery Market Outlook, By Direct Brand Websites (2023-2034) (\$MN)

Table 25 Global Plant & Gardening Home Delivery Market Outlook, By Local Nurseries & Garden Stores (2023-2034) (\$MN)

Table 26 Global Plant & Gardening Home Delivery Market Outlook, By Marketplace Aggregators (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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