

Flexible Garden Hoses Market – Global Industry Size, Share, Trends Opportunity, and Forecast, By Type (Conventional, Soaker, Sprinkler, Expandable, Others), By Performance (Light Duty Hoses, Medium Duty Hoses, Heavy & Super Heavy-Duty Hoses), By Sales Channel (Supermarkets and Hypermarkets, Specialty Stores, Online, Others), By Region, By Competition Forecast & Opportunities, 2018-2028

<https://marketpublishers.com/r/FB5296839412EN.html>

Date: January 2024

Pages: 173

Price: US\$ 4,900.00 (Single User License)

ID: FB5296839412EN

Abstracts

Global Flexible Garden Hoses Market was valued at USD987.52 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.25% through 2028. The task of lugging heavy watering cans from the water connection to the garden is frequently avoided by using a flexible garden hose. The lawn and garden can be watered simultaneously with the help of a flexible garden hose. The garden hose may be swiftly and easily used to clean sporting and play equipment, garden tools, outdoor furniture, bicycles, and more. Flexible garden hoses with NSF and FDA approval can be used to fill children's swimming pools and are safe for pets to drink from. Inexpensive vinyl, durable rubber, and unique blends created for specific reasons, such as durability, kink resistance, and light weight, are just a few of the materials used to make hoses. In the course of the coronavirus outbreak, numerous national and international organizations are urging individuals to take pleasure in and partake in gardening activities as well as finish their home repair projects. There are still things people can do that don't involve staying inside their homes, despite the fact that the majority of health organizations advise self-isolation. The national garden bureau, for example, gave tips for gardeners to continue through COVID-19 in March 2020. One of the activities gardeners can engage in while isolating themselves is growing a vegetable

garden. Other activities include renovating the landscaping in front of the house, planting a herb garden, creating a new inside plant display, purchasing plants curbside from nearby IGCs, and going for a walk in the outdoors.

Despite positive updates, most garden hoses kink, which causes leaks or cracks in the hose. The adoption of flexible garden hoses is anticipated to be difficult in the upcoming years. Garden hoses that are nearly kink-free can now be created thanks to advances in technology and new materials, while yet being lighter and more maneuverable than the bulky, heavy rubber counterparts from the past. For instance, the Flexilla garden hose has a reputation for being kink-free. It is comprised of a flexible hybrid polymer that is proprietary and designed to minimize kinks when filled with water. Over the course of the forecast period, this is projected to produce a positive picture for the market for flexible garden hoses.

Key Market Drivers

The Evolution of Flexible Garden Hoses

Flexible garden hoses have come a long way since their inception. Initially, these hoses were often bulky, prone to kinking, and made of materials like rubber or vinyl, which were not particularly durable. However, innovation in materials and design has transformed these hoses into highly functional and versatile tools for gardening and outdoor use.

One of the most notable innovations in materials is the use of advanced polymers and hybrid materials. Manufacturers have turned to materials like polyurethane and thermoplastic elastomers (TPE) to create garden hoses that are not only lightweight but also incredibly durable. These materials are resistant to kinking, cracking, and UV damage, making them ideal for long-term outdoor use.

Moreover, the design of flexible garden hoses has also seen significant advancements. Traditional hoses were typically rigid and challenging to maneuver around obstacles. Modern hoses incorporate features like expandable designs, which allow them to stretch and contract as needed. This innovation not only makes storage easier but also reduces the risk of tripping hazards in the garden.

In addition to flexibility, ergonomic design has played a crucial role in enhancing the user experience. Many hoses now feature comfortable grips, swivel connectors, and easy-to-use nozzles, making watering and other tasks more convenient and less

physically taxing.

Sustainability and Eco-Friendly Materials

Another major driver in the Flexible Garden Hoses Market is the growing demand for sustainability and eco-friendly materials. With increasing awareness of environmental concerns, consumers are actively seeking products that have a lower impact on the planet. Manufacturers have responded by developing hoses made from recyclable and eco-friendly materials.

One significant innovation is the use of recycled materials in hose manufacturing. Some companies are using post-consumer recycled plastics to create the outer casing of garden hoses. This not only reduces plastic waste but also conserves resources and energy compared to using entirely new materials. Additionally, these hoses are often recyclable at the end of their lifespan, promoting a circular economy.

Furthermore, there is a trend towards hoses that are free from harmful chemicals like lead, phthalates, and BPA. These chemicals can leach into the water and soil, posing risks to plants, pets, and humans. The development of hoses that are certified as safe for potable water and free from such contaminants has gained traction in the market.

Moreover, some manufacturers are exploring biodegradable materials for hose construction. While this is still a developing area, the prospect of hoses that can break down naturally over time without harming the environment is promising. These innovations align with consumers' growing concerns about reducing their ecological footprint and making sustainable choices in their gardening practices.

Smart Technology Integration

Innovation in materials and design isn't limited to the physical aspects of flexible garden hoses. The integration of smart technology has become a significant driver in the market. Gardeners and homeowners are increasingly looking for hoses that offer automation and convenience.

Smart hoses can be controlled via smartphone apps, allowing users to remotely turn the water on and off, set watering schedules, and monitor water usage. This not only saves time and effort but also helps conserve water, an important consideration in regions facing water scarcity.

Furthermore, some smart hoses come equipped with sensors that can detect soil moisture levels and weather conditions. This data is used to optimize watering schedules, ensuring that plants receive the right amount of water at the right time. This technology is particularly appealing to avid gardeners who want to maximize plant health while minimizing water waste.

Innovation in smart technology also extends to hose accessories. Manufacturers have developed wireless water timers and flow meters that can be easily added to existing hoses, transforming them into intelligent watering systems. These devices enable precise control over irrigation, reducing water wastage and promoting efficient gardening practices.

Key Market Challenges

Quality and Durability

One of the primary challenges in the Flexible Garden Hoses Market is ensuring consistent quality and durability. Consumers expect garden hoses to withstand the rigors of outdoor use, including exposure to UV radiation, extreme temperatures, and physical wear and tear.

However, maintaining quality and durability can be challenging due to several factors. First, there is a wide range of quality levels among available hoses, with some low-cost options often sacrificing quality for price. These hoses may kink easily, crack, or leak, leading to frustration for consumers.

Additionally, the use of different materials in hose construction can impact durability. While innovations in materials have led to more robust hoses, selecting the right materials and manufacturing processes is critical. Some materials may degrade over time, especially when exposed to UV rays, leading to a shorter lifespan.

To address this challenge, manufacturers need to invest in research and development to create durable hoses that can withstand various environmental factors. Proper quality control measures should be implemented to ensure consistency, and consumers should be educated about the importance of investing in higher-quality hoses for longer-term satisfaction.

Environmental Concerns

Environmental concerns are increasingly shaping consumer preferences and regulations in the Flexible Garden Hoses Market. Traditional hoses often contain materials that can be harmful to the environment, such as lead, phthalates, and other chemicals. The disposal of old or damaged hoses can also contribute to environmental issues, as they may end up in landfills or as plastic waste in natural ecosystems.

To address these challenges, manufacturers are exploring eco-friendly materials for hose construction, such as recyclable plastics and biodegradable options. Regulatory bodies are also imposing stricter standards on the materials used in hoses to minimize their environmental impact. Educating consumers about the importance of responsible disposal and the benefits of eco-friendly hoses can further promote sustainability in the market.

Water Conservation

Water conservation is a pressing global issue, and it poses a significant challenge for the Flexible Garden Hoses Market. Garden hoses can be wasteful if not used efficiently, especially when consumers leave them running unattended or use high-flow hoses for tasks that don't require it. The challenge of water conservation is exacerbated by the lack of awareness among consumers about the importance of using water-efficient practices in gardening. Many gardeners continue to use hoses with high flow rates, unaware of their impact on water consumption.

To address this challenge, manufacturers can develop and promote water-efficient hoses that are designed to minimize water wastage. Features like adjustable nozzles, flow control valves, and smart technology can help users manage water usage more effectively. Additionally, public awareness campaigns and educational materials can inform consumers about the importance of responsible watering practices.

Key Market Trends

Smart Garden Hoses

One of the most significant trends in the Flexible Garden Hoses Market is the emergence of smart garden hoses. With the increasing adoption of smart technology in homes, gardens are no exception. Smart garden hoses are equipped with sensors and connectivity features that allow users to remotely control water flow, monitor water usage, and optimize watering schedules through smartphone apps.

These hoses are particularly attractive to tech-savvy consumers who seek convenience, efficiency, and water conservation. The integration of soil moisture sensors and weather data enables users to water their gardens based on actual needs rather than a fixed schedule, reducing water wastage significantly.

Furthermore, some smart hoses come with voice control compatibility, making it even easier for users to manage their watering routines. As the Internet of Things (IoT) continues to advance, we can expect more innovations in this space, such as integration with home automation systems and real-time data analytics for garden optimization.

Expandable Garden Hoses

Expandable garden hoses have gained substantial popularity in recent years. These hoses are designed to be lightweight and compact when not in use but can expand to full length when water pressure is applied. This innovation has addressed several longstanding issues associated with traditional garden hoses, such as kinking, tangling, and storage difficulties.

The success of expandable hoses can be attributed to their user-friendly design and versatility. They are easy to handle, requiring minimal effort to move around the garden. Additionally, their compact size makes storage a breeze, even in small spaces.

Manufacturers have also improved the durability of expandable hoses by using high-quality materials and reinforced layers. As this trend continues to grow, we can expect further innovations, including hoses with additional features like retractable designs and enhanced resistance to UV rays and abrasion.

Eco-Friendly Materials

Environmental consciousness is a driving force behind the adoption of eco-friendly materials in the Flexible Garden Hoses Market. Consumers are increasingly concerned about the environmental impact of their purchases, including garden hoses. Traditional hoses often contain materials like lead, phthalates, and other chemicals that can leach into the environment. To address these concerns, manufacturers are now using eco-friendly materials in hose construction. These materials are typically free from harmful chemicals, recyclable, and sometimes even biodegradable.

Recycled plastics, in particular, are gaining traction as a sustainable alternative. Hoses

made from post-consumer recycled materials reduce plastic waste and promote a circular economy. Some hoses are also designed to be easily recyclable at the end of their lifespan. As sustainability becomes a top priority for consumers, manufacturers will likely continue to invest in eco-friendly materials and promote their environmental credentials to gain a competitive edge.

Innovative Nozzles and Accessories

Innovations in hose nozzles and accessories have become a significant trend in the Flexible Garden Hoses Market. While the hose itself is important, the nozzle plays a crucial role in controlling water flow and spray patterns.

Manufacturers are developing nozzles with adjustable settings that allow users to switch between various spray patterns, from gentle misting to high-pressure jet streams. Some nozzles also come equipped with features like water-saving modes and automatic shut-off mechanisms, promoting water conservation.

Additionally, manufacturers are offering a wide range of accessories that enhance the functionality of garden hoses. These accessories include hose reels, hose guides, hose storage solutions, and quick-connect fittings that simplify hose attachment and detachment.

The trend towards innovative nozzles and accessories reflects consumers' desire for versatility and ease of use in their gardening tools. As technology advances, we can expect even more sophisticated and user-friendly nozzle designs in the market.

Segmental Insights

Type Insights

The market share that conventional hoses held in 2022 was the largest. Over the course of the projection period, this market for products is expected to grow significantly. The increased use of this product as a vital household item for gardening and other maintenance tasks is credited with the segment's expansion.

During the anticipated period, soaker hoses are anticipated to experience the highest CAGR growth. Due to their up to 70% lower water usage than sprinklers, soaker hoses are becoming more and more popular. Additionally, none of the water is lost because it is sent directly to the area of soil closest to the roots where it is most needed. In

planters or vegetable gardens where objects are arranged in rows, these hoses are perfect for use.

Performance Insights

In terms of revenue, medium-duty hoses held the majority of the market in 2022 with a share. This market's expansion can be ascribed to its versatility and ability to be used for gardening and lawn care. They have a durable, weather-resistant vinyl cover that allows flexibility even in cold conditions, making them suitable for use all year long. Their sturdy crush-resistant couplings provide dependability and a longer lifespan. In the upcoming years, these elements are probably going to propel segment expansion.

Over the course of the projection period, the light-duty hoses are anticipated to grow at a sizable CAGR. The lightweight design of these hoses makes them perfect for persons who might find it difficult to handle bulkier hoses, and they are also great for regular use in gardening and lawn care. Additionally, these hoses have quick couplings that make it simple to safely connect to and unplug from any outdoor tap or spigot. The demand for light-duty hoses is predicted to increase in the upcoming years as a result of these factors. Because of their enduring quality and tested performance, heavy and super heavy-duty hoses are predicted to gain substantial traction in the upcoming years.

Regional Insights

In 2022, Europe held the largest share of the global market, dominating it. Since most homes in Europe have access to a private garden or private shared garden, there is expected to be a large increase in demand for gardening tools and supplies throughout the course of the projection period, including flexible garden hose. The two countries with the largest market shares in Europe are Germany and the United Kingdom, and they are expected to grow at a notable CAGR during the time of forecasting.

North America is anticipated to grow at the quickest CAGR over the anticipated period and will likely trail Europe in terms of market share. In the upcoming years, there will likely be a major increase in demand for flexible garden hoses due to the growing number of families engaging in gardening activities. The United States is anticipated to maintain its leadership position in North America and is anticipated to grow at a noteworthy CAGR during the forecast period. The National Gardening Association (NGA) estimates that about 35% of American families grow their own food or participate in community gardens. This translates to a 200% increase in gardening activity among 2 million more families nationwide.

Key Market Players

Craftsman

Legacy Manufacturing Co.

Water Right Inc.

Melnor

Gilmour

Teknor Apex Company

Briggs & Stratton

Terraflex

Swan Products, LLC

Flexon Industries

Report Scope:

In this report, the Global Flexible Garden Hoses Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Flexible Garden Hoses Market, By Type:

Conventional

Soaker

Sprinkler

Expandable

Others

Flexible Garden Hoses Market, By Performance:

Light Duty Hoses

Medium Duty Hoses

Heavy & Super Heavy-Duty Hoses

Flexible Garden Hoses Market, By Sales Channel:

Supermarkets and Hypermarkets

Specialty Stores

Online

Others

Flexible Garden Hoses Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Flexible Garden Hoses Market.

Available Customizations:

Global Flexible Garden Hoses Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Sales Channel

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