

Online Nursery Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Flowering Plants, Shrubs, Vegetable Seeds, Indoor Plants, Air Purifying Plants, Others), By End User (B2B and B2C), By Region and Competition, 2019-2029F

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Abstracts

Global Online Nursery Market was valued at USD 188.11 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.04% through 2029. The Online Nursery Market refers to the rapidly growing industry of buying and selling nursery products over the internet. This market comprises a wide range of products such as plants, pots, gardening tools, organic soils, fertilizers, and other nursery and gardening accessories. With the rising trend of indoor gardening and the convenience of shopping from the comfort of home, the online platform has gained immense popularity among gardening enthusiasts.

One of the key advantages of the online nursery market is the wider variety of products available. Customers can explore an extensive selection of plant species and varieties that may not be readily available in local nurseries. Additionally, online platforms often provide detailed product descriptions, care instructions, and gardening tips, making it easier for both novice and experienced gardeners to make informed choices and nurture their plants effectively. Moreover, the online nursery market offers a seamless shopping experience, allowing customers to browse and purchase products at any time, from anywhere. This convenience has been particularly beneficial for individuals with busy schedules or limited access to physical nurseries. Furthermore, online platforms often offer competitive pricing and attractive discounts, making it a cost-effective option for purchasing nursery products.

Key Market Drivers

Increasing Internet Penetration

The rise in internet penetration worldwide is poised to significantly boost the demand for online nurseries on a global scale. The internet has essentially transformed the world into a global village, eradicating geographical boundaries and making it possible for services to be accessed from any corner of the globe. One such service that stands to benefit immensely from this development is the online nursery or e-nursery. These digital platforms provide a convenient and efficient means for parents to procure essential nursery items - from toys to furniture, to baby care products. As more people gain access to the internet, the pool of potential customers for these online nurseries expands. Additionally, the ongoing COVID-19 pandemic has further accelerated this trend, as safety concerns and lockdown measures have made online shopping a necessity rather than a luxury. With increasing digital literacy, even the less tech-savvy population segments are beginning to adopt online shopping habits, further fueling the demand. It is, therefore, reasonable to anticipate an upsurge in the demand for online nurseries globally in line with the increasing internet penetration.

Growing E-Commerce Sector

The ever-growing e-commerce sector, with its wide reach and easy access, is expected to substantially increase the demand for online nurseries globally. More and more consumers are transitioning towards online shopping, lured by the convenience of home delivery, the wide variety of options, and the ability to compare prices and reviews. This trend is also observed in the nursery sector where customers prefer buying plants online. This preference can be attributed to the ability of e-commerce platforms to offer a broader range of plant species, detailed care information, and customer reviews, elements that are typically unavailable in physical stores. This convenience, along with the rising trend of indoor gardening, particularly among urban dwellers living in apartments, is driving the growth of online nurseries. Moreover, the current global situation with the COVID-19 pandemic has accelerated this shift, as consumers opt for contactless shopping experiences for safety reasons. As a result, the e-commerce sector is amplifying the accessibility and demand for online nurseries worldwide.

Consumers Increased Disposable Income

The anticipated rise in consumers' disposable income is poised to significantly spur the

global demand for online nurseries. When consumers have higher levels of disposable income, they are more likely to invest in discretionary goods and services – those that are not necessary for survival but add value to life – and indoor plants, garden supplies, and professional nursery advice certainly fit this category. The convenience and vast variety offered by online nurseries make them an attractive option for the modern-day consumer, who is increasingly inclined towards digitized shopping experiences. Moreover, amidst the hectic pace of contemporary life, the tranquility infused by greenery at home or office is a luxury many are willing to pay for. As disposable incomes rise, this trend is likely to intensify. The intersection of improved financial capacity and the growing appeal of digital commerce is set to amplify the demand for online nurseries globally. In addition, as more people become aware of the environmental, health, and aesthetic benefits of incorporating plants into their living and working spaces, the potential for online nurseries appears increasingly promising.

Expansion of Product Ranges by Online Nursery Retailers

The global online nursery market is on the verge of notable expansion, primarily due to online nursery retailers diversifying their product ranges. This strategic move is expected to fuel global demand significantly. As the digital marketplace becomes more sophisticated, online nurseries are no longer confined to selling merely plants and seeds. They're now offering a broader selection of products, including gardening tools, organic fertilizers, exotic plant varieties, and DIY landscaping kits. This extensive product range caters to every niche within the gardening community, from the hobbyist to the professional landscaper. The convenience of online shopping, coupled with the ability to access a diverse product range at the click of a button, is an attractive proposition for consumers. Furthermore, online nurseries are providing detailed care instructions and virtual assistance, enhancing the customer experience and fostering repeat business. The expansion of product ranges by online nurseries, therefore, is not just broadening consumer choice, but also driving the global demand for online nursery products. The future of the online nursery industry appears robust and promising, with growth propelled by diversified product offerings.

Key Market Challenges

Lack Of Access to Reliable High-Speed Internet

The lack of access to reliable and high-speed internet is a significant hurdle for the global expansion of online nurseries. Online nurseries, which have been growing in demand due to their accessibility and convenience, may face a decrease in demand

due to connectivity issues. These educational platforms heavily rely on strong internet connections for seamless video streaming, real-time interaction, and swift content delivery. In areas with poor or inconsistent internet service, this becomes a major challenge. Parents might be hesitant to rely on these platforms if they anticipate regular disruptions in classes due to connectivity problems. Additionally, high-speed internet is often considered a luxury in many parts of the world, meaning that a considerable portion of the global population may be automatically excluded from using such services. Even in developed countries, rural regions often struggle with access to fast, reliable internet, further shrinking the potential market for online nurseries. The demand for online nurseries globally, therefore, is expected to decrease if the issues of internet access and high-speed connectivity are not addressed on a global scale.

Regulatory Compliance

Regulatory compliance has a significant impact on various industries, including online nurseries. Around the globe, stringent regulations concerning child safety, data privacy, and quality of educational content are being implemented, which could potentially decrease the demand for online nurseries. Parents are becoming increasingly aware of these concerns and regulatory bodies are stepping up to enforce strict compliance measures. The requirement for online nurseries to comply with these regulations can involve substantial time and resources, potentially limiting their ability to scale and attract new clients. Furthermore, the risk of non-compliance, which could result in hefty penalties, reputational damage, and loss of customer trust, may deter potential service providers from entering the market. This combination of factors could lead to a decrease in the global demand for online nurseries. As we move forward, it becomes crucial for these institutions to navigate the complex regulatory environment while ensuring the delivery of high-quality, safe, and secure services to maintain demand and growth in the industry.

Key Market Trends

Booming Home Decor Gardening Trend

The burgeoning trend of home decor and gardening is a significant driver propelling the global demand for online nurseries. As more people become interested in creating aesthetic and comforting living spaces, the appeal of integrating greenery has substantially increased. Plants not only offer an affordable and versatile option for home decor but also foster a healthier living environment by purifying the air. Consequently, the ease and convenience of purchasing a wide variety of plants from online nurseries

have gained traction among urban dwellers with limited access to physical gardening stores. Moreover, the COVID-19 pandemic has catalyzed this trend, as lockdowns and work-from-home arrangements have led to an increased interest in home-based hobbies and wellness practices. Online nurseries have thus become a go-to solution for gardening enthusiasts seeking diverse plant species, gardening tools, and expert advice. The ability to compare prices, read reviews, and receive doorstep delivery further adds to the allure of these platforms. As this home decor and gardening trend continues to flourish, it is anticipated that the demand for online nurseries will escalate globally, marking a transformative shift in the gardening retail landscape.

High Demand for Exotic Rare Plant Species

The escalating demand for rare and exotic plant species is projected to fuel the global growth of online nurseries. Globally-conscious consumers are turning towards more unique flora to embellish their living spaces, making rare and exotic plants increasingly sought-after commodities. This trend is particularly apparent among urban dwellers who wish to infuse their concrete environments with a touch of nature's vibrancy. Furthermore, the convenience and accessibility of online shopping make it a preferred platform for many consumers. An online nursery, with its comprehensive catalogue and home delivery service, perfectly caters to these needs. The customer's ability to access a wide variety of plants, along with detailed care instructions for each species, significantly enhance the appeal of buying plants online. Plus, the current social distancing measures have further bolstered the rise of online nurseries. Lastly, as the world progressively leans towards environmental sustainability, cultivating plants, even exotic ones, is seen as a step towards creating a greener planet. In conclusion, the growing demand for exotic and rare plant species, coupled with the convenience of online shopping, is set to augment the global online nursery market.

Segmental Insights

Type Insights

Based on the type, indoor plants hold a significant share in the global online nursery market. With the rising trend of urban gardening and the increasing awareness of the numerous benefits of indoor plants, such as air purification and aesthetics, their popularity has soared among consumers worldwide. People are now embracing the idea of bringing nature indoors, not only to enhance the visual appeal of their living spaces but also to improve air quality and create a calming atmosphere.

Research has shown that indoor plants can have a positive impact on mental health and well-being. Their presence has been linked to reduced stress levels, improved mood, and increased feelings of relaxation. Additionally, certain indoor plants have been found to have specific therapeutic benefits, such as promoting better sleep or reducing symptoms of anxiety. Furthermore, indoor plants have been shown to boost productivity and concentration. Studies have indicated that having plants in the office or workspace can lead to improved cognitive performance, enhanced creativity, and increased focus. By creating a more natural and inviting environment, indoor plants can help individuals feel more inspired and motivated to work. As a result of these various benefits, the demand for indoor plants continues to grow, making them a thriving segment in the global online nursery market. With an increasing number of people seeking to incorporate nature into their indoor spaces, the market for indoor plants is expected to expand even further in the coming years.

End User Insights

Based on the end user, the global online nursery market has witnessed remarkable growth in recent years, driven by the substantial contributions from both the B2B and B2C segments. However, it is the B2C sector that currently holds the lion's share of the market. This dominance can be attributed to various factors, including the increasing convenience of online shopping for individual customers and the availability of a wider range of product offerings. In addition to convenience, the B2C sector has gained popularity due to its ability to provide customers with the opportunity to compare prices and read reviews before making a purchase. This added level of transparency and information empowers the average consumer, making B2C transactions more appealing and trustworthy. As the online nursery market continues to evolve, it is expected that the B2C segment will maintain its stronghold, driven by ongoing advancements in technology, improved customer experiences, and the continuous expansion of product options. With these factors in play, the online nursery market is poised for further growth and innovation in the coming years.

Regional Insights

The North American region is currently dominating the global online nursery market. With its reputation for rapid technology adoption and extensive internet penetration, this region has witnessed a remarkable surge in consumers opting to purchase plants and nursery products online. The convenience offered by online platforms, coupled with the vast array of options available, has attracted a diverse range of customers, from gardening enthusiasts to interior designers, all seeking to explore and beautify their

spaces with the finest selection of plants and nursery products. In recent years, the North American market has experienced significant growth and evolution in this sector. As more and more people embrace the joy of gardening and horticulture, the demand for accessible and convenient online shopping experiences has skyrocketed. This trend is driven by the desire to create stunning outdoor and indoor spaces that reflect personal style and individuality.

The North American market's continuous growth and evolution in this sector reflect the increasing demand for accessible and convenient online shopping experiences in the realm of gardening and horticulture. As technology continues to advance and online platforms become even more user-friendly, the possibilities for the online nursery market are limitless. Gardening enthusiasts and plant lovers can look forward to a future where they can effortlessly explore, discover, and nurture their green spaces with ease.

Key Market Players

Great Garden Plants

Monrovia Nursery Company

Prairie Nursery

Greenwood Nursery

Desert Horizon Nursery

The Davey Tree Expert Company

Pike Nurseries

Gardens Alive!, Inc.

Moon Valley Nurseries

Bay Laurel Nursery

Report Scope:

In this report, the Global Online Nursery Market has been segmented into the following

Online Nursery Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Flo...

categories, in addition to the industry trends which have also been detailed below:

Online Nursery Market,By Type:

oFlowering Plants

oShrubs

oVegetable Seeds

oIndoor Plants

oAir Purifying Plants

oOthers

Online Nursery Market,By End User:

oB2B

oB2C

Online Nursery Market, By Region:

oNorth America

United States

Canada

Mexico

oEurope

France

United Kingdom

Italy

Germany

Spain

oAsia-Pacific

China

India

Japan

Australia

South Korea

oSouth America

Brazil

Argentina

Colombia

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Online Nursery Market.

Available Customizations:

Global Online Nursery 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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