

Consumer trends, sustainability and innovation in garden centers

Challenges, opportunities and customer expectations in the near future



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Our mission

**We add to a healthy, cosy and
green living environment for
people, pets and animals in and
around their houses**



Tuinbranche Nederland
120 suppliers and 550 stores





Consumer trends,
sustainability and
innovation in garden
centers



Covid19



Accelerate

10 learnings

Opportunities and challenges for brands and retailers



#1 Sustainability

**60% worried on climate
chang**

**50% worried on protecting the
environment**



#2

Shopping local

48% I will shop more in small businesses and buy more products from local producers

**Definitely+probably*



#3

New ways of shopping

Consumers ask for

Free home delivery, restriction and stocking guarantee on key items, different pay methods, staff to respect hygiene restrictions

11% used pick up delivery more often than before



#4

Shift from offline to online

Expect to buy online more often

**Consumer
Electronics IT
products
Major domestic appliance
Cultural goods
DIY & Gardening
Food & groceries
Hygiene &
Beauty**



#5

Spending time online

**30% spending more time
on video-on-demand
streaming**



#6

Online servicing & advice

**31% interested to use
video/chat to interact with
brand or retailers**



#7

Flexibility in finance (products)

**49% asking for different payment
methods for online stores**

**20% asking for refund/rebooking
fees when travelling**



#8

Working from home

81% working from home will be a new reality for many companies



#9

Value free time & family

**86% time spent looking after family
(same+increase)**

55% intent to travel closer to home



#10

Focus on Health

54% plan to do more **psychical
exercis**

30% interested in online
medical consultation

18% not planned before, now
**intent to purchase sport/fitness
equipment**





**CHANGE
AHEAD**



Are these Chances for garden center business ?

#1 Sustainability

**60% worried on climate
chang**

**50% worried on protecting the
environment**





Worries about climate change



Climate change

The value of green

TreeTag **ANUS FLORIS**

MIJN FLORIS BOOMVERZORGING TWISTEN

Ik ben een
ZOMERGIK

 Ik heb een stam diameter van **76** cm
 Ik heb een hoogte van **22** m
 Ik heb **555** van kinderen

IK BEN BELANGRIJK WANT:

IK LAVER JAARLIJKS **307** dagen
ZUURSTOF
VOOR 1 PERSON 

IK HOUD JAARLIJKS **1000** liter
REGEN
WATER VAST 

IK VANG JAARLIJKS **418** gram
LUCHT
VERVUILING 

IK VANG JAARLIJKS **71.1** kilogram
CO₂ AF 

 Totale heb ik **2141** kilogram koolstof opgeslagen
 Dit slaat gelijk aan **72094** kilometer rijden

#TreeTag 

Climate square





How products are produced ; transparency



In 2021 85% re-used granulate
In 2023 100% re-used granulate



#2

Shopping local

**48% I will shop more in
small businesses and
buy more products
from local producers**



Shopping local

First City Store in
A'dam
(cargo bike
succes)



Locals are preferred (city store)



Shopping local



Local retailers, local delivery

Local for local

WARENHUIS GRONINGEN

Het warenhuis van de toekomst. Al het moois uit
Groningse winkels is voortaan online te vinden.

POPULAIRE PRODUCTGROEPEN

Kleding

Schoenen

Speelgoed

Dranken

Voeding

3

**New ways of
shopping**

**COMING
SOON TO
ANTWERPEN**



of shopping



Heb jij al een haarverzekering?

A terracotta hanging planter box is mounted on a white metal railing. The planter is filled with a variety of pansies in shades of purple, white, and blue. The planter has a black metal frame with a zigzag pattern. The background is a blurred green, suggesting foliage.

New ways of shopping

A woman with blonde hair and glasses, wearing a grey cardigan over a blue striped shirt, is holding a pink smartphone up to take a photo. She is standing in a city street with blurred buildings and people in the background. Overlaid on the image is a white grid with several icons: a coffee cup, a shopping cart, a target symbol, and a cocktail glass. A dark grey banner at the bottom contains white text.

#4 Shift from offline to online

Acces 24/7



Seamless buying

Ons verhaal



Steden vergroenen

Onze missie is een groene omgeving voor iedereen, vol leven.



Duurzaam groen

Wij kiezen voor tuinplanten die gekweekt zijn zonder gif.



Gratis plant-support

Met onze hulp weet jij precies hoe je jouw planten gezond en happy houdt.

Shift from offline to online

Attack from a side

[Meer over onze groene missie →](#)

Guaranteed to Grow

All our hardy plants carry a 2 year Guarantee



#6

(Online) service and advice



Special service stations



#8

Working from home



AIR^o
SO
PURE[®]



#10
Focus on health





A lot of chances but ;
Higher expectations on store visit



With experience, knowledge and
have an eye for the future



Is sustainability also a chance for garden centers?



Transparency



Child labor



How produced



Transport and where produced



Pesticides

A close-up photograph of several potted hyacinth plants. The plants are in blue plastic pots, with some in the foreground and others in the background. Each plant has a large, light-brown, papery bulb at the base. From the top of each bulb, a cluster of bright green, lance-shaped leaves grows upwards. At the center of each leaf cluster is a small, developing flower spike, which is a pale yellowish-green color. The background is slightly blurred, showing more of the same plants and some dark, possibly wooden, structures.

Pesticides



Wood



Soil and peat

CORPORATE SOCIAL RESPONSIBILITY

Doing and showing



Sustainability

Consumers:

68% says sustainability is important

62% buys environmentally friendly

59% chooses for less packaging


56% preferences a quality mark

41% is willing to pay more





There is no sector that can
be greener than ours

A monarch butterfly with orange and black wings is perched on a green stem in a field of vibrant, multi-colored flowers (pink, orange, and yellow) with lush green foliage in the background.

How can we add to the
world of tomorrow ?
To the next generations ?



**Because there is no
Planet B**

Green sector plan



A photograph of a garden scene featuring pink flowers in the foreground and green foliage in the background. A white cloth is draped over a structure in the background. The text is overlaid on the image in white and yellow boxes.

EISEN EN WENSEN
GEWASBESCHERMING
IN DE SIERTEELT VAN
DE TUINRETAIL

AMBITIE 3.0.

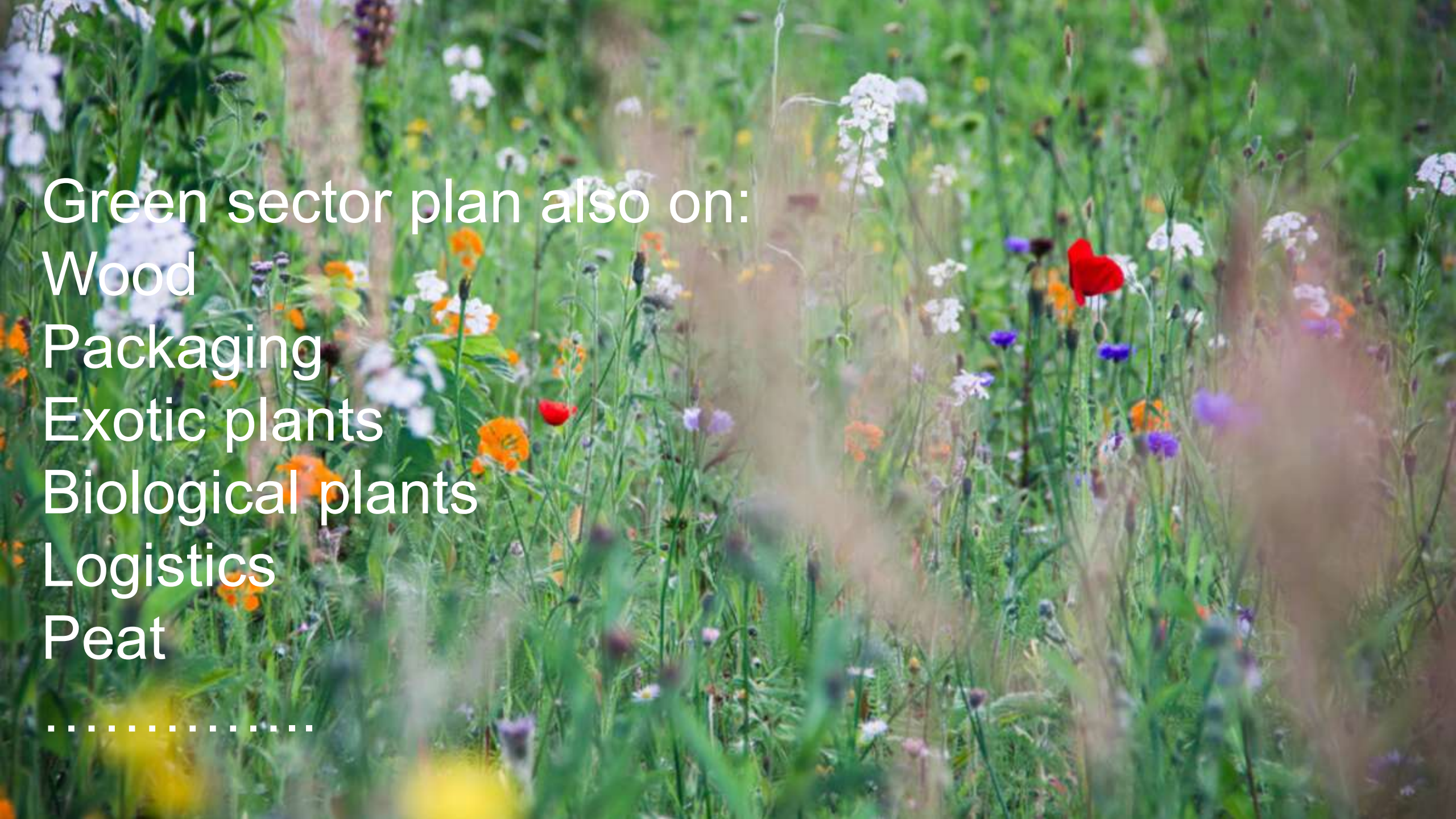
Ambition on using pesticides



Working together with:
Retailers
Trade organisations
Growers
NGO (Natuur&Milieu)
Certification organisation (MPS)



Private use



Green sector plan also on:

Wood

Packaging

Exotic plants

Biological plants

Logistics

Peat

.....

DREAM



Everybody gardening



With local relevant products



Sustainable and transparency
in green and non-green



Working together



Green
streets, less floor
tiles, water
collection

Green cities



Green cities



Maximum inspiration



Working on climate change for
a better world tomorrow

GROEN
KLIMAATPLEIN

TEGELS EN
WAT DOE JE ERIN?

Garden Industry

Suppliers

Government

Garden centres

World Wildlife Fund

Insurers

Education

Climate squares TBNL

Our goal = a **Veluwe extra**

- 5,5 million private gardens
- Each year 2m² green
- In 5 years 10m²
- 55 million m²
- = extra natural park Hoge Veluwe



In collaboration with:

- 38 retailers => goal is 70 in 2022
- Suppliers => sustainable products
- Local government
- Provinces
- Water authorities
- Nature organisations

