

CATEGORY: HORTICULTURAL PRACTICES IMPACTING HEALTH

Consumer Driven Plant Trends

Consumer driven preferences are important to the horticulture industry, with 85% of US households having gardened in 2024, spending of \$52.3 billion (Garden Research, 2026). Understanding consumer trends provides guidelines for plant product development, marketing and procurement for small and large producers. Consumers are influenced by media, plant interactions, interior trends, sustainability and health concerns. Gen Z for example, are price-driven, concerned about recyclable packaging and eco-conscious behaviors, with flower giving/receiving linked to emotional wellbeing and strong connections to nature (Floral Marketing Fund, 2026).

The prominent theme in research topics in this area has been a food focus, along with food related subjects. Plant trends, driven by consumer preferences, have created greater demand for specific plant-based protein crops like nuts, hemp seeds, beans and edamame, organic foods, heirloom fruits and vegetables, tea, and plants used for herbal remedies (Cardello et al., 2022; Gómez et al., 2024; Tilbert & Kaptchuk, 2021). Plant-based alternatives for meat have been the subject of many investigations (Boukid, 2021; Pagnanelli et al., 2026; Pradhan et al, 2026). Related topics within this food theme include agrihood concept of urban farms within master-planned communities (Yale, 2019), food as medicine/Food Rx (Gunter et al., 2025) and vegetarian diets (Hargreaves et al., 2023).

Other consumer driven research topics include consumer purchasing habits and preferences, for pollinator plants and houseplants. Consumer demand for safety and transparency for all types of plant products including edibles, ornamental plants, cut flowers, seeds, and vegetative cuttings used in residences, community and commercial gardens are part of the body of research (FAQ et al., 2020). Interest in home gardens, gardening as self-care, and houseplants addressing *weltschmerz* are a few examples where plants intersect health strategies (Knuth et al., 2024; Garden Media Group, 2021). Of note is the “indoor plant market ... flourishing at the intersection of health, décor and sustainability” (Pheonix Research, 2026), and the use of *Expand Gardens*, using the *Google Lens* app to learn about new plants (Green Profit, 2026). Growth of agritourism (Simos, 2023), virtual farmer’s markets, and a strong focus on consumer trends within the floriculture and horticulture sectors are relevant issues that continue to evolve (Etheredge & DelPrince, 2021; Knuth, M. et al., 2023; Wei et al., 2024).

The research citations in this document are organized into two sections—Plant-based Food Focused and Other Consumer Driven research topics.

For related resources refer to category: Plant-based Food, Plant-based Nutrition and Food Security Initiatives and call subsets in category Horticulture Practices Impacting Health.

Key Organizations

[American Grown Flowers and Foliage Organization](#)

[AmericanHort](#)

[American Society for Horticultural Science](#)

[FoodNavigator.com](#)
[GardenComm: Garden Communicators International](#)
[Garden Media Group](#)
[GardenResearch.com](#)
[Ellison Chair in International Floriculture at Texas A&M University](#)
[Floral Marketing Fund](#)
[Horticulture Research Institute](#)
[Hunter College New York City Food Policy Center](#)
[International Society for Horticultural Science](#)
[National Garden Bureau](#)
[National Gardening Association](#)
[New Phytologist Foundation](#)
[Plant Based Foods Association](#)
[Plant Based Products Council](#)

Books, journals & epublications on consumer driven trends

FAO, IFAD, UNICEF, WFP & WHO. (2020). [The state of food security and nutrition in the world 2020. Transforming food systems for affordable healthy diets.](#)

Food journals (*Journal of Food Science, Journal of Medicinal Food, Journal of Food Science and Technology, Food Policy, Journal of Food Safety* etc.)

[Food Navigator.com](#)

[Garden Center magazine](#)

[Greenhouse Grower magazine](#)

[Greenhouse Management magazine](#)

[Greenhouse Product News magazine](#)

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Knuth, M., Khachatryan, H., & Hall C. (2021). [Consumer houseplant purchasing report 2021.](#) American Floral Endowment (p.291).

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[Plants, People, Planet](#)

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Research & articles on consumer driven trends (Plant-based Food Focused)

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Research & articles on consumer driven trends (Other Consumer Driven Topics)

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Examples of consumer driven trends

[2025 American Society for Horticultural Science conference topics](#).

[2023 American Society for Horticultural Science consumer horticulture sessions](#) with topic descriptions.

[American's 50 State Flowers](#) Celebrating America 250 from the United States Botanic Garden lists the official state flowers.

[Backyard Market](#) is a virtual farmers' market in Florida in multiple locations. It is organized by the Florida Organic Growers for direct-to-consumer transactions of local produce.

[From Soil to Snacks: How Snacktivist Foods is Partnering with Farmers to Produce Better Foods](#), podcast from Plant Based Foods Institute.

[The Global Coffee Crisis is Coming](#) video and [Why Single Origin Coffee is So Expensive](#) video present the current status of this crop, small scale growers and its impact.

[New plants for 2026 from plant grower Proven Winners](#) sheds light on new preferences.

[New plants and plant products for 2025](#) from a garden company's perspective (filmed at the 2024 Cultivate conference event in Columbus, Ohio).

[2025 Global Plant-forward Culinary Summit](#) from The Culinary Institute of America involves chefs, food service operators, food production professionals interested in strategic food trends and nutrition.

Videos, webinars & websites on consumer driven trends

[10 Ways Tech is Powering the Plant-based Food Revolution](#) video highlights vegan meat, vegan oat milk, extraction process of protein from plants.

[Connect-2-Consumer](#) podcasts from Dr. Bridget Behe, Michigan State University are weekly discussions on topics related to plant retailing, where research-based information is made easily accessible to the horticulture industry.

[Consumer Preferences for Fruiting Plants and Pollinator-attracting Ornamental Companion-planted Container Garden Kits](#), presentation by Jonathan Caples, Texas A&M University, at the 2022 American Society for Horticultural Science Conference.

[Do Plant Benefits Influence Consumer Behavior](#), webinar by Dr. Melinda Knuth, North Carolina State University, at the 2022 American Society for Horticultural Science Conference.

[Economic Value of Green Spaces](#) video by Dr. Charlie Hall shares insights in this area, including graphic formats to educate horticulture and public purchasers, and their plants, nature and Health initiative.

[Floral Marketing Fund](#) website has multiple guides and articles targeting floral retailers for improving their sales, understanding consumer preferences, and types of media campaigns; some of these are free, others not.

[Global Indoor Plants Market 2025-2033](#) website information identifies growth year over year, key drivers of growth in this sector, key players, and the importance of these plants, health, décor and sustainability according to Pheonix Research.

National Association of Landscape Professionals website identifies [plant trends 2026](#), as well as other resources like industry news, professional development and business stories.

[Plant Based Product Examples](#), presented by the Plant Based Products Council.

[# PlantsDoThat/NICH](#) (National Initiative for Consumer Horticulture) identifies benefits of plants, providing infographics.

[Understanding the New Mainstream Consumer, Gene Editing Tomorrow's Crops](#) podcast by Omnivore.

Related organizations

NA

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