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**Growing consumer plant-care confidence could boost plant purchases**

* A new report shows people buy more plants when they know how to care for them.
* Buyers are purchasing less often, but this is a correction of a COVID upswing and the reflects cost-of-living pressures.
* Cost of living is among the barriers to people purchasing but has also triggered a shift in behaviour to edible varieties for those buying plants.

New research released this week shows that knowledge and confidence in maintaining plants drives consumer purchasing behaviour.

The need for more plant-care education was a key finding of the *Nursery Consumer Usage and Attitudes – Key Findings* Report, funded by Hort Innovation. More plant knowledge will translate to more plant sales.  
  
Greenlife Industry Australia CEO, Joanna Cave, says nurseries and other plant sellers are uniquely placed to help build consumer plant-care confidence, and to share information, tips and resources with customers.

Thirty percent of respondents doubt their own gardening ability and don’t back themselves to keep their indoor plants alive. ‘Not having time to nurture plants’ and ‘plants always seeming to die’ are among the top barriers to purchasing. Other key obstacles include cost and a lack of indoor and outdoor space.   
  
"Nurturing plants at home is a relatable challenge,” Ms Cave says, “and horticultural hiccups are disheartening. So, it’s not surprising some consumers are put off trying again.

“However, the link between plant-care confidence and purchasing is something industry can leverage,” she says.  
  
“If we teach people how to care for plants, and also match plants to people’s specific skillsets and living conditions, everyone will benefit.”

“To increase plant sales, nurseries can provide simple tips and tricks to help low-confidence buyers succeed. Plus, they can promote low-maintenance options for people who have struggled with keeping plants alive.  
  
“The report shows that low maintenance plants are already the highest indoor varietal people purchase, rising more than 7% above the benchmark. There’s room to build on this trend.”

Cost of living pressures are also front of mind, with over 40% of people citing this as their reason for deferring a new plant purchase.

“Interestingly, among those who were purchasing, we saw an increase in edible plant popularity, suggesting that many Australians could be opting to grow their own fruit, vegetables and herbs to supplement purchases from grocers.”

Ms Cave thanked the participants in the survey, which helps give insight into how industry can improve its offering across the country.  
  
“Insights like these can help address gaps at the point of sale, removing some of those barriers for customers, and helping them enjoy the many benefits plants can bring to the home.”

The research clearly shows that the investment and effort of purchasing plants pays off, yielding significant lifestyle benefits.  
  
“Most respondents say plants improve their health and wellbeing and make their home and garden more beautiful.”

**Read the Nursery Consumer Usage and Attitudes – Key Findings Report** [**here**](https://www.greenlifeindustry.com.au/communications-centre-content/industry-reports/nursery-industry-usage-and-attitudes-research-report)**.**

**ENDS**

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