

# landscaping

## State of industry report



# Preview of Agenda

- Industry Outlook
- Customer Profile
- Challenges & Opportunities
- Contractor Preferences



Sources: Lawn & Landscape 2015 State of the Industry Report October 2015  
Green Industry Pros November 11, 2015  
Green Industry Pros January 13, 2016  
Green Industry Pros Power Equipment Manufacturer Report Card

# Main activities

➤ Landscape design, installation, care, and maintenance

➤ Providing arborist services

➤ Fertilizing lawns



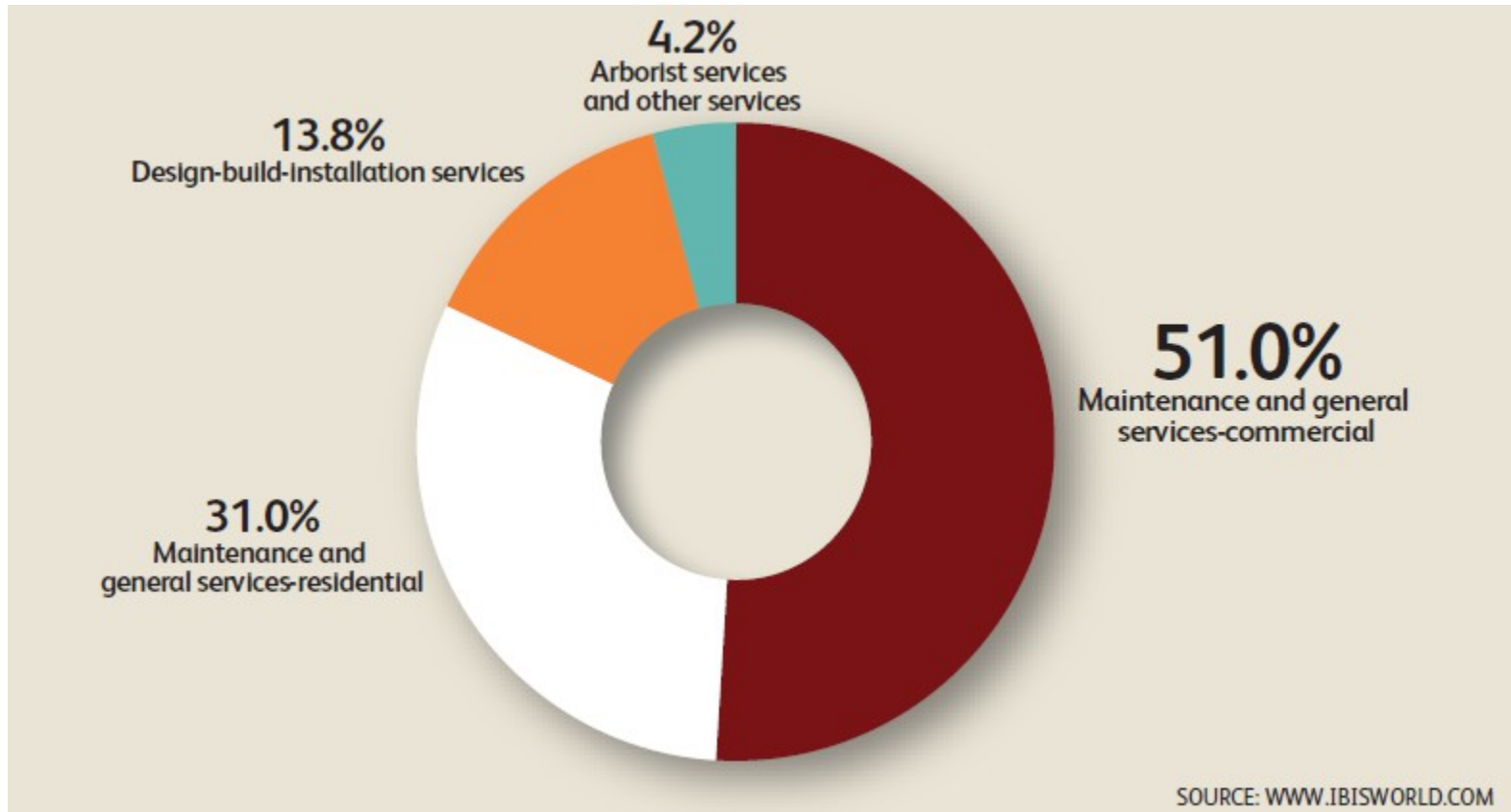
Photos from Skitter Photo:  
<http://bit.ly/2m89rOo>

Source:  
IBISWorld.com



3 ➤ Lawn spray and mowing

# Revenue breakdown



Source:  
IBISWorld.co  
m



# Key statistics snapshot

Revenue

**\$77.8bn**

Wages

**\$25.1nb**

Profit

**\$5.7bn**

Businesses

**495,157**

Annual Growth 2011-16

**4.6%**

Annual Growth 2016-21

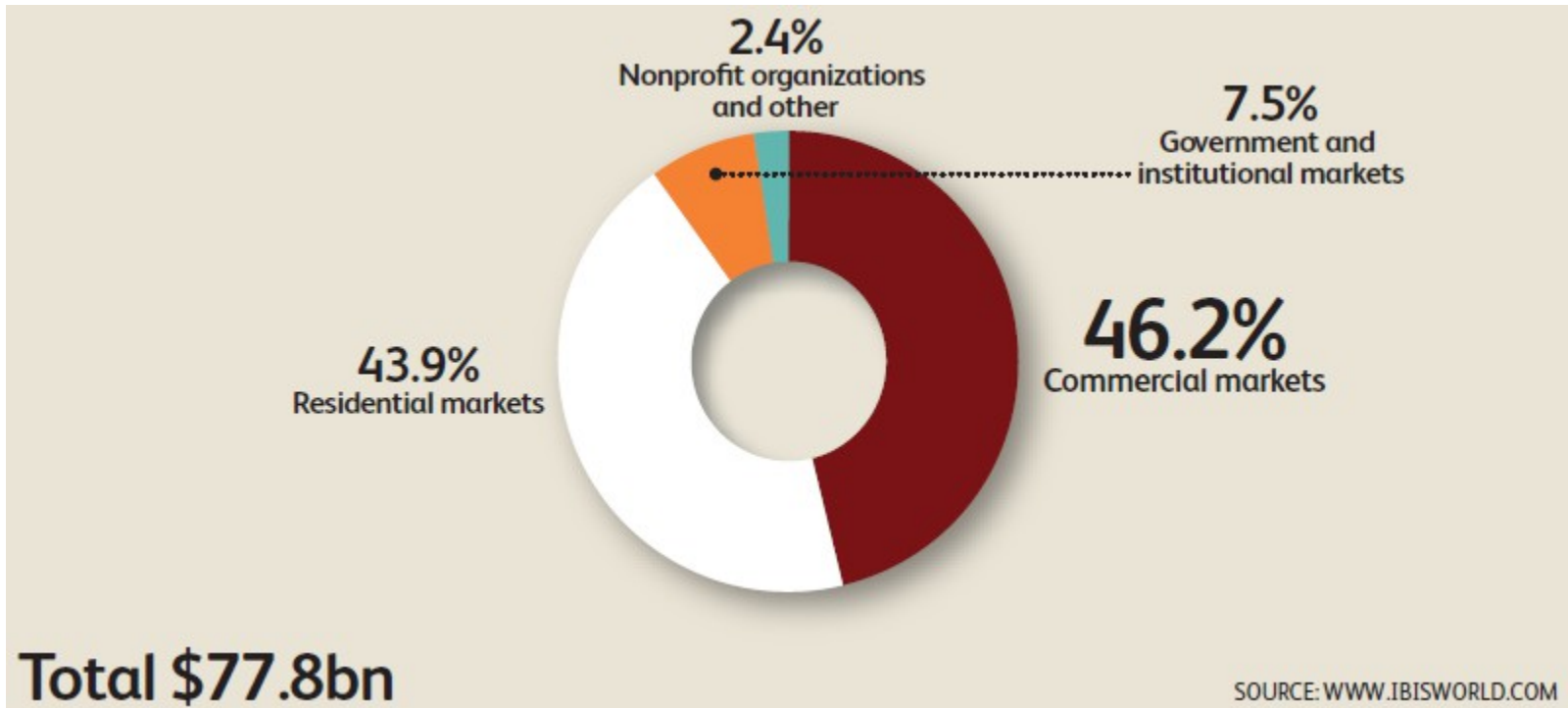
**2.2%**

Source:  
IBISWorld.co

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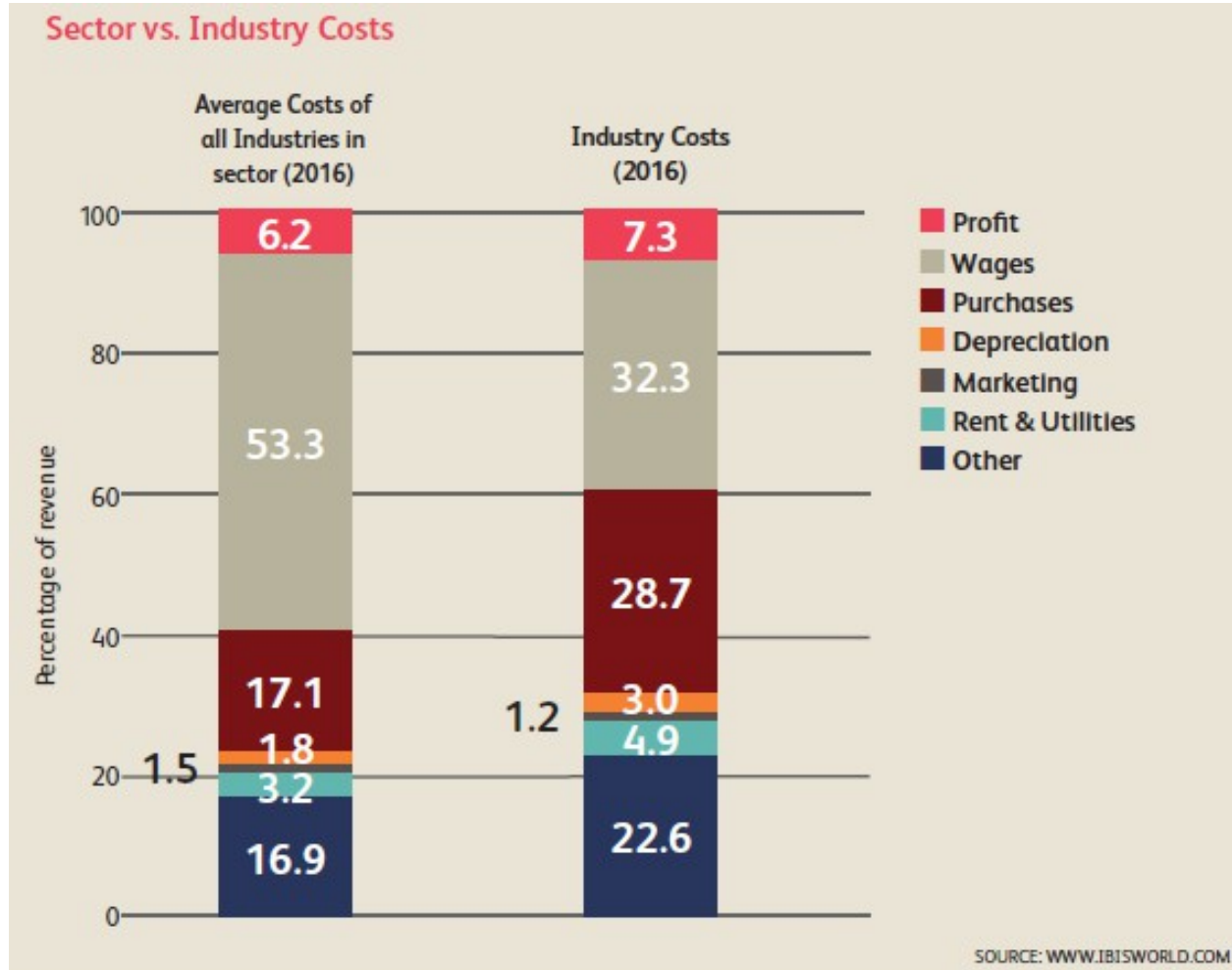
# Major market segmentation



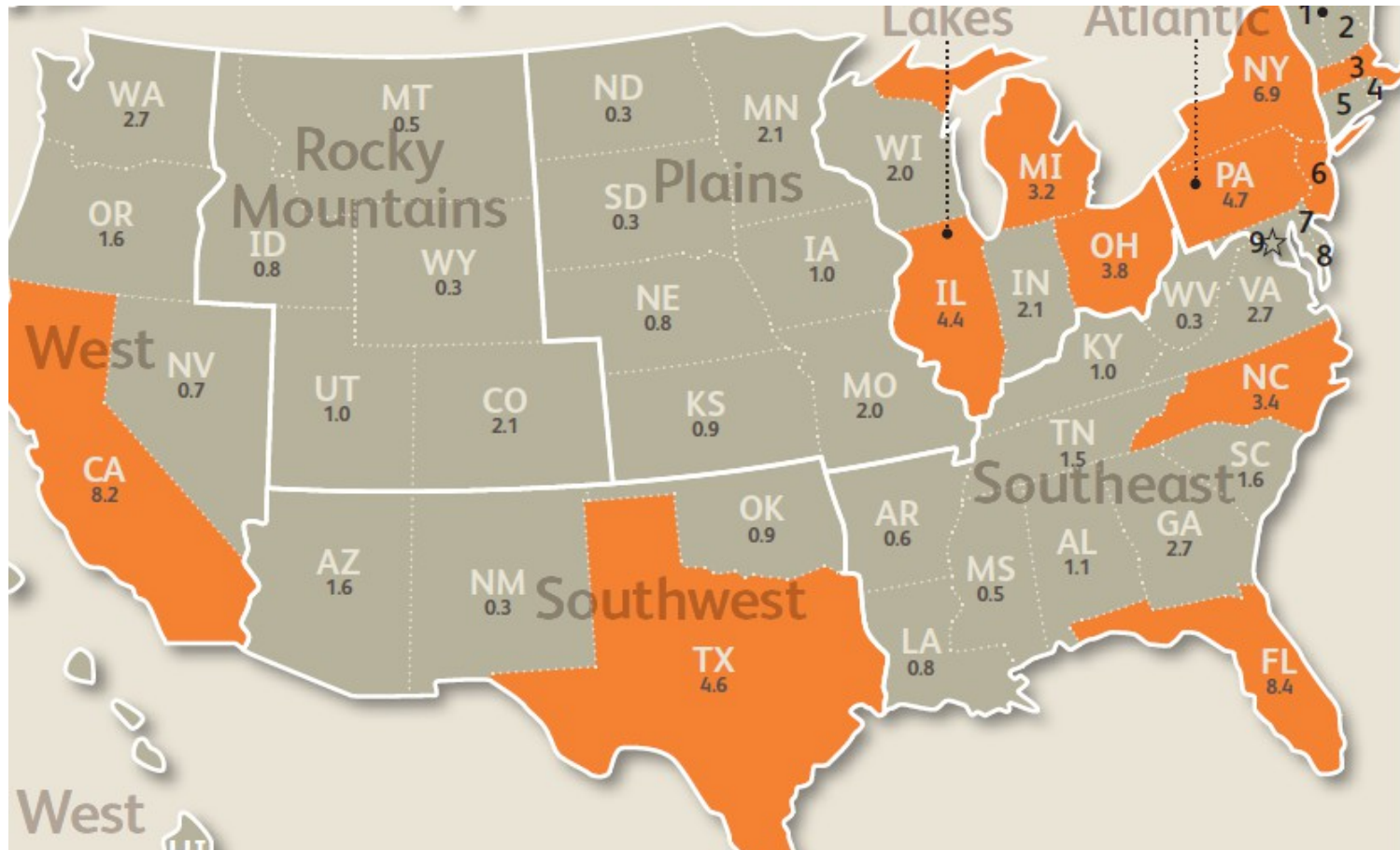
Source:  
IBISWorld.co  
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# Profitability analysis



# Where landscapers are located



Source:  
IBISWorld.co





# Average Landscaping Company

## Gross Sales: \$217,000

- ≤ \$300,000 . . . . . 57%
- \$300,000 - \$999,999 . . . . 19%
- \$1Million - \$1.9Million . . . 11%  
All Other = 54%
- \$2Million - \$3.9Million . . . 7%
- \$4Million OR More . . . . . 6%



B2B=

# Sales by Service

- Mowing Maintenance . . . 43%
- Design/Construction . . . . 19%
- Lawn Care/Chemical . . . 11%
- Irrigation Install/Main. . . . 7%
- Snow & Ice . . . . . 6%
- Trees & Ornamental . . . . . 4%
- Other . . . . . 10%



Source: Lawn & Landscape  
2015 State of the Industry Report October 2015.

# Profile of the Owner

- *Owners Avg. Age 51*
- 25% Plan on Selling
- *40% of Sellers Have Plan*
- *70% In Business 10+ Years*



# Owners Biggest Concerns

- *Quality Labor Shortage*
- Health Insurance Cost
- *Low-Ball Competitors*
- *Personal Stress*



# Mobile Apps Generating Sales



Source: Lawn & Landscape 2015 State of the Industry Report October 2015

# 2016 Zero Turn Projections

- Improved deck design
- Rear discharging
- Improved operator comfort
- Improved fuel economy
- High-production mowing



# Prime Factors Influencing

1. Durability/Reliability

2. Productivity/Performance

3. Brand Loyalty

4. Easier to Service

5. Comfortable to Use

6. Easy to Use

## Buying Dec



Source: Green Industry Pros

# Lesser Value Factors Influencing Buying

7. The Dealer

## Decisions

8. Heard Other Contractors Like It

9. Trade-In Value

10. Price

11. Appearance

