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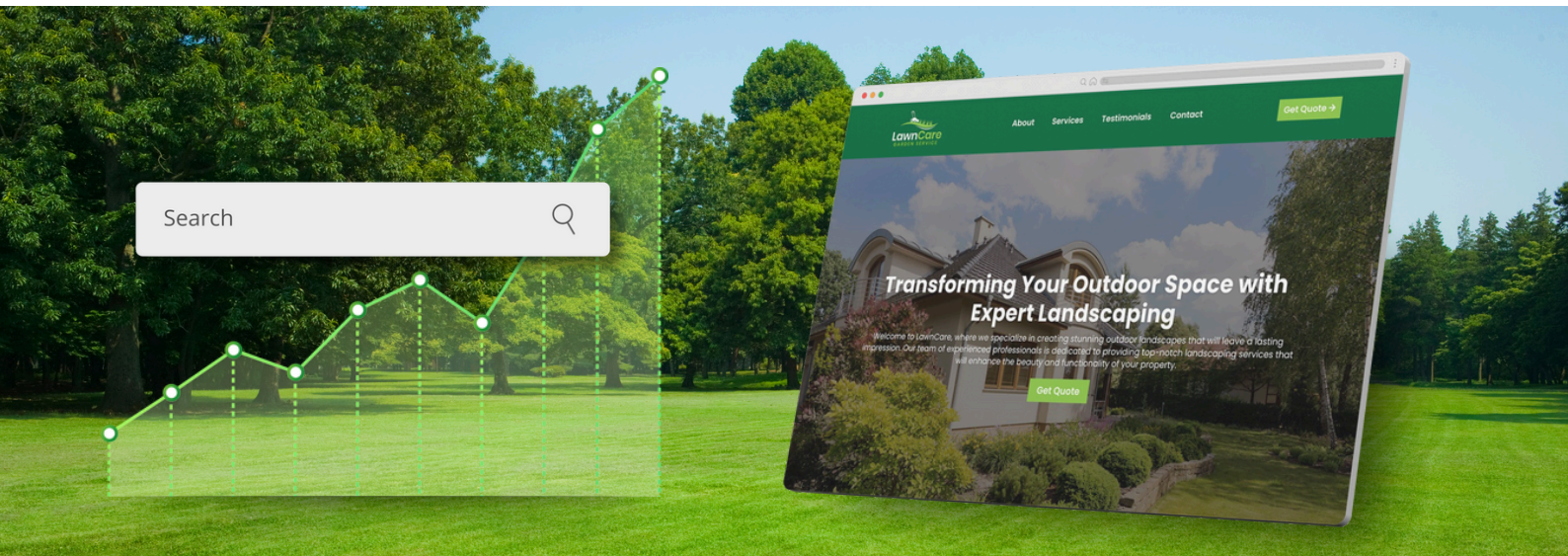# 2025
Landscaping Industry Report

Uncovering the latest marketing, revenue, and operational strategies in the landscaping sector

Marketing Insights

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85% of landscaping businesses **use websites to capture leads** and provide service information.

A professional website enhances credibility, showcases services, and attracts potential clients.

67% of consumers **prefer booking** landscaping services via **mobile devices.**

Mobile-friendly websites are essential to meet consumer expectations and drive conversions.

81% of landscaping businesses use **social media**, with **58%** favoring **Facebook** and **43%** utilizing **Instagram.**

72% of businesses rank **SEO** as the **most effective marketing** tactic.

High search engine rankings attract local customers actively searching for services.

60% of consumers base their landscaping company choice on **online reviews**.

Positive online reputations significantly influence purchasing decisions in a competitive market.

Social platforms help promote services, engage with customers, and showcase projects visually.

Marketing Insights

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50% of landscaping businesses **leverage video content** to engage customers.

Videos build credibility by demonstrating expertise through tutorials, service demos, and testimonials.

92% of landscapers rely on **location-based targeting** for marketing.

Local SEO ensures visibility in specific geographic markets, helping businesses dominate local searches.

76% of landscaping businesses **increased** their **digital marketing budgets** in the past year.

Digital marketing drives growth and enhances customer acquisition strategies.
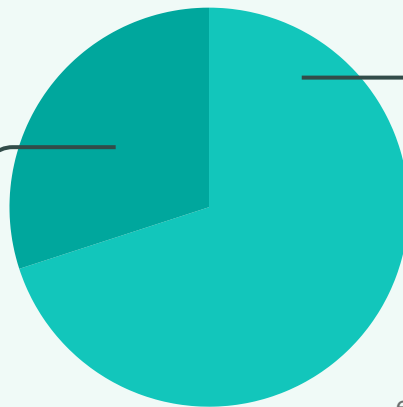
Sales and Revenue Insights

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Commercial projects account for **30%** of industry revenue.

Office parks, retail centers, and urban areas contribute significantly to revenue streams.

70% of total landscaping revenue comes from **residential clients**.

Homeowners invest in landscaping to enhance property value and curb appeal.

40% of businesses **offer sustainable solutions** to attract eco-conscious clients.

The growing demand for environmentally responsible practices presents new revenue opportunities.

The landscaping market is projected to grow to **$229.79 billion by 2030**, with a CAGR of 3.89%.

This expansion highlights sustained demand and opportunities for innovative businesses.

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Average profit margins in the industry range from **5-10%**.

Managing costs and optimizing operations is crucial for profitability.

56% of companies **using scheduling software** report a **10-15% revenue increase**.

Tech solutions streamline operations, boosting efficiency and profitability.

Operational Highlights

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Over 90% of landscaping businesses **employ fewer than 10 people**.

Small-scale operations dominate the industry, offering personalized services but limited scalability.

60% of landscaping businesses are **family-owned.**

This reflects the industry's community-focused nature and long-term commitments.

44% of companies use **GPS routing**, and **62%** have implemented **scheduling technology**.

These tools improve route efficiency and enhance client management.

93% of businesses operate year-round, offering snow removal and winter maintenance.

Diversifying services mitigates seasonal revenue fluctuations.

Women represent just **10% of the workforce**.

Increasing diversity could expand the talent pool and improve industry representation.

Pricing and Services

92% of companies offer **lawn mowing**, and **70%** provide **tree trimming**.

These foundational services drive consistent demand and recurring revenue.

Lawn care services range from **$30 to $80/hour**, depending on **complexity and location**.

Competitive pricing strategies are essential for profitability and client acquisition.

Increased demand for outdoor living spaces and sustainable landscaping is reshaping service offerings.

Businesses that adapt to these trends can capture a growing market segment.

Companies using online booking systems report a **25% increase in efficiency**.

Streamlined scheduling enhances customer satisfaction and maximizes bookings.

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