

fernflo



# 20 Landscape 26 Industry Report

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





Most companies invest **3–5% of annual revenue** in marketing.

This is a practical planning benchmark for consistent lead flow and brand visibility.

Source: Halstead Media. [HALSTEAD](#)



Residential-focused firms often spend **~4–5%**, while commercial/design-build firms typically land around **~2–3%**.

Residential depends more on steady inbound leads; commercial can lean more on contracts and referrals.

Source: Halstead Media. [HALSTEAD](#)



The SBA often cites **8% of revenue** as a small-business marketing benchmark (contextual reference), but 3–5% is described as the “realistic range” for landscape / outdoor living companies.

Owners can use 8% as a ceiling reference, but should scale spend based on ROI and growth goals.

Source: Halstead Media. [HALSTEAD](#)



Residential-focused companies tend to spend closer to **~5%**, while commercial-focused firms often land around **~3–4%**.

Residential work usually depends more on consistent inbound demand; commercial can rely more on contracts and relationships.

Source: Halstead Media. [HALSTEAD](#)

## The U.S. landscaping market tops \$184B.

In mature markets, size + competition are both high—operators win by specializing and systemizing.

Source: FieldCamp. [FieldCamp](#)



The U.S. landscaping services market is **\$116B** and projected to grow **7.3% per year through 2030**.

This supports steady demand for both recurring maintenance and higher-ticket upgrades.

Source: FieldCamp. [FieldCamp](#)

The global landscaping market is valued at **\$344.78B (2025)**, rising to **\$362.16B (2026)**.

Even “modest” growth at this scale signals strong worldwide momentum.

Source: Petrus Landscaping. [petruslandscape.com](#)

The market size of the U.S. landscaping industry was **more than \$176B in 2023** (annual revenue).

Multiple sources converge on a very large U.S. market, reinforcing the category’s scale.

Source: ConsumerAffairs. [ConsumerAffairs](#)

The global landscaping market is **\$267B (2023)** and is projected to reach **\$401B by 2034 at a 3.8% CAGR**.

Long-term global growth favors operators who can retain clients and expand service lines.

Source: FieldCamp. [FieldCamp](#)

U.S. landscaping services reached about **\$178B in 2024**.

Large consumer and commercial demand keeps the category resilient.

Source: Petrus Landscaping. [petruslandscape.com](#)

About **61%** of the landscaping market comes from **residential** properties.

Most volume is homeowner-driven, so local visibility and reputation matter heavily.

Source: Petrus Landscaping. [petruslandscape.com](#)





Design-build and installation services are expected to grow **8.8% CAGR by 2030**.

Higher-ticket “transformation” work is growing fast, rewarding strong sales + project management.

Source: Petrus Landscaping. [petruslandscape.com](https://petruslandscape.com)



The average U.S. household's lawn-and-garden spend hit **\$616 in 2024**, up nearly **20% since 2020**.

Consumers are spending more, creating room for add-ons and premium packages.

Source: FieldCamp. [FieldCamp](https://fieldcamp.com)



U.S. homeowners spend about **\$300 per month** on landscaping on average.

This supports recurring revenue models (maintenance plans, seasonal packages, subscriptions).

Source: Petrus Landscaping. [petruslandscape.com](https://petruslandscape.com)



**59%** of landscape firms say hiring is tougher than pre-COVID, and **76%** still have open roles.

Capacity planning matters, growth often depends on labor efficiency, not just lead flow.

Source: FieldCamp. [FieldCamp](#)



There are **1.3M** landscaping and groundskeeping jobs today, with **65,200 more** projected by 2033.

Consumers are spending more, creating room for add-ons and premium packages.

Source: FieldCamp. [FieldCamp](#)



In 2025, **51%** of landscaping businesses cited staffing shortages as a major risk.

Owners should build processes that reduce reliance on “perfect hires” (training, standard work, checklists).

Source: Petrus Landscaping. [petruslandscape.com](#)

There are roughly **696,000–700,000** landscaping businesses in the U.S. (as of 2024).

It’s a crowded industry—clear positioning and consistent operations become competitive advantages.

Source: Petrus Landscaping. [petruslandscape.com](#)





**100+** U.S. cities have restricted gas-powered leaf blowers (noise/emissions).

Regulations can force equipment changes, which impact costs, pricing, and service delivery.

Source: [FieldCamp\\_FieldCamp](#)



Smart irrigation market size is expected to reach **\$5.8B by 2033** (noted as **~12% CAGR**).

Water-efficiency services (smart controllers, audits, retrofits) are becoming a meaningful operational + sales opportunity.

Source: [FieldCamp\\_FieldCamp](#)





Industry benchmarks put a well-run landscaping company at **10–14% net profit** (with many aiming for **45–50% gross margin** on each job).

Healthy profit depends on job costing, route efficiency, and minimizing non-billable time.

Source: FieldCamp. [FieldCamp](#)



Average lawn-mowing visit costs **\$123** nationwide.

Useful as a benchmark when comparing your local pricing and building tiered packages.

Source: FieldCamp (citing Angi). [FieldCamp](#)



FieldCamp references a **\$100–\$150 per-visit** norm for anchoring tiered packages.

A clear “good/better/best” menu helps lift average ticket without constant custom quoting.

Source: FieldCamp. [FieldCamp](#)



Smart-irrigation controllers can cut water usage up to **50%** (as cited on the FieldCamp trend roundup).

This makes irrigation upgrades easier to sell because the value can be explained in measurable savings.

Source: FieldCamp. [FieldCamp](#)



## Rocky Mountain Lawn Maintenance LLC.

<https://www.instagram.com/rockymountainlawn3/>

My name is Troy George I own a landscaping company called Rocky Mountain Lawn Maintenance LLC. We are located in Rio Rancho NM.

The biggest thing we faced this year was growing. We were growing so fast that we couldn't keep up. We had to scale back a bit to where we could handle it and stay busy. The biggest advice I can give you on a business growing is listen to your business in the sense of watch your numbers, listen to your employees and never give up.

## Evo Landscapes PTY LTD

<https://www.instagram.com/evo.landscapes/>

"You get into landscaping because you love plants and gardens. You stay for the moment when a client sees the finished product and you can see the joy in their smile."

Paul Archer - Brisbane city Australia

## Chase Lawn and Landscape LLC

<https://www.instagram.com/chaselawnlandscape/>

People do business with who they know, like, and trust. Stay in constant communication with a lead and befriend them, don't push sales. Be helpful to their needs. After you develop a relationship then you can start selling yourself.

Chase Lawn & Landscape, Tulsa, OK,  
[Chaselawnandlandscape.com](http://Chaselawnandlandscape.com)

## Maximum Service Lawn Care

<https://www.instagram.com/maximumservicelawncare/>

Landscaping is more than labor – it is a business built on vision, systems, and the drive to expand. Maximum Service Lawn Care, Sun Prairie Wisconsin

## Pika Pika Pro Landscaping

<https://www.instagram.com/pikapikalandscape/>

Detailed work forces you to slow down and respect the process. That mindset is what raises the standard of the entire job, even when no one is watching."

Pika Pika Landscape, Puerto Rico

## Curtis Properties and Landscaping

<https://www.instagram.com/curtispanidl.ltd/>

A small thing that's made a big difference to our business is daily morning tailgate talks. Make sure your crew has everything they need before they leave the shop so avoid multiple trips back to the yard

Also use your difference to your competitors as your advantage. And see your competition as just that! They are not your enemy, work with each other and help each other out. We're all in the same industry let's use those differences to lift each other up

Curtis Properties and Landscaping, Cochrane AB,  
<https://www.curtispropertiesandlandscaping.com/>

The logo for fernflo, featuring the word "fernflo" in a white, lowercase, sans-serif font. The letter "o" is stylized with a teal fern frond icon inside it. The logo is set against a dark teal background with a repeating pattern of small, light teal fern fronds.

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The text "Contact Us" in a large, white, bold, sans-serif font, centered on a dark teal background. The background features decorative teal fern frond illustrations and concentric circular lines.


## Contact Us

A white globe icon representing a website.

<https://fernflo.co/>

A white envelope icon representing an email address.

[info@fernflo.co](mailto:info@fernflo.co)

A white telephone handset icon representing a phone number.

401-753-3673