

# Economic State of the Green Industry

Dr. Charlie Hall



YOUR  
MARKET  
METRICS



**EAGL**

EXECUTIVE ACADEMY  
FOR GROWTH & LEADERSHIP

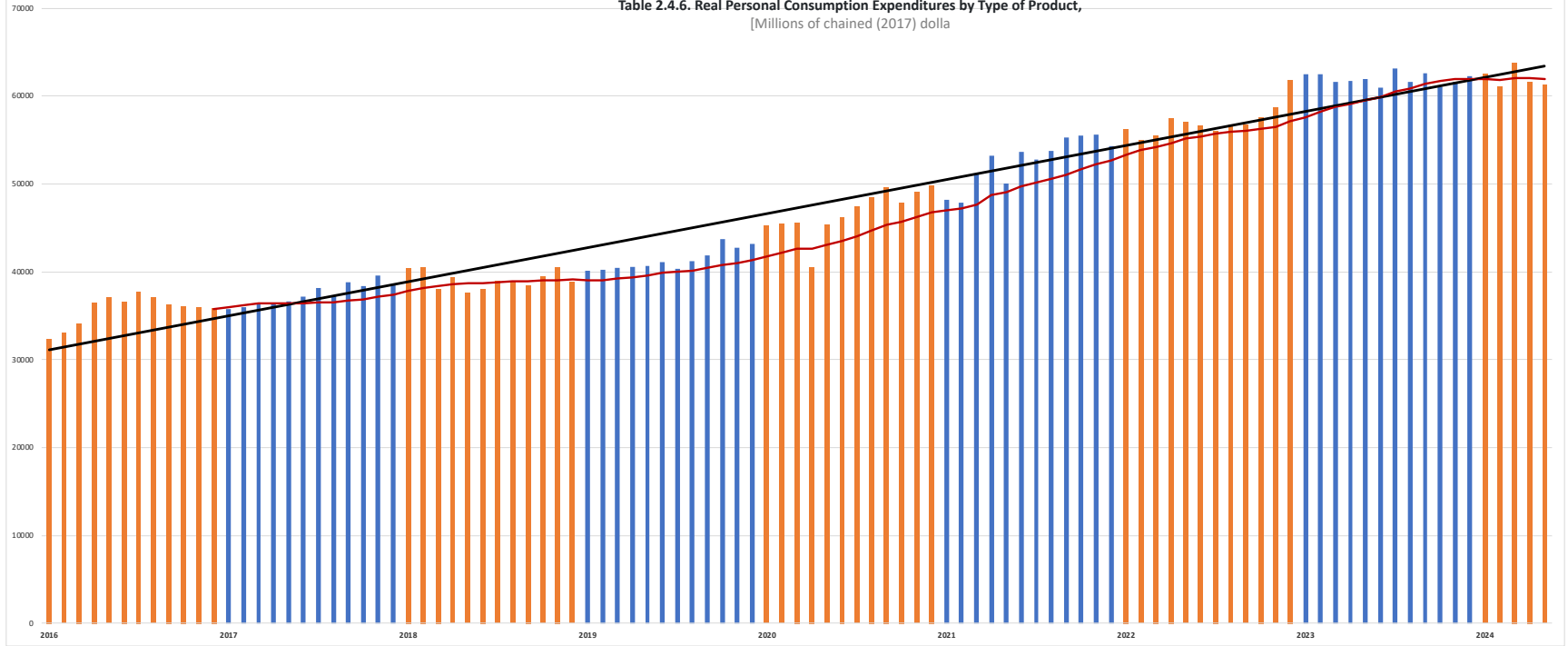


## Purchases of flowers, seeds, and potted plants by end consumers

Jan 2016-May 2024, Bureau of Economic Analysis, National Income and Product Accounts,

Table 2.4.6. Real Personal Consumption Expenditures by Type of Product,

[Millions of chained (2017) dolla



Grower Benchmarks (YMM)

Aggregate Gross Sales

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	5.8%	8.0%	11.6%	20.5%	12.4%	18.1%	0.4%	2.7%	6.6%
Moving Average	2.9%	3.7%	4.9%	7.5%	7.3%	8.3%	5.8%	4.7%	

Aggregate Net Sales

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'

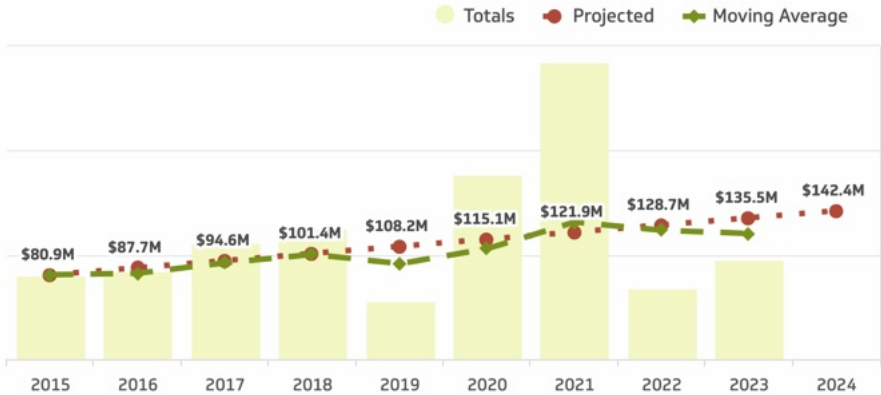


YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	5.7%	8.2%	11.4%	20.8%	12.4%	16.9%	0.2%	1.8%	6.5%
Moving Average	2.9%	3.7%	4.8%	7.5%	7.3%	8.1%	5.7%	4.4%	

Grower Benchmarks (YMM)

Aggregate Net Profit Dollars

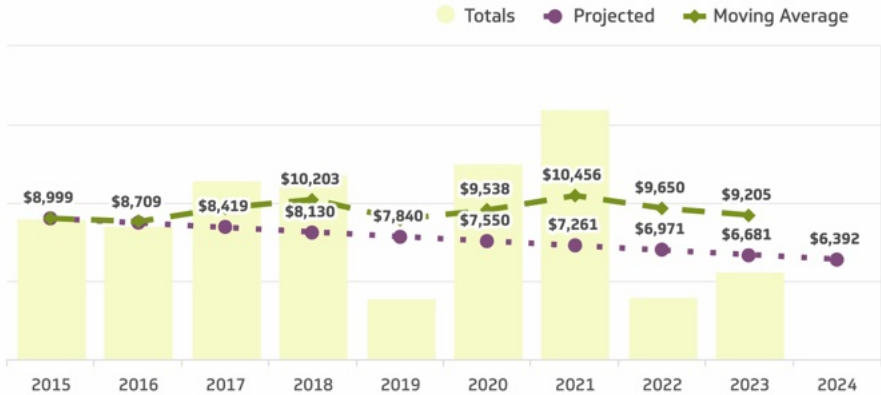
Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	3.8%	33.6%	11.3%	-55.4%	219.1%	60.0%	-75.9%	39.6%	4.8%
Moving Aver...	1.9%	12.0%	8.8%	-8.9%	15.7%	24.1%	-6.0%	-2.5%	

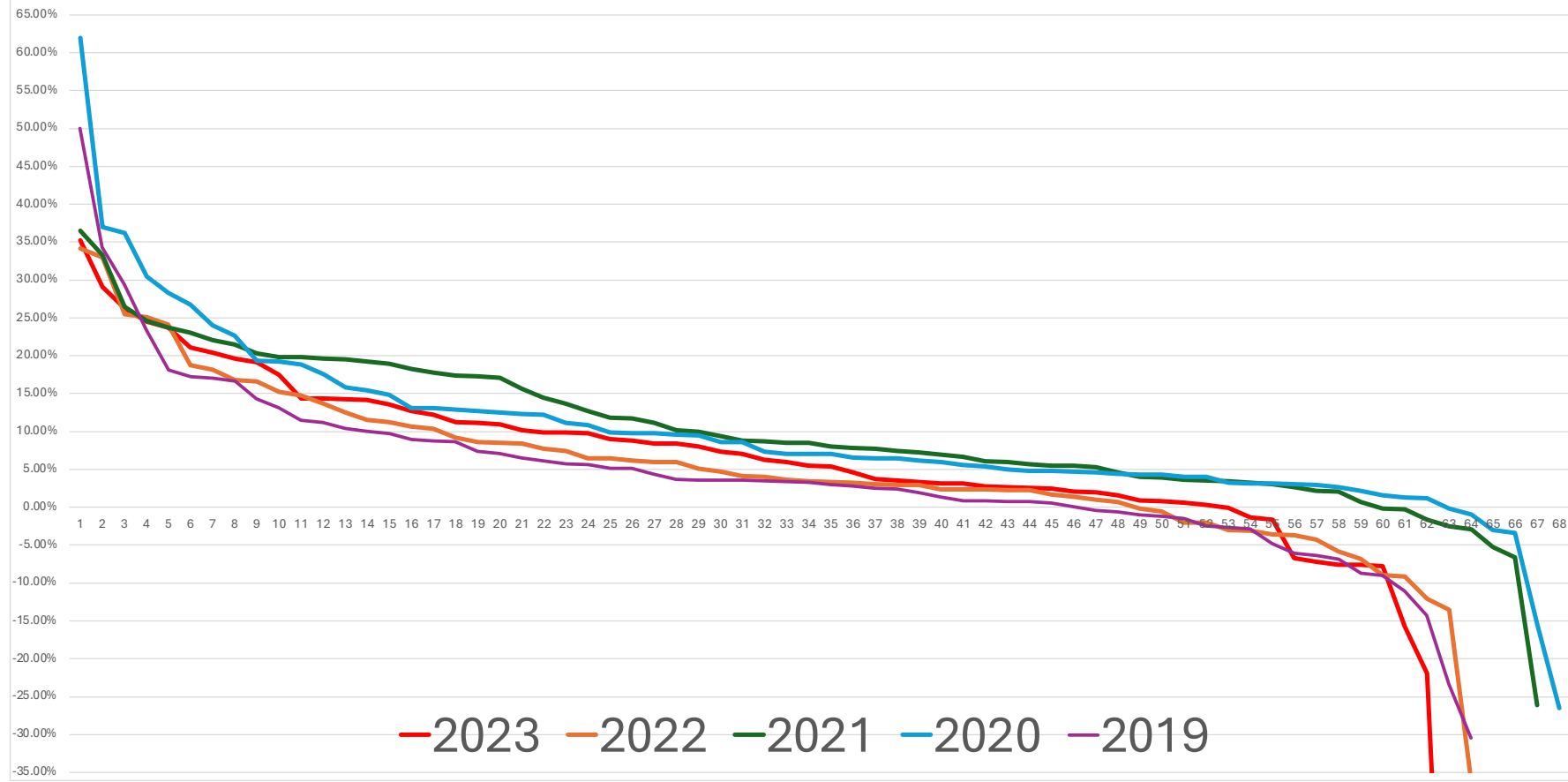
Net Profit per FTE

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	-4.6%	33.4%	2.9%	-66.8%	220.2%	27.6%	-74.9%	40.7%	-4.5%
Moving Aver...	-2.3%	10.1%	5.4%	-12.3%	6.6%	9.6%	-7.7%	-4.6%	

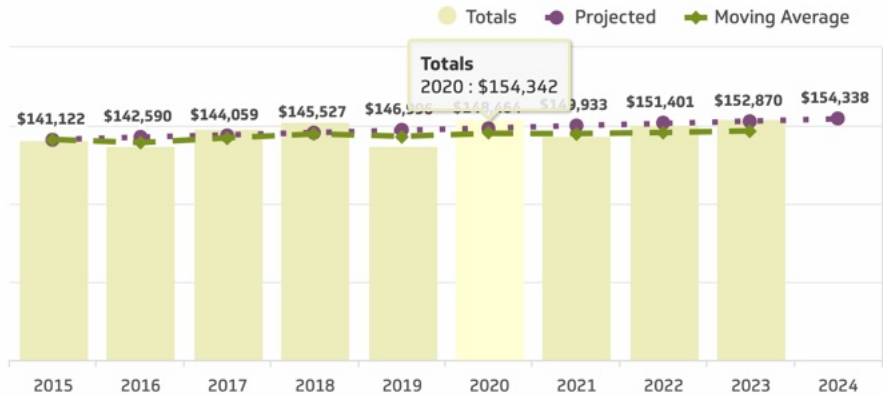
# Range of Net Profit by Year



Grower Benchmarks (YMM)

Net Sales per FTE

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'

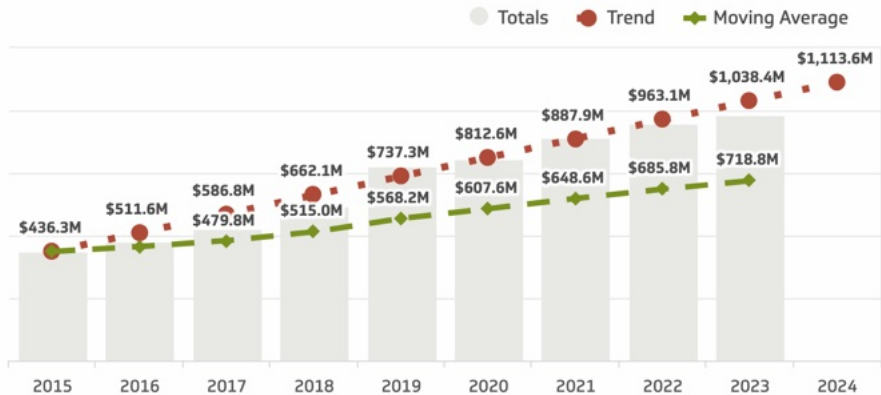


YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	-2.8%	8.0%	2.9%	-10.2%	12.8%	-6.8%	4.8%	2.6%	1.0%
Moving Aver...	-1.4%	2.2%	1.8%	-1.1%	1.3%	-0.1%	0.5%	0.7%	

Aggregate Payroll Dollars

Aggregate Payroll including burden

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'

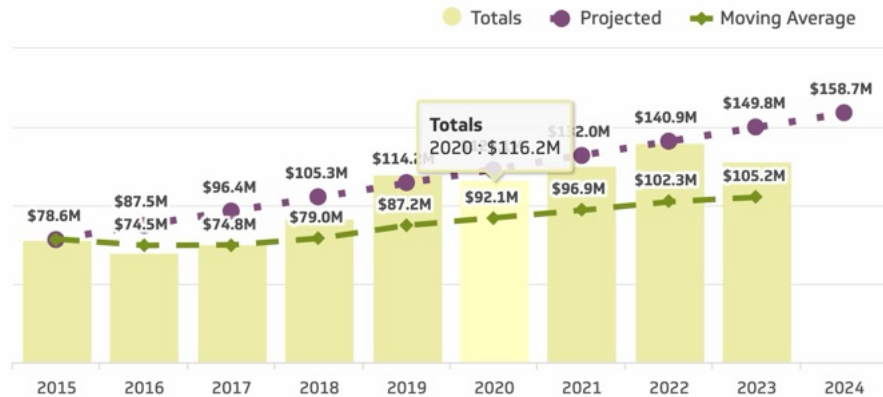


YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	9.1%	10.8%	17.7%	25.9%	3.0%	11.2%	5.8%	3.8%	6.8%
Moving Aver...	4.5%	5.2%	7.3%	10.3%	6.9%	6.8%	5.7%	4.8%	

## Grower Benchmarks (YMM)

### Aggregate Shrink Dollars

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	-10.4%	7.1%	21.3%	31.5%	-3.4%	8.2%	11.4%	-8.4%	5.6%
Moving Average	-5.2%	0.4%	5.6%	10.5%	5.5%	5.2%	5.6%	2.8%	

### Aggregate Transportation Costs

Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'

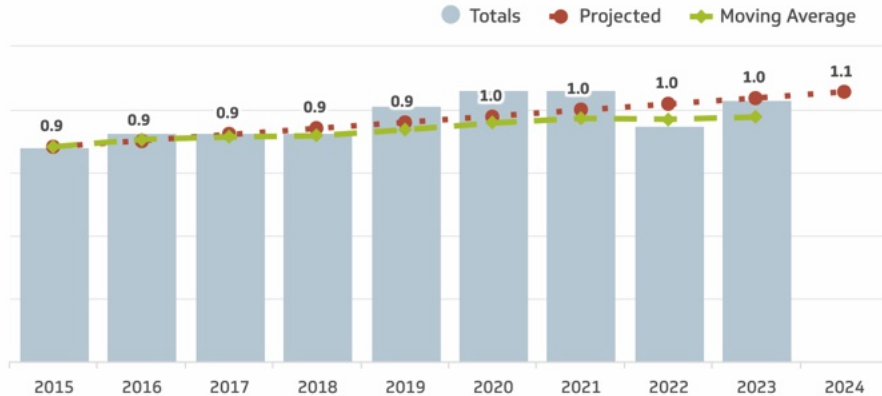


YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	3.6%	8.9%	13.8%	29.0%	3.5%	24.9%	-3.0%	-15.5%	6.3%
Moving Average	1.8%	3.6%	5.4%	9.8%	6.7%	9.2%	5.7%	1.8%	

## Grower Benchmarks (YMM)

### Aggregate Working Capital Ratio

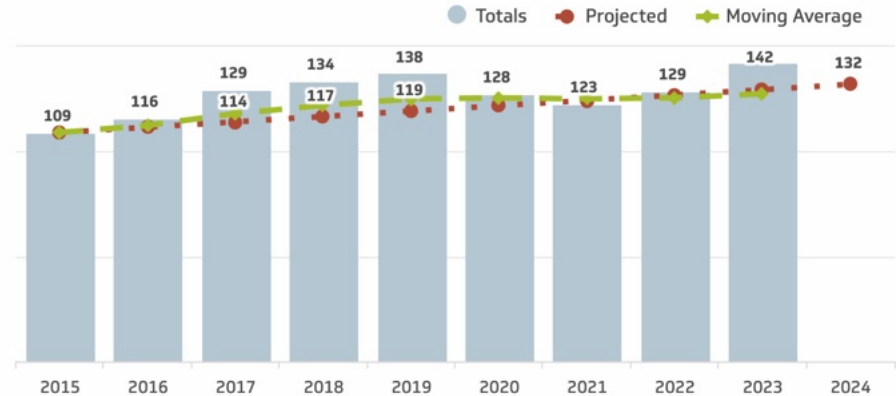
Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	6.8%	-0.1%	0.1%	11.6%	6.1%	0.1%	-13.3%	10.9%	2.3%
Moving Average	3.4%	1.1%	0.6%	2.7%	2.9%	2.0%	-0.4%	0.9%	

### Aggregate Working Capital Days of Coverage "burn rate"

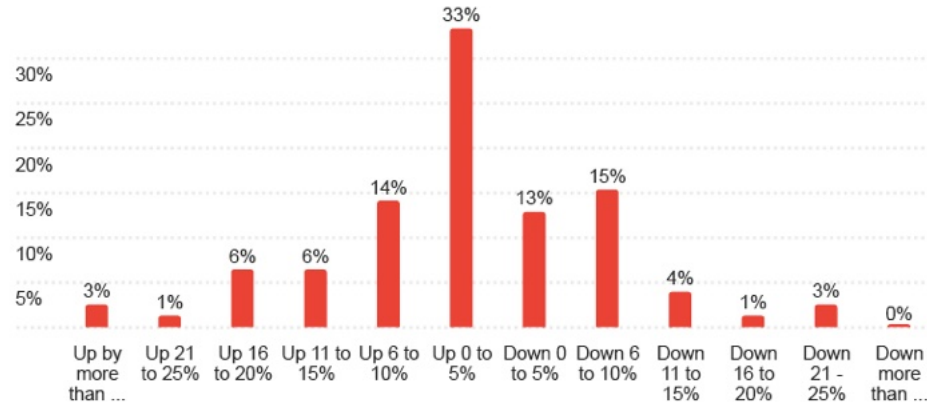
Showing 63 firms with Firm Type equal to 'any' and Sales Volume equal to 'any'



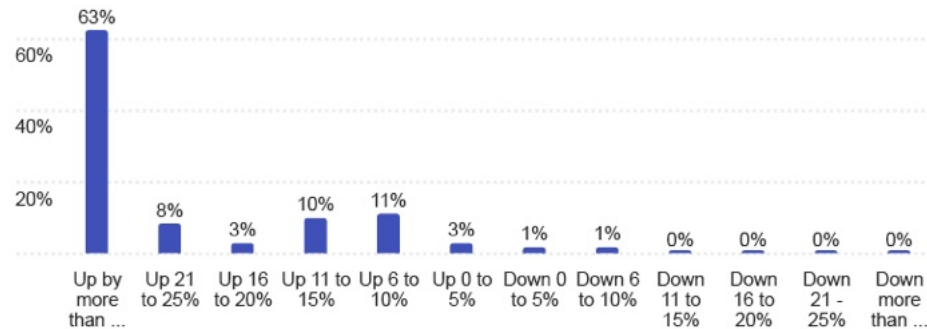
YOY growth rate	2016	2017	2018	2019	2020	2021	2022	2023	2024 (projected)
Totals	6.3%	11.6%	3.3%	2.9%	-7.3%	-3.7%	5.1%	10.3%	1.9%
Moving Average	3.1%	5.0%	3.3%	2.5%	0.3%	-0.3%	0.4%	1.5%	

Q1 - What are your top line GROSS SALES trending YTD as compared to Jan-June 2023?

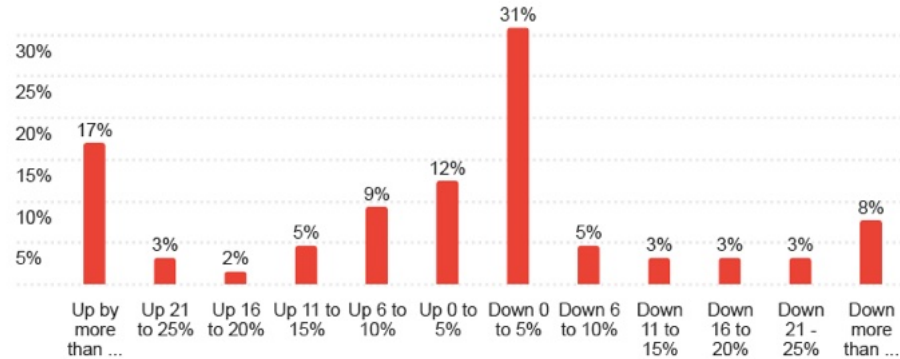
104 responses



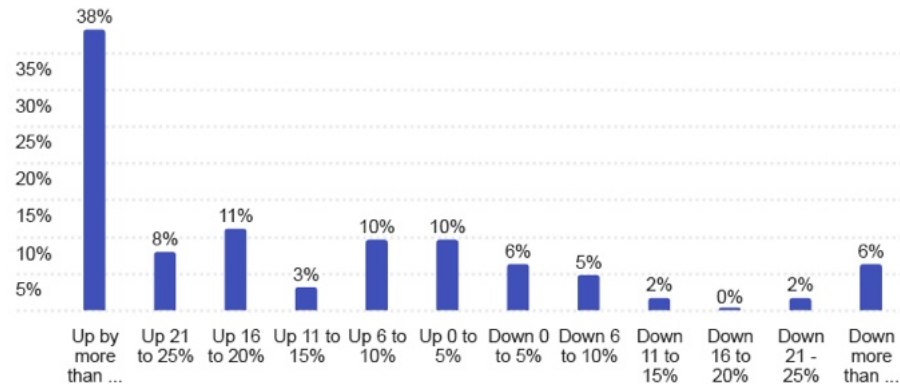
Q2 - Now, let's compare this year to the pre-pandemic period -- How do your YTD top line GROSS SALES compare to pre-pandemic Jan-June 2019?



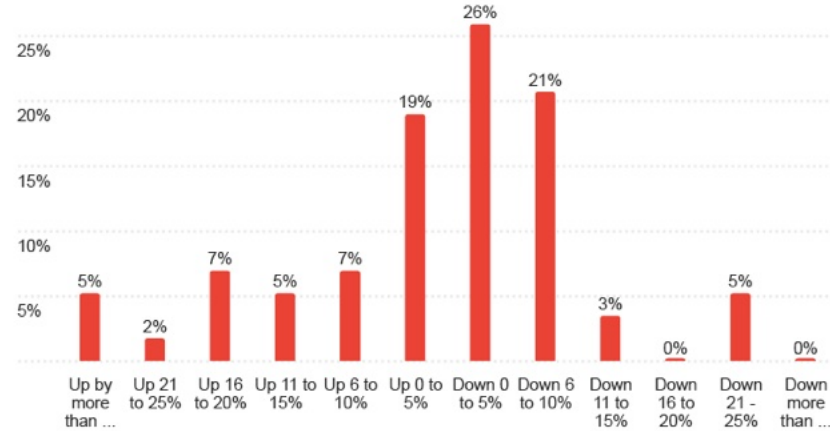
Q3 - How is your bottom line NET PROFIT trending YTD as compared to Jan-June 2023?



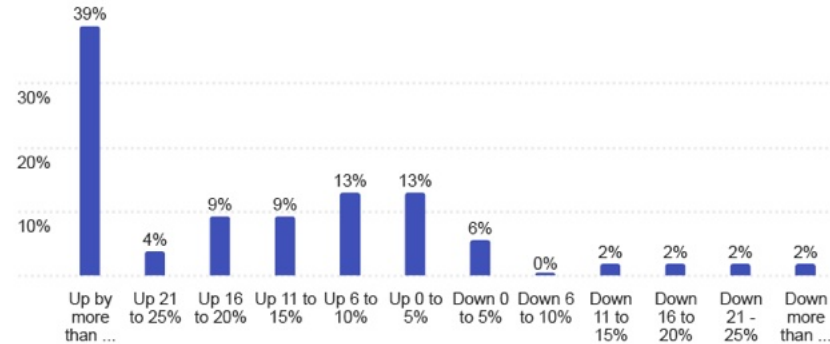
Q4 - Now, let's compare this year to the pre-pandemic period -- What is your YTD bottom line NET PROFIT percentage as compared to pre-pandemic Jan-June 2019?



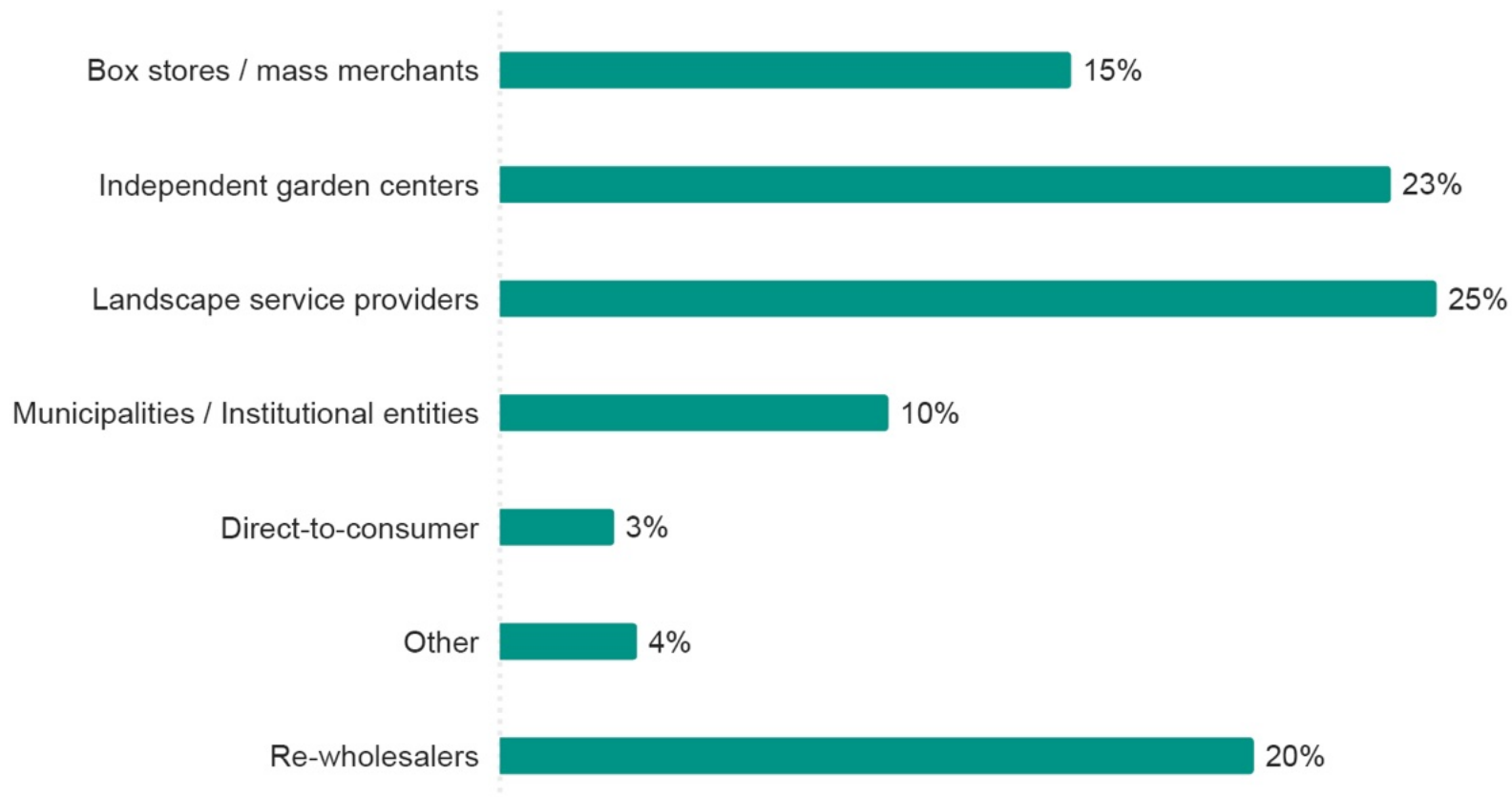
Q5 - How do UNITS sold YTD compare to the UNITS sold Jan-June 2023?



Q6 - Now, let's compare this year to the pre-pandemic period -- How do the UNITS sold YTD compared to UNITS sold pre-pandemic Jan-June 2019?



## Q7 - What markets do you serve? (check all that apply)



[illegible]

- Inflation is a killer!
- Good year again. Glow in the Dark petunia added a lot of business this year.
- Tree and shrubs had a tough spring, reduced sales. Perennials are still strong
- Rough weather in the Mid Atlantic this season. Our existing customer did worse on sales vs 2023. As a business we gained some new customers to help drive growth, but the rainy weather held us back from what our projections were.
- Started really strong - now slow. And sitting on lots of fruit trees and roses. Hearing that from a lot of nurseries around us.
- My data is skewed as significant market share opened up from closure of a competitor. This year is not representative of a normal situation for us.
- Demand for natives and green infrastructure is high. Our nursery did not have adequate product ready as it sold much of the available material in the fall. Especially early in the spring, we did not have the product ready which caused additional declines in sales because customers needed entire orders filled so we lost sales on products we did have available. We monitor unit and dollar changes since inflation has impacted our price comparing sales dollars does not really tell an accurate picture. This was not the case for so many years in the nursery.
- Based sales numbers off of 1 large consistent customer as all other customer relationships have changed either addition of PBS, more stores, more categories.

- Things really started slowing down in May, and June has continued the decline. April was great and then it all just kind of stopped as soon as May kicked in.
- Cost have stabilized and we are actually seeing some decreases.
- We've had a record 1<sup>st</sup> half but have not seen pre-bookings for fall pick up quite yet. We had an on-average 7% price increase which makes up some of our gross revenue growth.
- Lowest level of demand in the intermountain states since pre-covid. Indicators for next year are positive.
- In wholesaler grower's experience, traditionally strong products have hit market saturation. Product expansion and more of it is needed on our part and we're doing that.
- Consumer is more cost conscious and gravitated to lower priced items and bought off price material at higher rates than the last few years. They are looking for deals which has eroded margins and reduced sell through on more premium offerings. We don't see the opportunity to raise prices and are concentrating on efficiencies throughout the company to pick up margin.
- March & April were very strong sales & we were trending up over 30%. May weather and conservative buying dropped sales to the 5% current. Hoping June will rebound.
- During peak season, we saw strong consumer response when the weather was favorable. Post-Mother's Day, we began to see a slight trade down in higher end decorative containers and baskets. More robust analysis is required to determine whether this is a larger trend or whether we have reached market saturation on higher end (\$50+retail) items.

Charlie, a very strange spring here at and I might add I never have said that. We are down in sales, about 4% with a steeper drop off in trees and shrubs. Perennials and Natives are tracking better. Tracking by customer category, IGC, our biggest customer component is down the most, over 8%, residential landscape down 15%, we are up with ecommerce, over 24% and commercial landscapers up 15%. Everyone has their reasons for the downturn which I have heard from both our customers and other growers. One growers at the PW gold key meeting told me he has had to throw away hydrangeas to make room for the new crop.

Some of the reasons are the following: weather, the election, food and lodging inflation biting into consumers discretionary spending, high interest rates keeping everyone in their home, they did all their shrub and tree landscaping projects during Covid and now are only decorating with perennials and annuals, high prices for our plants softening demand. All I can say is that it is a combination of many factors, but my question is what is the future look like, how conservative should I be with inventory build, where is the growth for us going forward.

Slightly below average to somewhat tough year overall, so I give it a 6. Nothing catastrophic, but nothing we would want to repeat.

The good news is the supply chain is more stable, and we can get back to building our business plans based on demand vs based on supply as we roll into Fall/Winter 2024 and 2025.

For the year, a great start of the year in Midwest and South, but North never got going, and from Mother's Day to July 4th, it was soft overall due to weather in all markets (Combination of rain in May and heat in June). The South and Midwest finished with +0.0% to 1.0% growth, but the North was down (-5.0%).

Just looking at base numbers, our COVID gains are still there as we experienced a 25% bump in sales in the same stores during 2020 and 2021 and that has held flat the last 3 years (-4% in 2022, +6% in 2024, and now -2% in 2024). The only issue is weather as we have seen a tough 2022 and a tough 2024 with regard to weather. In basic terms, we need 6 of the 10 core spring weekends to be dry and temperatures between 65-85 for those weekends. That would give us an average to good year. But in 2022 and 2024, we only saw 2 in 2022 and only 4 in 2024 (and only 2 in the Northeast). Sandwiched in between was a strong 2023 where we had 7 of the 10 core weekends with good weather.

Net, our consumer is still there, and we feel we have kept most of the 20MM new consumers that came during COVID. They still want to engage, they enjoy this new hobby, and if we get some weather, and we give them some compelling offers both in value and innovation, we will continue to grow this business.

We have to work harder now to win than we did during COVID, but that is the nature of this business, and we accept that challenge willingly and happily.

YTD - thru 6/30	Overall	GRADE
<b>TOTAL</b>	<b>(- 2.0%)</b>	<b>6</b>
<b>Alabama</b>	<b>+ 3.6%</b>	<b>8</b>
<b>North Carolina</b>	<b>+ 1.0%</b>	<b>8</b>
<b>Tennessee</b>	<b>+ 0.1%</b>	<b>7</b>
<b>South Carolina</b>	<b>(- 2.5%)</b>	<b>6</b>
<b>Georgia</b>	<b>(- 2.9%)</b>	<b>6</b>
<b>Virginia</b>	<b>(- 3.2%)</b>	<b>6</b>
<b>New York</b>	<b>(- 3.9%)</b>	<b>6</b>
<b>Pennsylvania</b>	<b>(- 6.2%)</b>	<b>5</b>
<b>Maryland</b>	<b>(- 6.6%)</b>	<b>5</b>
<b>Delaware</b>	<b>(- 7.1%)</b>	<b>4</b>
<b>New Jersey</b>	<b>(- 7.1%)</b>	<b>4</b>
<b>Kansas</b>	<b>+ 4.1%</b>	<b>9</b>
<b>Missouri</b>	<b>+ 2.6%</b>	<b>8</b>
<b>Ohio</b>	<b>+ 0.3%</b>	<b>7</b>
<b>Illinois</b>	<b>+ 0.1%</b>	<b>7</b>
<b>Kentucky</b>	<b>(- 1.0%)</b>	<b>6</b>
<b>West Virginia</b>	<b>(- 1.6%)</b>	<b>6</b>

# Projected input cost increases



**Index of Prices Paid by Growers in the Green Industry (2007=100)**

Cost category	Weight	2007	2018	2019	2020	2021	2022	2023	2024f	2025p
Containers & other plastics	8.90%	100.0	126.9	127.3	126.4	143.5	166.8	166.7	166.5	167.3
Media (soilless mixes)	4.37%	100.0	117.3	120.5	122.0	135.8	140.1	160.1	161.7	166.6
Propagative materials	18.97%	100.0	121.8	128.3	136.8	142.1	141.8	142.7	145.6	148.5
Plant protection products	1.629%	100.0	112.9	109.8	107.0	115.1	175.0	153.3	141.5	142.2
Fertilizers	1.626%	100.0	106.9	109.5	103.5	138.6	225.8	178.4	162.8	163.6
Labor	42.99%	100.0	136.7	144.2	149.6	158.1	169.8	179.1	183.5	192.7
Fuel & energy	4.57%	100.0	97.9	93.3	79.3	105.6	152.7	126.2	130.9	134.8
Supplies & repairs	2.95%	100.0	124.1	127.6	129.6	138.9	154.7	160.3	162.1	162.9
Freight & trucking	14.00%	100.0	130.0	130.5	124.9	138.9	151.1	136.1	130.9	132.2
Weighted index (2007=100)		100.0	128.2	132.8	135.2	146.1	160.1	160.8	162.4	167.6
YOY increase/decrease		---	5.7%	3.6%	1.8%	8.1%	9.5%	0.5%	1.0%	3.2%

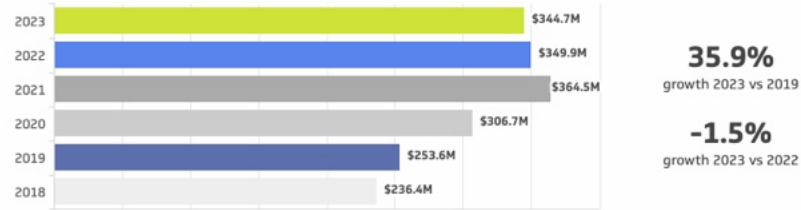
f=EOY forecast; p=preliminary

49.9% since 2007

20.9% since 2019

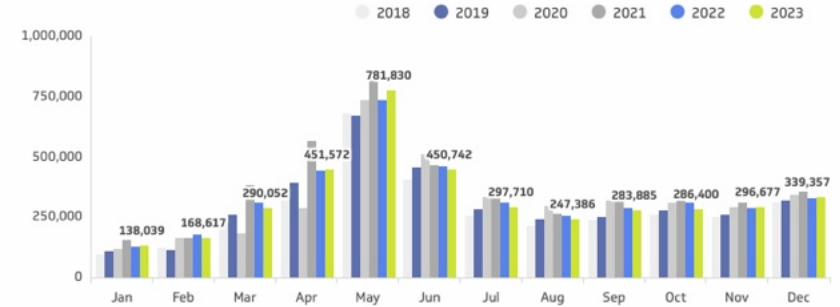
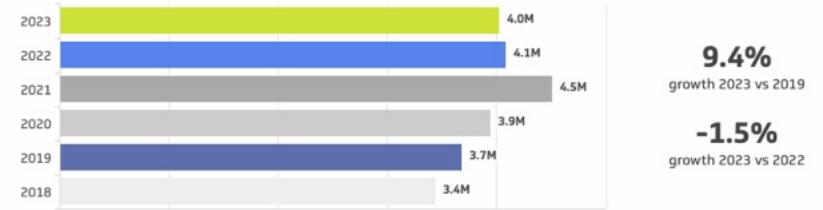
### Aggregate Gross Sales: Retail Perspective

Aggregated data from 44 retail firms, from 27 US states plus Canada.



### Aggregate Customer Count: Retail Perspective

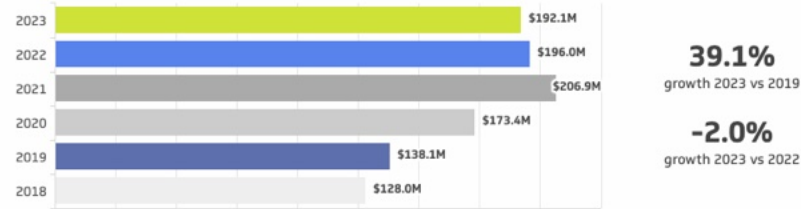
Aggregated data from 44 retail firms, from 27 US states plus Canada.



## RETAIL Benchmarks (YMM)

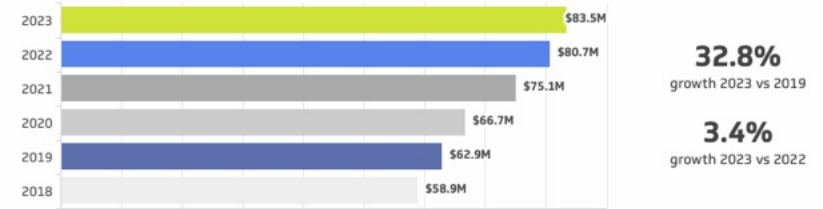
### Aggregate Gross Margin Dollars: Retail Perspective

Aggregated data from 44 retail firms, from 27 US states plus Canada.



### Aggregate Labor Dollars: Retail Perspective

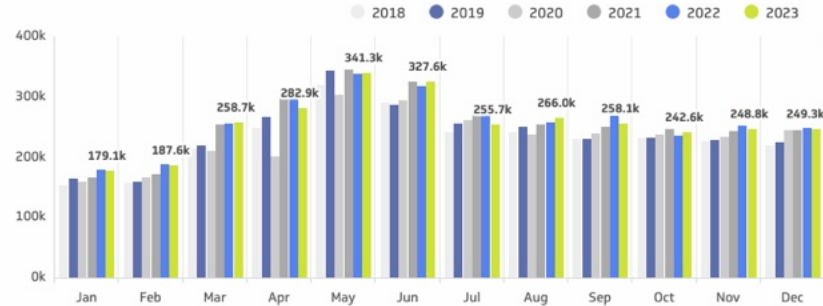
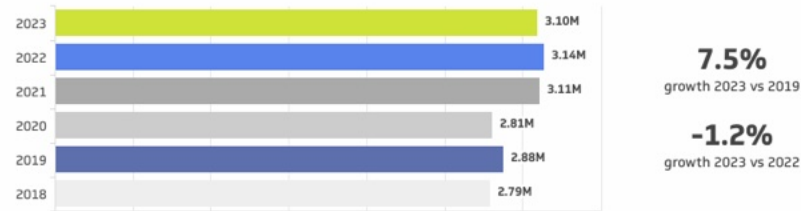
Aggregated data from 44 retail firms, from 27 US states plus Canada.



## RETAIL Benchmarks (YMM)

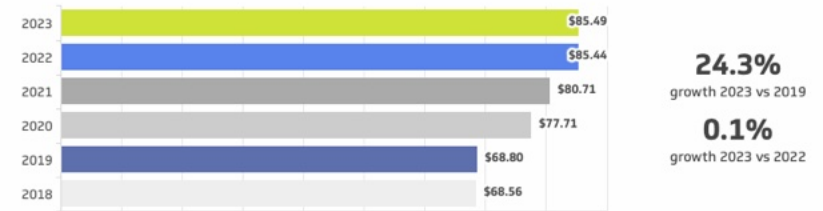
### Aggregate Labor Hours: Retail Perspective

Aggregated data from 44 retail firms, from 27 US states plus Canada.



### Aggregate Average Sale: Retail Perspective

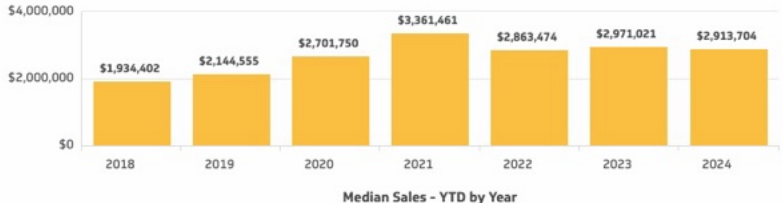
Aggregated data from 44 retail firms, from 27 US states plus Canada.



## Sales Volume

for period May 2024  
Showing 50 firms

Sales volume is just a marker of size – a place on the graph or ladder to higher volumes. Sales on its own has little merit with few, if any, lessons to be learned on its own, except maybe local bragging rights. Sales volume is the denominator for several of our standards and comparisons on the retail dashboard from Gross Margin dollars to Labor Productivity.



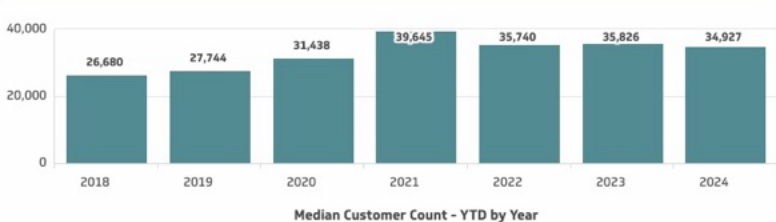
Within 'All TSNP' through May 2024, your firm ranks 15 out of 50 firms for Sales Volume Growth.

Firm	Change vs May 2023	Change vs YTD 2023	Change 2024 vs YTD 2019
G6	18.8%	33.2%	129.9%
A2	3.6%	19.1%	78.3%
B6	17.5%	17.9%	118.9%
Z1	-14.9%	10.3%	8.1%
X5	3.2%	7.7%	108.6%
K7	-3.2%	6.7%	117.3%
J6	-4.1%	6.2%	52.4%
H2	9.1%	6.2%	85.4%
C4	-13.1%	5.7%	28.6%
R1	-1.0%	4.4%	82.9%
E1	-3.7%	2.6%	93.8%
K1	-12.9%	2.3%	77.7%
A7	-7.5%	1.3%	40.6%
T6	-1.3%	0.4%	46.2%
Y9			
median value	-7.7% ▼	-1.9% ▼	40.0% ▲

## Customer Count

for period May 2024  
Showing 50 firms

The number of customers who volunteer to spend their precious time and money at your store is first and foremost a reaction to the company's value proposition. It's the public's response to your marketing, promotions, reputation, drive-by appeal or their previous shopping experience. It's the public's "secret shopper" report – every day.



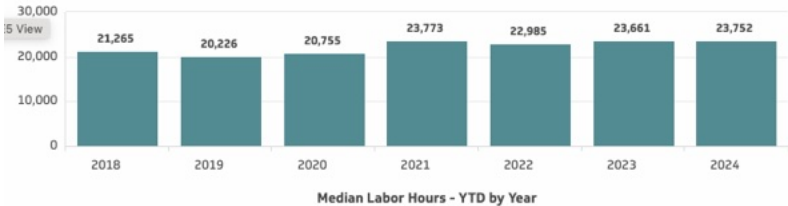
Within 'All TSNP' through May 2024, your firm ranks 16 out of 50 firms for Customer Count growth.

Firm ID	Change vs May 2023	Change vs YTD 2023	Change vs YTD 2019
G6	37.7%	51.4%	78.3%
B6	11.7%	17.5%	57.7%
J6	2.8%	13.9%	13.7%
A2	4.1%	12.4%	53.0%
Z1	-7.0%	8.7%	-12.8%
H2	10.6%	8.7%	36.3%
K7	5.9%	7.5%	88.5%
X5	0.7%	4.9%	55.0%
C4	-10.8%	4.6%	-8.0%
B8	-13.0%	2.3%	39.1%
M4	-3.7%	1.9%	15.3%
E1	-4.0%	1.4%	59.1%
R1	-2.1%	0.9%	45.2%
A7	-6.3%	0.5%	14.6%
K1	-11.2%	0.1%	51.1%
median value	-7.1% ▼	-1.3% ▼	12.2% ▲

# Labor Hours

for period May 2024  
Showing all 50 firms

This is one of those numbers that gets overlooked in the multi-tasking world that is garden retail, where selling products is the main goal. It's just one more thing to think about and not one that appears to have an "A List" priority; there's only so much time in a day.



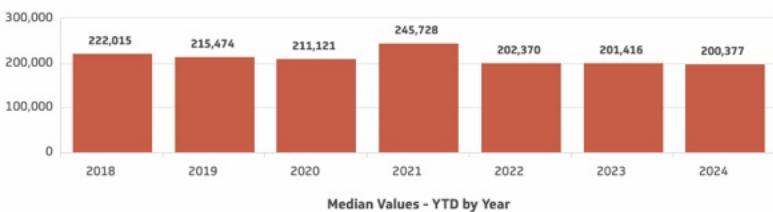
Within 'All TSNP' through May 2024, your firm ranks 18 out of 50 firms for Labor Hours Growth.

Firm ID	Change vs May 2023	Change vs YTD 2023	Change vs YTD 2019
Z1	4.6% <div></div>	32.6% <div></div>	6.4% <div></div>
M4	49.0% <div></div>	31.4% <div></div>	-2.0% <div></div>
X5	83.8% <div></div>	29.2% <div></div>	38.7% <div></div>
F7	69.7% <div></div>	25.2% <div></div>	23.3% <div></div>
A7	49.7% <div></div>	18.0% <div></div>	4.9% <div></div>
A2	37.6% <div></div>	13.2% <div></div>	23.5% <div></div>
B8	52.6% <div></div>	11.9% <div></div>	18.5% <div></div>
T6	7.0% <div></div>	7.9% <div></div>	17.1% <div></div>
J6	9.6% <div></div>	7.7% <div></div>	28.0% <div></div>
K1	7.1% <div></div>	6.1% <div></div>	43.5% <div></div>
B6	-25.4% <div></div>	5.9% <div></div>	57.6% <div></div>
V9	5.9% <div></div>	5.0% <div></div>	43.3% <div></div>
S4	1.5% <div></div>	4.2% <div></div>	-7.5% <div></div>
E1	0.3% <div></div>	3.7% <div></div>	64.5% <div></div>
D1	-0.2% <div></div>	2.8% <div></div>	-21.1% <div></div>
median value	-0.4% <div></div>	1.4% <div></div>	5.6% <div></div>

# Unit Count

for period May 2024  
Showing 35 firms

Unit count is simply the total number of individual items rung through the register in each month. (Regardless of how the individual firms calculate that number -- i.e., one firm might sell a 6-pack of 4" pots as ONE unit where another firm might sell it as 6 individual units. It ultimately doesn't matter: if each firm is consistent, over time we will get accurate big-picture trending out of these numbers: are we selling more or fewer things?)

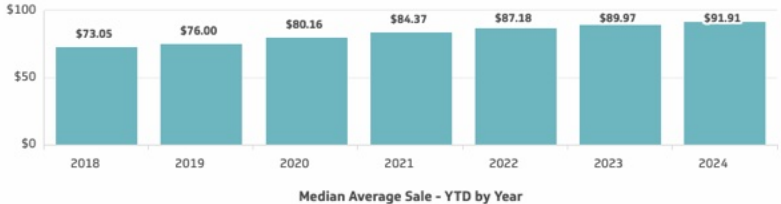


Within 'All TSNP' through May 2023, your firm ranks 27 out of 35 firms for Unit Count.

Firm ID	Change vs May 2023	Change vs YTD 2023	Change vs YTD 2019
V9	-10.2% <div></div>	-1.0% <div></div>	
S4	-8.7% <div></div>	-2.1% <div></div>	5.0% <div></div>
F2	-13.8% <div></div>	-2.2% <div></div>	40.1% <div></div>
T8	-19.7% <div></div>	-2.5% <div></div>	-0.3% <div></div>
T6	-6.6% <div></div>	-4.3% <div></div>	7.0% <div></div>
H2	13.8% <div></div>	-4.9% <div></div>	32.3% <div></div>
P1	-17.7% <div></div>	-8.1% <div></div>	12.4% <div></div>
G9	-4.9% <div></div>	-8.2% <div></div>	5.4% <div></div>
H8	-3.7% <div></div>	-8.5% <div></div>	30.5% <div></div>
N9	-1.5% <div></div>	-9.0% <div></div>	41.1% <div></div>
Y4	-5.4% <div></div>	-11.1% <div></div>	
D7	-27.4% <div></div>	-11.6% <div></div>	
D1	-9.9% <div></div>	-12.0% <div></div>	-10.1% <div></div>
M4	-5.9% <div></div>	-14.2% <div></div>	-5.2% <div></div>
Q7	-32.0% <div></div>	-15.4% <div></div>	-19.0% <div></div>
F7	-17.0% <div></div>	-23.9% <div></div>	-4.6% <div></div>
median value	-5.8% <div></div>	-2.4% <div></div>	21.5% <div></div>

# Average Sale

gross sales divided by customer count  
Showing all 50 firms

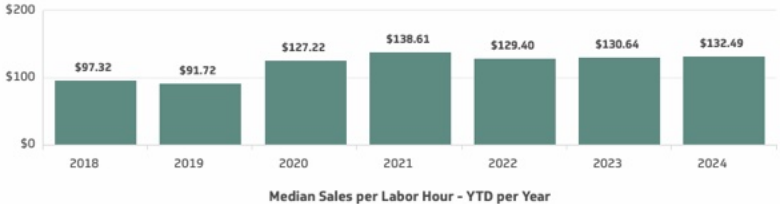


Within 'All T5NP' through May 2024, your firm ranks 37 out of 50 firms for Average Sale.

Firm	May-24	May 2023	change 2024 vs 2023	YTD thru May 2024	YTD thru May 2023	change 2024 vs 2023	YTD thru May-19
E1	\$175.73	\$175.08	0.4%	\$163.71	\$161.77	1.2%	\$134.34
B8	\$139.66	\$166.92	-16.3%	\$145.77	\$162.53	-10.3%	\$126.61
D7	\$143.70	\$148.26	-3.1%	\$130.93	\$141.48	-7.5%	\$185.85
T8	\$122.40	\$124.72	-1.9%	\$123.86	\$129.12	-4.1%	\$101.90
T6	\$149.12	\$141.62	5.3%	\$114.24	\$110.31	3.6%	\$97.15
F7	\$121.16	\$130.94	-7.5%	\$111.57	\$122.31	-8.8%	\$94.87
U4	\$124.97	\$128.50	-2.7%	\$111.09	\$113.60	-2.2%	\$87.40
M4	\$122.22	\$126.43	-3.3%	\$110.59	\$114.20	-3.2%	\$90.74
median	\$96.03	\$95.36	-1.9% ▼	\$91.91	\$89.97	-0.8% ▼	\$76.00

# Sales per Labor Hour

gross sales divided by labor hours  
Showing all 50 firms



Within 'All T5NP' through May 2024, your firm ranks 37 out of 50 firms for Change in Sales per Labor Hour.

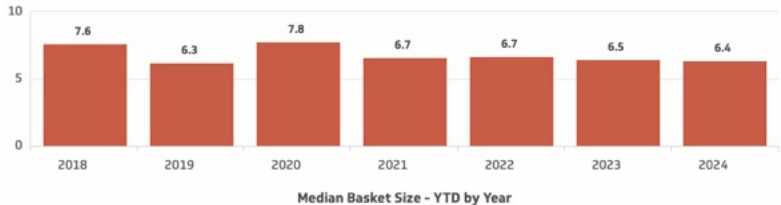
Firm	May 2024	May 2023	change 2024 vs 2023	YTD thru May 2024	YTD thru May 2023	change 2024 vs 2023	YTD thru May-19
A7	\$352.53	\$570.61		\$237.81	\$276.96		\$177.36
M4	\$290.54	\$464.89		\$206.76	\$275.39		\$144.17
E1	\$318.27	\$331.49		\$190.71	\$192.81		\$161.79
G6	\$308.41	\$234.90		\$183.59	\$137.27		\$74.15
R1	\$170.87	\$166.50		\$161.52	\$148.65		\$116.53
U4	\$269.96	\$300.32		\$158.51	\$166.89		\$116.02
T6	\$334.63	\$362.52		\$152.62	\$164.03		\$122.23
Z8	\$232.60	\$246.90		\$152.55	\$150.17		\$98.07
median	\$201.23	\$235.46	-8.2% ▼	\$132.49	\$130.64	-2.8% ▼	\$91.72

# Basket Size

unit count divided by customer count

for period May 2024

Showing all 35 firms



Within 'All T5NP' through May 2024, your firm ranks 27 out of 35 firms for Basket Size.

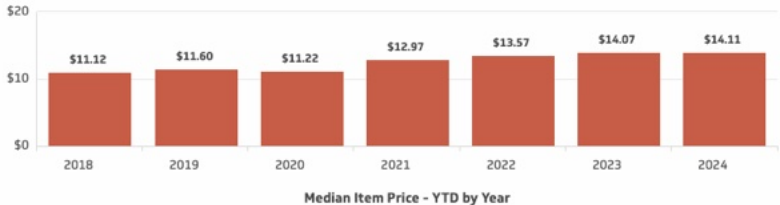
Firm	May 2024	May 2023	change 2024 vs 2023	YTD thru May 2024	YTD thru May 2023	change 2024 vs 2023	YTD thru May-19
U4	14.5	9.4		11.8	8.4		9.1
E1	10.8	10.6	I	9.9	9.1	I	9.0
R1	6.6	6.3	I	7.3	6.9	I	6.9
Z1	7.7	7.8	I	8.7	8.2	I	
T8	6.5	6.9	I	7.1	6.9	I	7.3
H8	4.6	4.3	I	4.4	4.3	I	3.7
K1	7.4	7.6	I	5.9	5.8	I	6.1
F2	8.7	9.0	I	7.5	7.5	I	7.6
median	6.7	7.1	-2.3% ▼	6.4	6.5	-1.4% ▼	6.3

# Average Unit Price

gross sales divided by unit count

for period May 2024

Showing all 35 firms

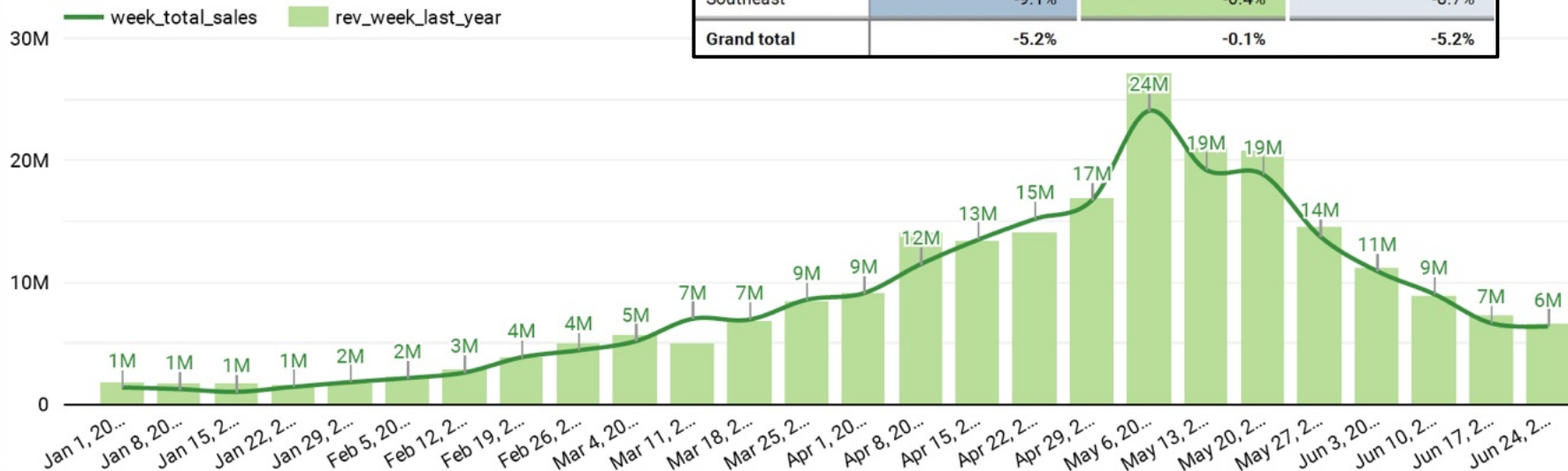


Within 'All T5NP' through May 2024, your firm ranks 27 out of 35 firms for Average Item Price.

Firm	May 2024	May 2023	change 2024 vs 2023	YTD thru May 2024	YTD thru May 2023	change 2024 vs 2023	YTD thru May-19
A2	\$16.75	\$15.25	I	\$17.49	\$15.56	I	\$13.94
B3		\$12.67			\$13.34		\$11.11
D1	\$24.01	\$23.74	I	\$20.98	\$20.21	I	\$17.94
D7	\$25.96	\$25.48	I	\$26.64	\$27.14	I	
E1	\$16.20	\$16.49	I	\$16.62	\$17.78	I	\$14.87
- YOU -		\$15.41			\$14.13		\$11.66
F2	\$11.72	\$11.59	I	\$12.19	\$12.15	I	\$10.13
F7	\$16.04	\$16.58	I	\$17.36	\$16.05	I	\$14.94
median	\$14.09	\$13.94	0.3% ▲	\$14.11	\$14.07	0.5% ▲	\$11.60

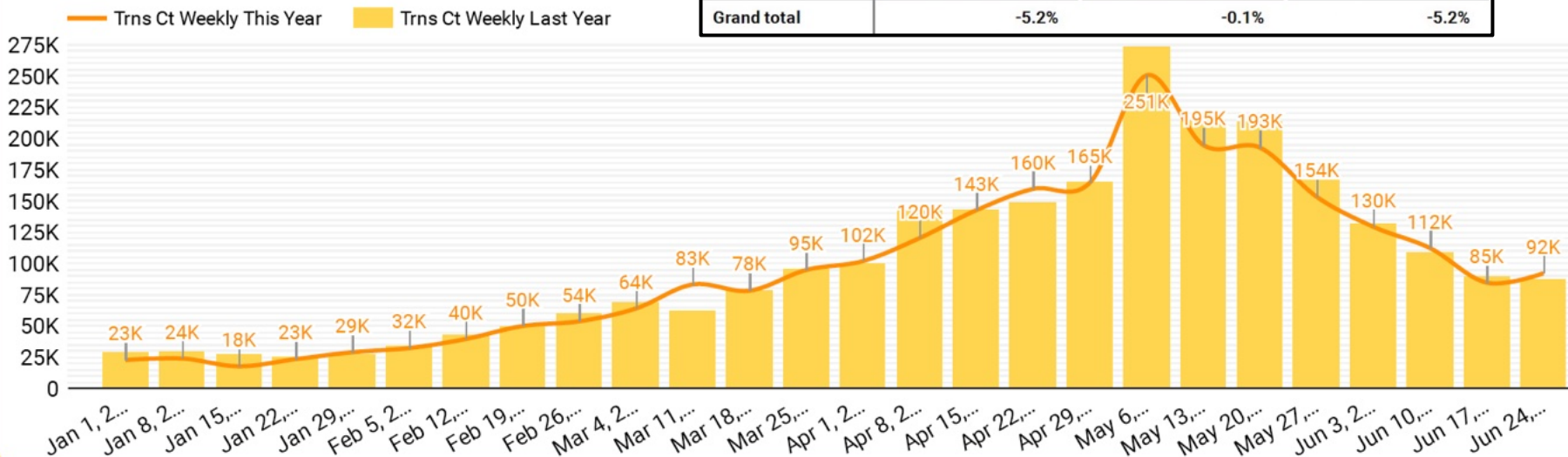
REGION	Revenues YTD %	Avg Sale YTD %	Trans Ct YTD %
Gulfcoast	-3.3%	3.6%	-6.7%
MidAtlantic	-7.4%	-1.5%	-5.9%
MidWest	-4.5%	-1.2%	-3.3%
MtnsWest	-0.4%	0.4%	-0.8%
Northeast/NS	-7.0%	0.2%	-7.2%
Northwest/BC	2.4%	2.2%	0.2%
Ohio	-0.5%	1.6%	-2.1%
SouthCentral	-14.4%	-4.5%	-10.4%
SouthWest	-0.3%	-2.3%	2.1%
Southeast	-9.1%	-0.4%	-8.7%
Grand total	-5.2%	-0.1%	-5.2%

## Revenue Compared to Last Year



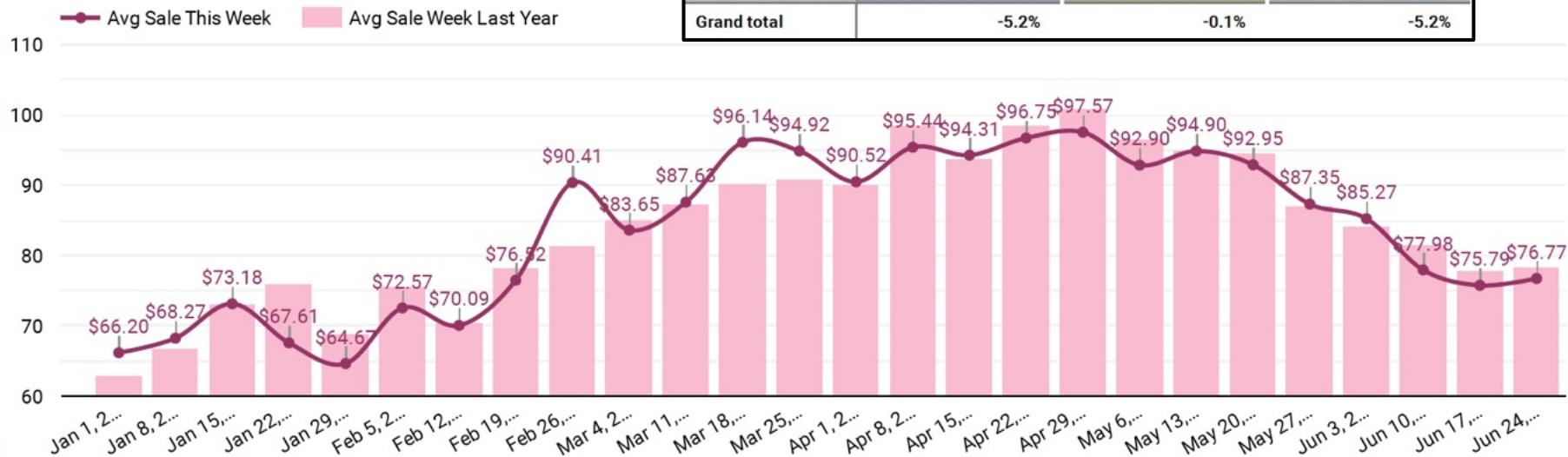
REGION	Revenues YTD %	Avg Sale YTD %	Trans Ct YTD %
Gulfcoast	-3.3%	3.6%	-6.7%
MidAtlantic	-7.4%	-1.5%	-5.9%
MidWest	-4.5%	-1.2%	-3.3%
MtnsWest	-0.4%	0.4%	-0.8%
Northeast/NS	-7.0%	0.2%	-7.2%
Northwest/BC	2.4%	2.2%	0.2%
Ohio	-0.5%	1.6%	-2.1%
SouthCentral	-14.4%	-4.5%	-10.4%
SouthWest	-0.3%	-2.3%	2.1%
Southeast	-9.1%	-0.4%	-8.7%
<b>Grand total</b>	<b>-5.2%</b>	<b>-0.1%</b>	<b>-5.2%</b>

## Transaction Counts Compared to Last Year

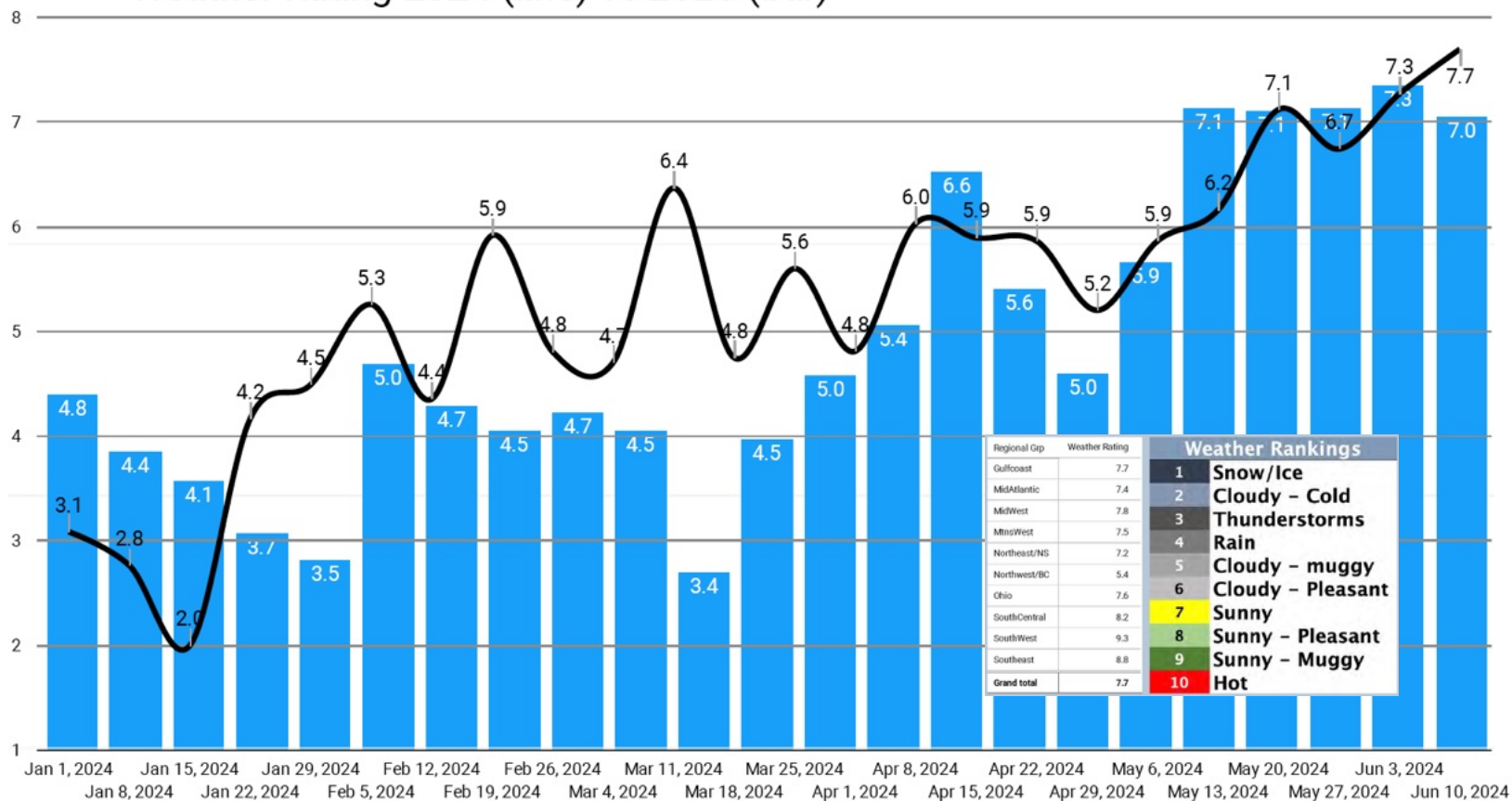


REGION	Revenues YTD %	Avg Sale YTD %	Trans Ct YTD %
Gulfcoast	-3.3%	3.6%	-6.7%
MidAtlantic	-7.4%	-1.5%	-5.9%
MidWest	-4.5%	-1.2%	-3.3%
MtnsWest	-0.4%	0.4%	-0.8%
Northeast/NS	-7.0%	0.2%	-7.2%
Northwest/BC	2.4%	2.2%	0.2%
Ohio	-0.5%	1.6%	-2.1%
SouthCentral	-14.4%	-4.5%	-10.4%
SouthWest	-0.3%	-2.3%	2.1%
Southeast	-9.1%	-0.4%	-8.7%
Grand total	-5.2%	-0.1%	-5.2%

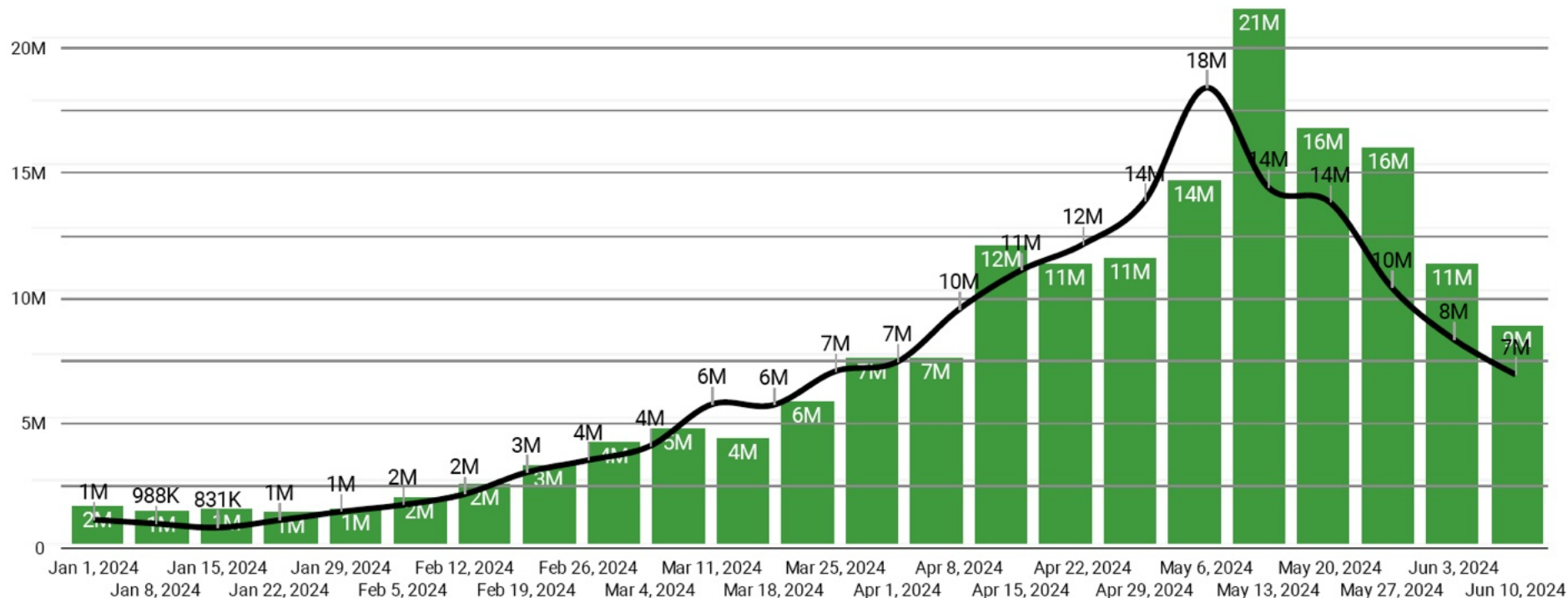
## Average Sale Compared to Last Year



— Weather Rating 2024 (line) vs 2023 (bar)



— Revenues 2024 (line) vs 2023 (bar)

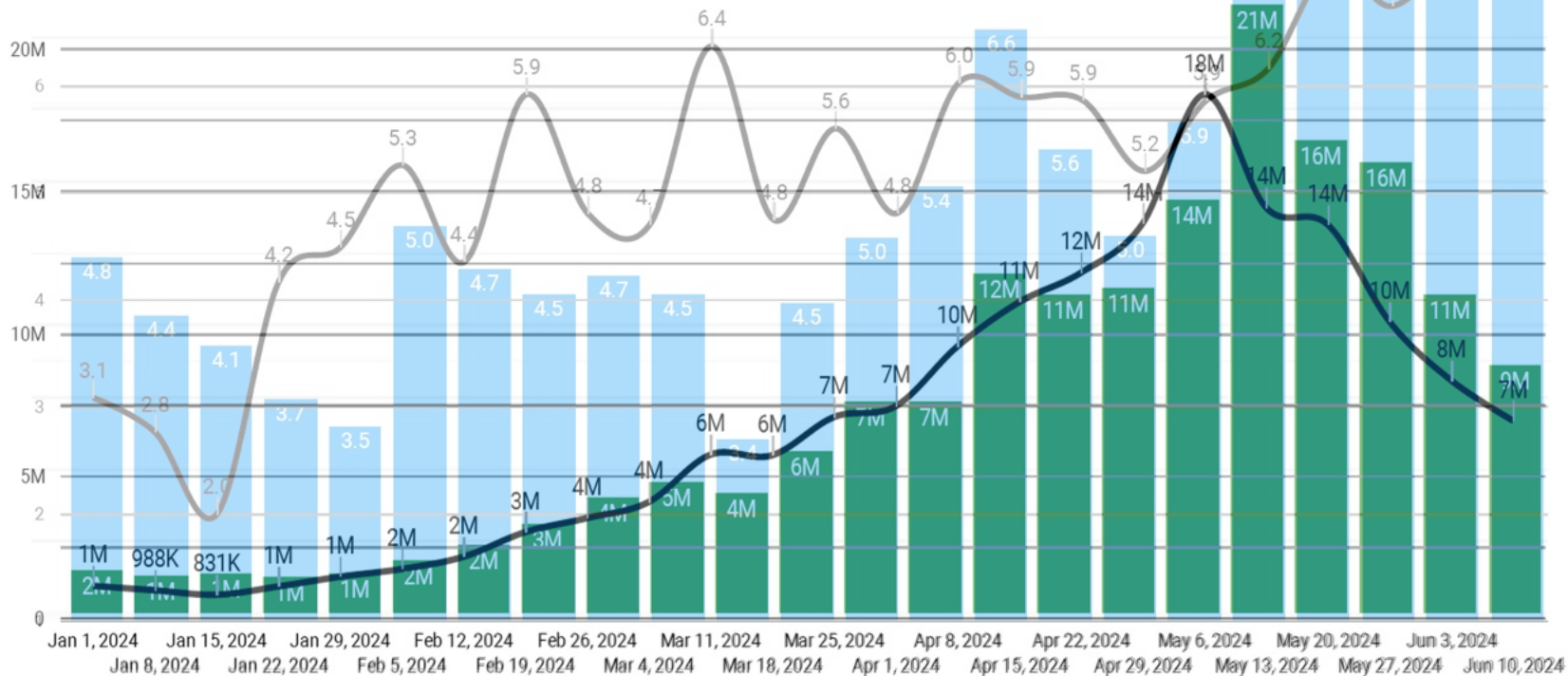


— Weather Rating 2024 (line) vs 2023 (bar)

8

— Revenues 2024 (line) vs 2023 (bar)

7

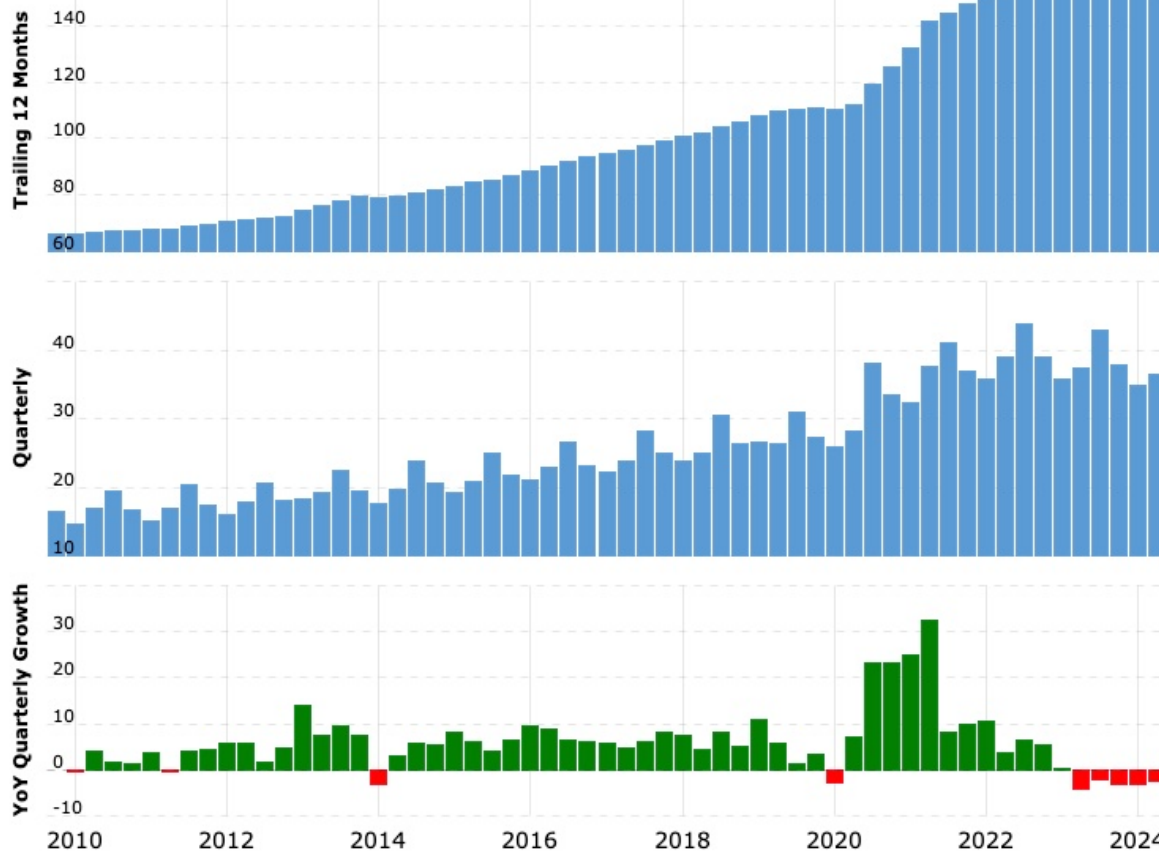




From: 10/31/2009 To: 05/01/2024

Zoom: 1Y 2Y 3Y 5Y All

## Home Depot Revenue 2010-2024 | HD



### Home Depot Annual Revenue (Millions of US \$)

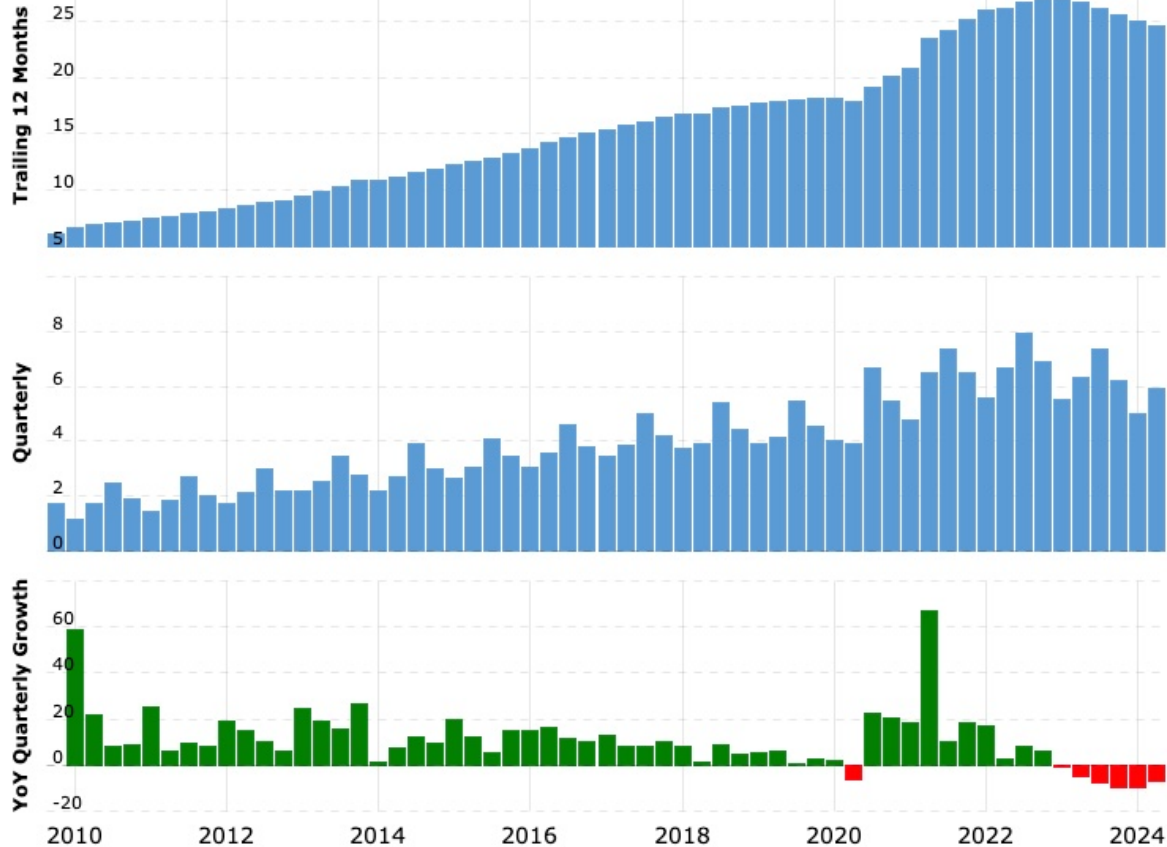
2024	\$152,669
2023	\$157,403
2022	\$151,157
2021	\$132,110
2020	\$110,225
2019	\$108,203
2018	\$100,904
2017	\$94,595
2016	\$88,519
2015	\$83,176
2014	\$78,812



From: 10/31/2009 To: 05/01/2024

Zoom: 1Y 2Y 3Y 5Y All

### Home Depot EBITDA 2010-2024 | HD

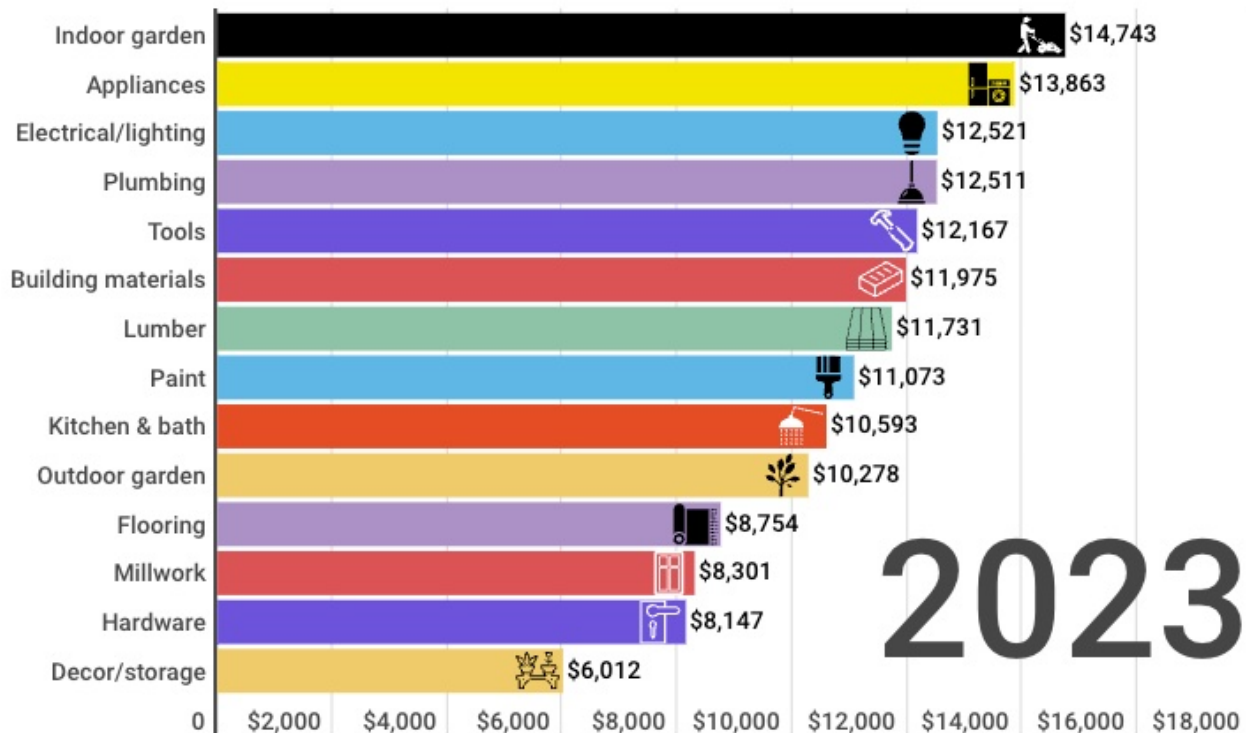


#### Home Depot Annual EBITDA (Millions of US \$)

2024	\$24,936
2023	\$27,014
2022	\$25,902
2021	\$20,797
2020	\$18,139
2019	\$17,682
2018	\$16,743
2017	\$15,400
2016	\$13,637
2015	\$12,255
2014	\$10,923
2013	\$9,450
2012	\$8,343

# Decade of data, by department

The chart tracks annual sales by department for each fiscal year since 2013. Dollar amounts are shown in millions.



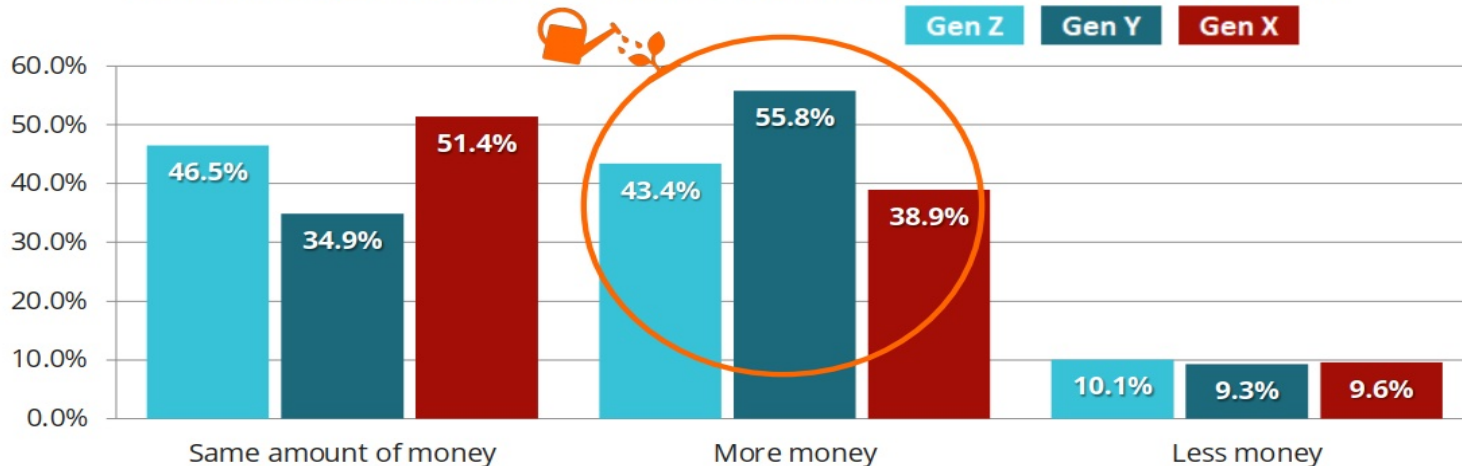


# Axiom Market Insights 2024 Gardening Outlook Survey

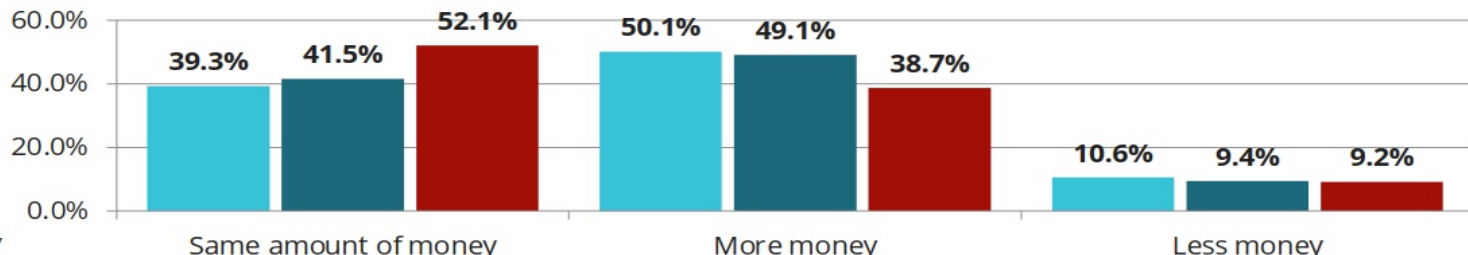
MARKET INSIGHT • MARKET INNOVATION • CHANNEL STRATEGY • MARKET COMMUNICATIONS

# Continuing Trend Spending More Money

Are you likely to spend more or less on gardening in 2024 compared to 2023?

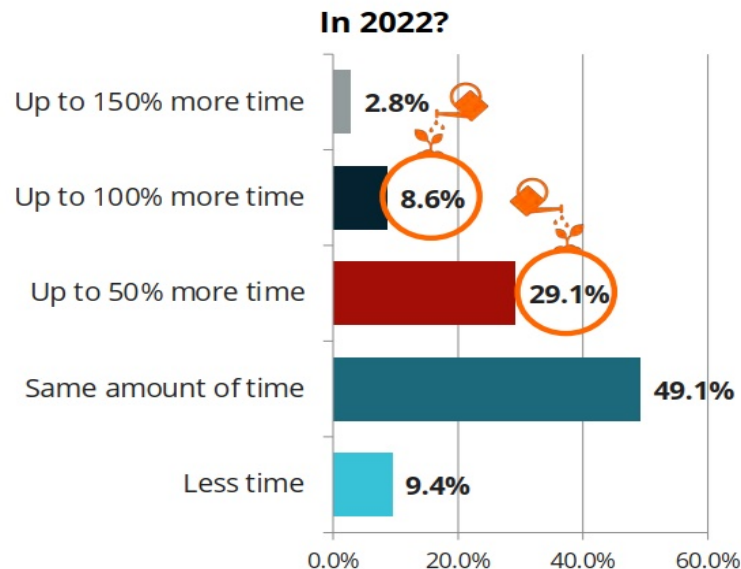
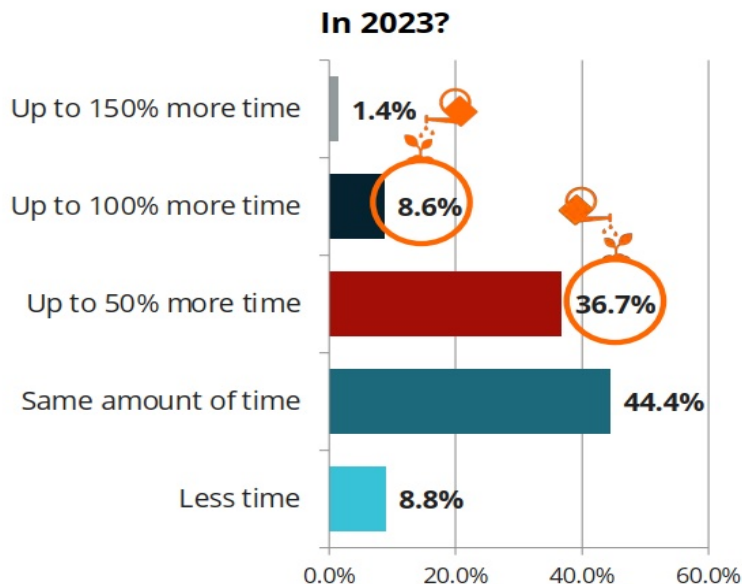


2023 compared to 2022?



# Continuing Trend Spending More Time

How much time did you spend gardening in 2023 compared to 2022?





POSITIVELY DIFFERENT MARKETING

# 2024 First Annual New and Novice Gardener Garden Study

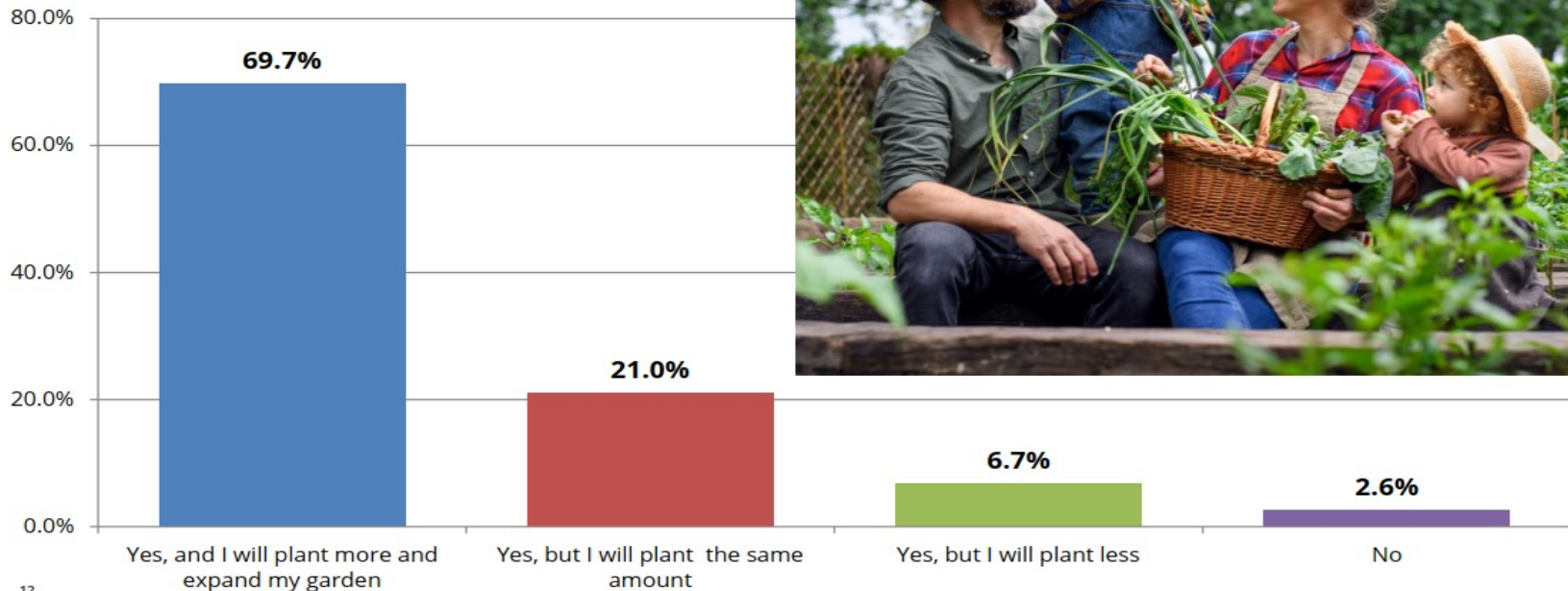
December 2023

MARKET INSIGHT • MARKET INNOVATION • CHANNEL STRATEGY • MARKET COMMUNICATIONS

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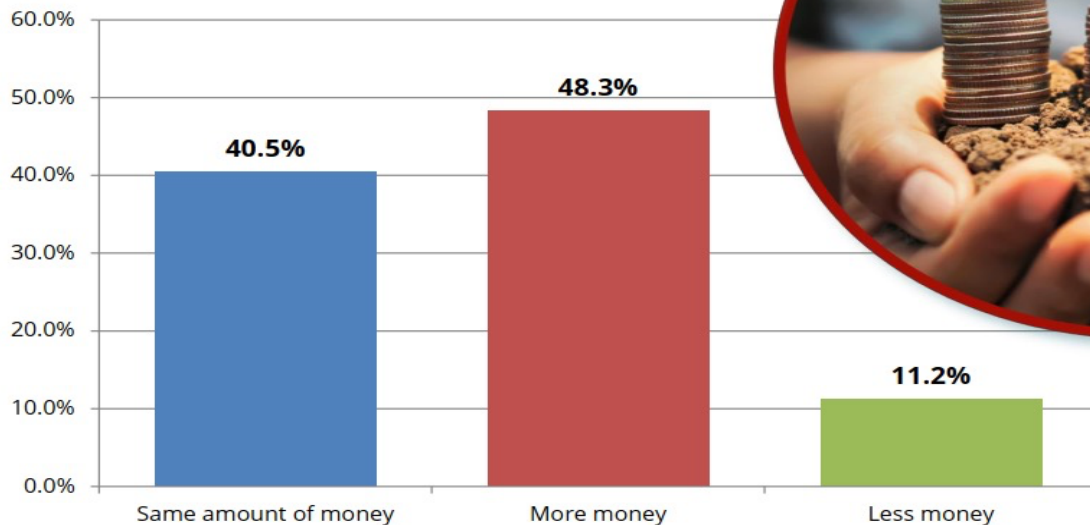
# New Gardener Trend Plan to Continue

**Is gardening something  
you plan to continue in 2024?**



# New Gardener Trend Spending More Money

Are you likely to spend more or less on gardening in 2024 compared to 2023?



# New Gardener Trend Spending More Time

How much time do you expect to spend gardening in 2024 compared to 2023?

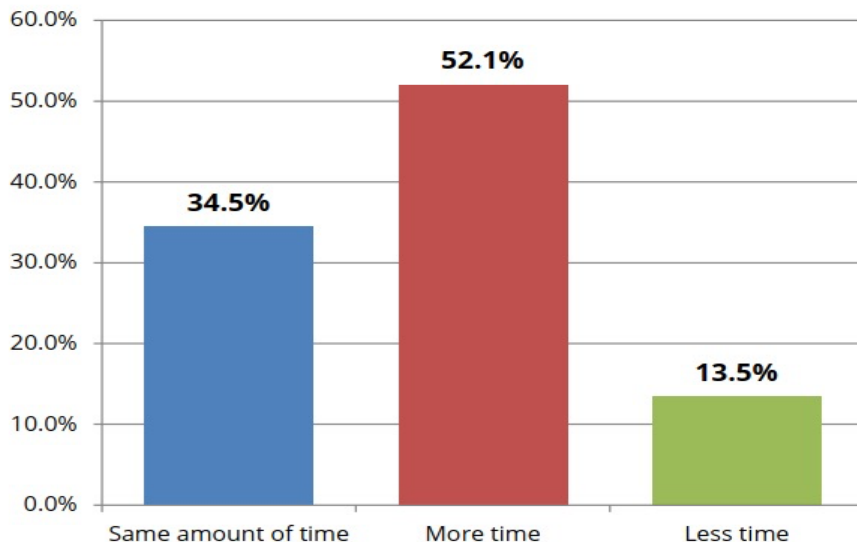
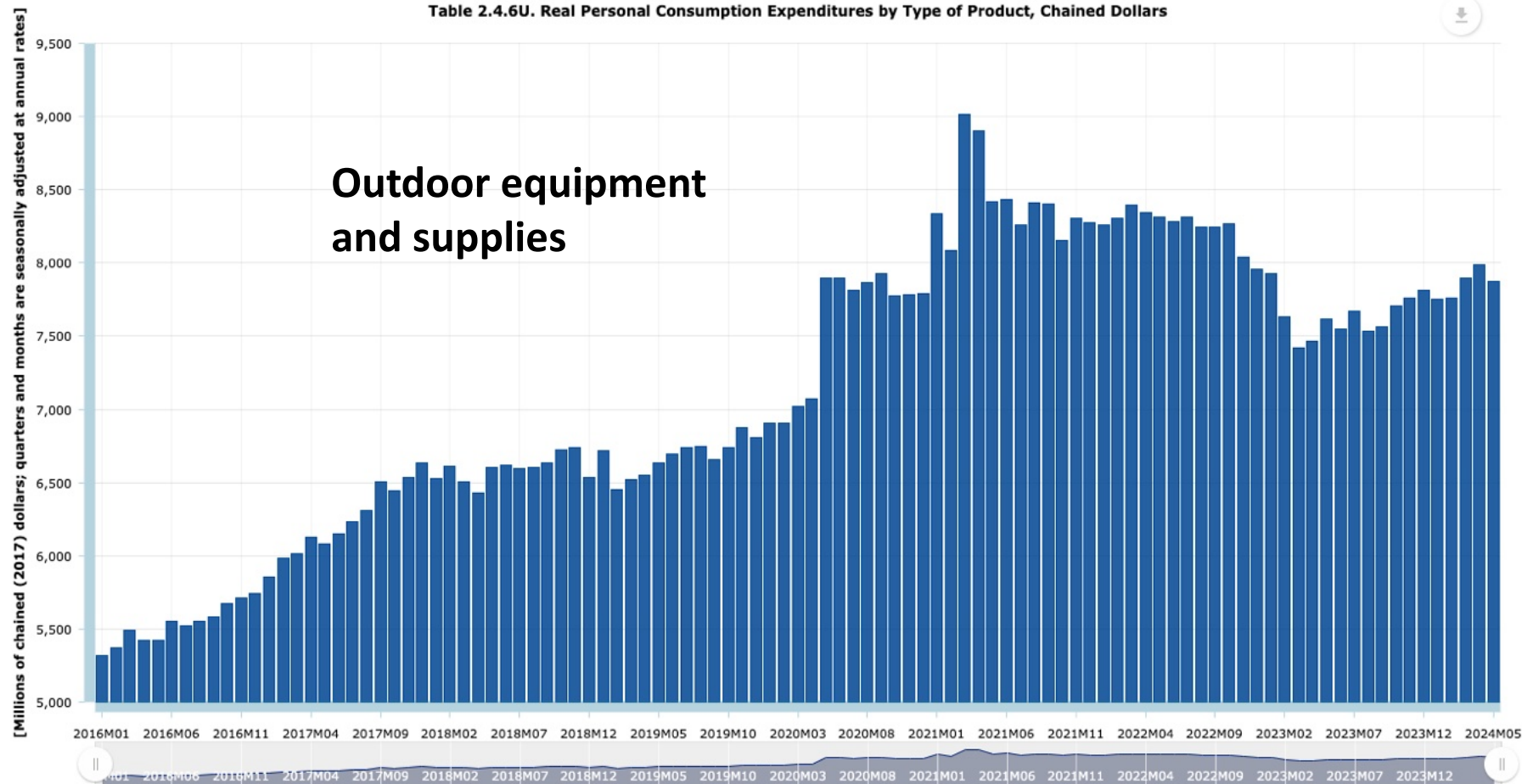


Table 2.4.6U. Real Personal Consumption Expenditures by Type of Product, Chained Dollars



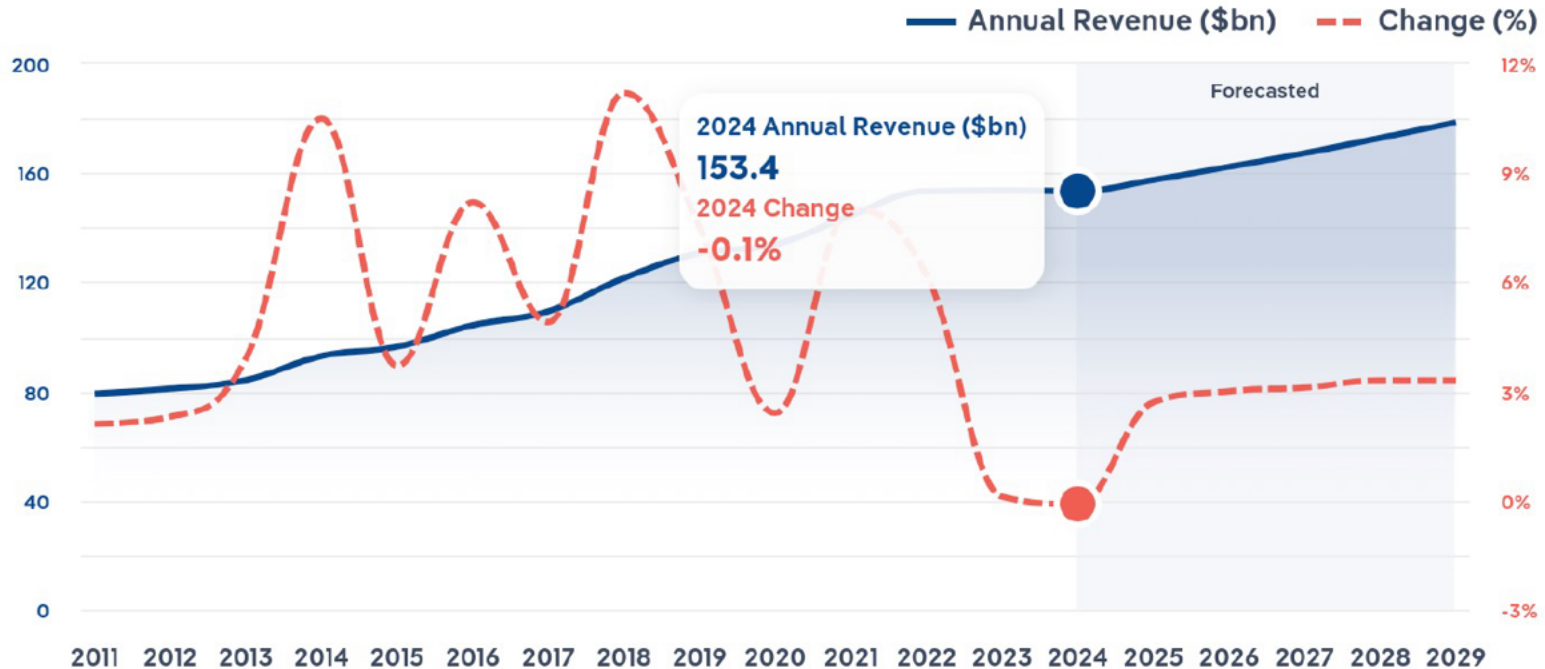
Source: U.S. Bureau of Economic Analysis

Outdoor equipment and supplies

Flowers, seeds, and potted plants

## Revenue (total landscape market)

Total value (\$) and annual change from 2011 – 2029. Includes 5-year outlook.



## ★ Real Private Residential Fixed Investment (PRFIC1)

[DOWNLOAD](#)

### Observation:

Q1 2024: **772.171**

(+ more)

Updated: Jun 27, 2024 7:57 AM CDT

### Units:

Billions of Chained 2017  
Dollars,  
Seasonally Adjusted Annual  
Rate

### Frequency:

Quarterly

1Y | 5Y | 10Y | Max

2007-01-01

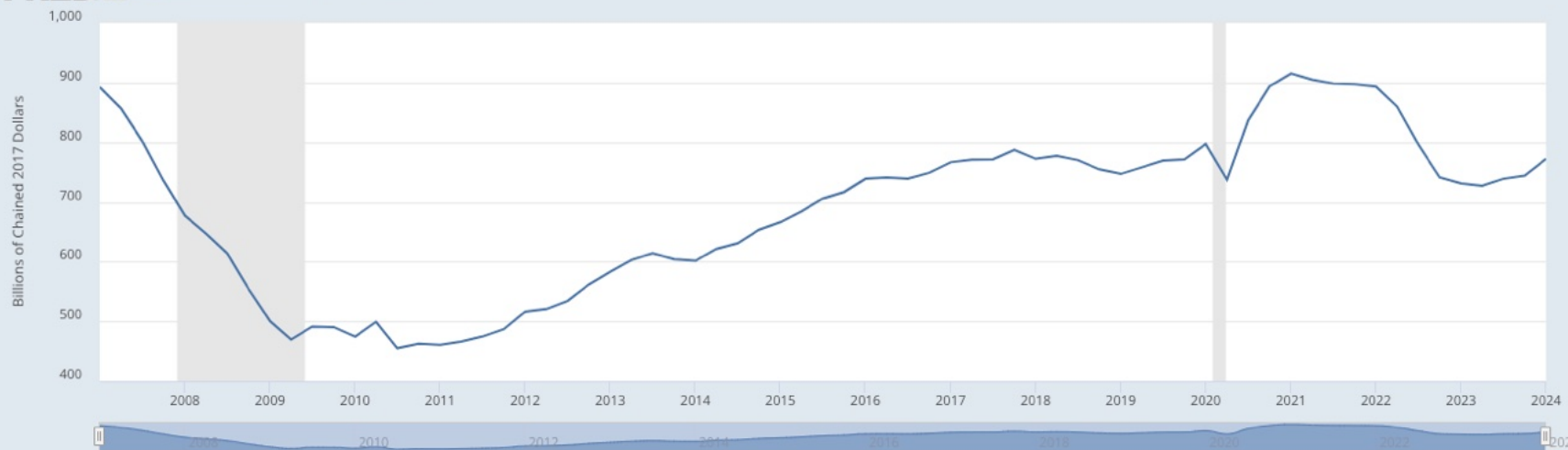
to

2024-01-01

[EDIT GRAPH](#)

**FRED**

— Real Private Residential Fixed Investment



Shaded areas indicate U.S. recessions.

Source: U.S. Bureau of Economic Analysis

fred.stlouisfed.org



## ★ Total Private Construction Spending: Residential in the United States (PRRESCON)

[DOWNLOAD](#)

### Observation:

May 2024: **83,259**

(+ more)

Updated: Jul 1, 2024 9:16 AM CDT

### Units:

Millions of Dollars,  
Not Seasonally Adjusted

### Frequency:

Monthly

1Y | 5Y | 10Y | Max

2019-05-01

to

2024-05-01

[EDIT GRAPH](#)**FRED**

— Total Private Construction Spending: Residential in the United States



Shaded areas indicate U.S. recessions.

Source: U.S. Census Bureau

fred.stlouisfed.org



## ★ Total Private Construction Spending: Nonresidential in the United States (PNRESCONS)

[DOWNLOAD](#)

### Observation:

May 2024: **733,898**

(+ more)

Updated: Jul 1, 2024 9:16 AM CDT

### Units:

Millions of Dollars,  
Seasonally Adjusted Annual  
Rate

### Frequency:

Monthly

1Y | **5Y** | 10Y | Max

2019-05-01

to

2024-05-01

[EDIT GRAPH](#)**FRED**

— Total Private Construction Spending: Nonresidential in the United States



Shaded areas indicate U.S. recessions.

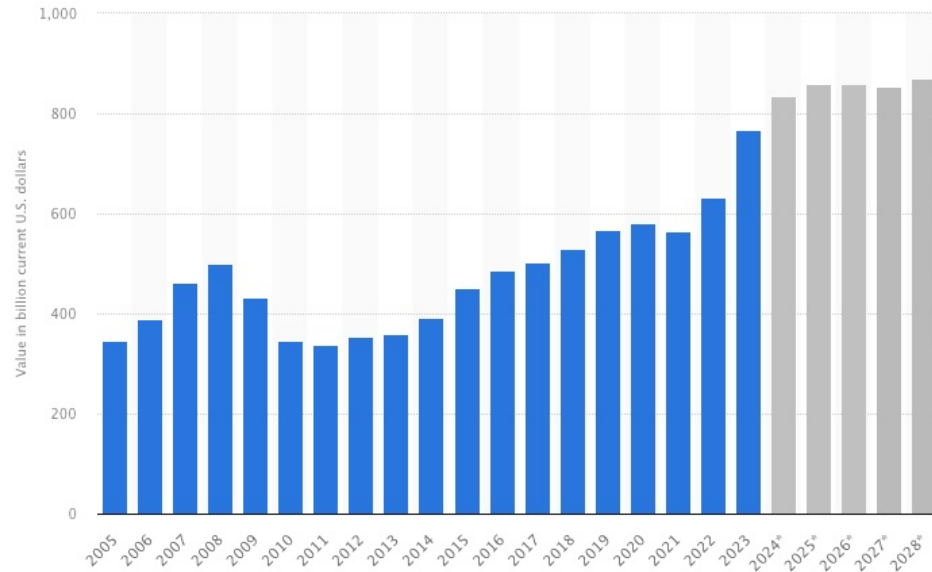
Source: U.S. Census Bureau

fred.stlouisfed.org



# New non-residential construction spending in the United States from 2005 to 2023, with forecasts until 2028

(in billion current U.S. dollars)



[Additional Information](#)

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## DOWNLOAD



PDF



## Source

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- [→ Show publisher information](#)
- [→ Use Ask Statista Research Service](#)

## Release date

April 2024

## Region

United States

## Survey time period

2005 to 2023

## Supplementary notes

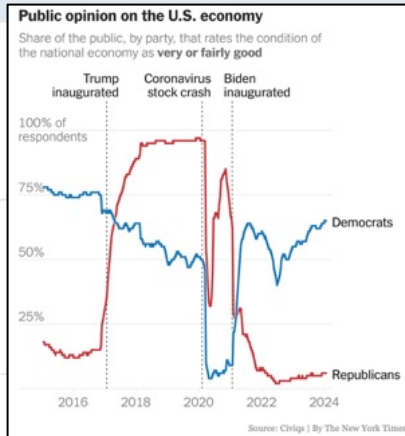
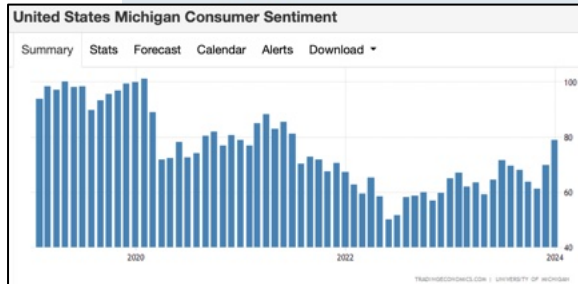
\*Forecasts.

The figures have been taken from several editions of the same publication.



## What will impact consumer purchasing going forward?

- Overall growth of the economy
- Supply chain performance
- Labor availability and cost
- Cost of inputs
- Housing market correction
- Inflation outlook
- Likelihood of recession
- **Response of end consumer**



Notice the disconnect about how we “feel” and how we “spend”

12,000

11,000

2008

2010

2012

2014

2016

2018

2020

2022

2024

**FRED**

— (Personal Consumption Expenditures: Goods/Personal Consumption Expenditures), Jan 2012=100  
— (Personal Consumption Expenditures: Services/Personal Consumption Expenditures), Jan 2012=100



Shaded areas indicate U.S. recessions.

Source: U.S. Bureau of Economic Analysis

fred.stlouisfed.org



Table 2.4.6U. Real Personal Consumption Expenditures by Type of Product, Chained Dollars

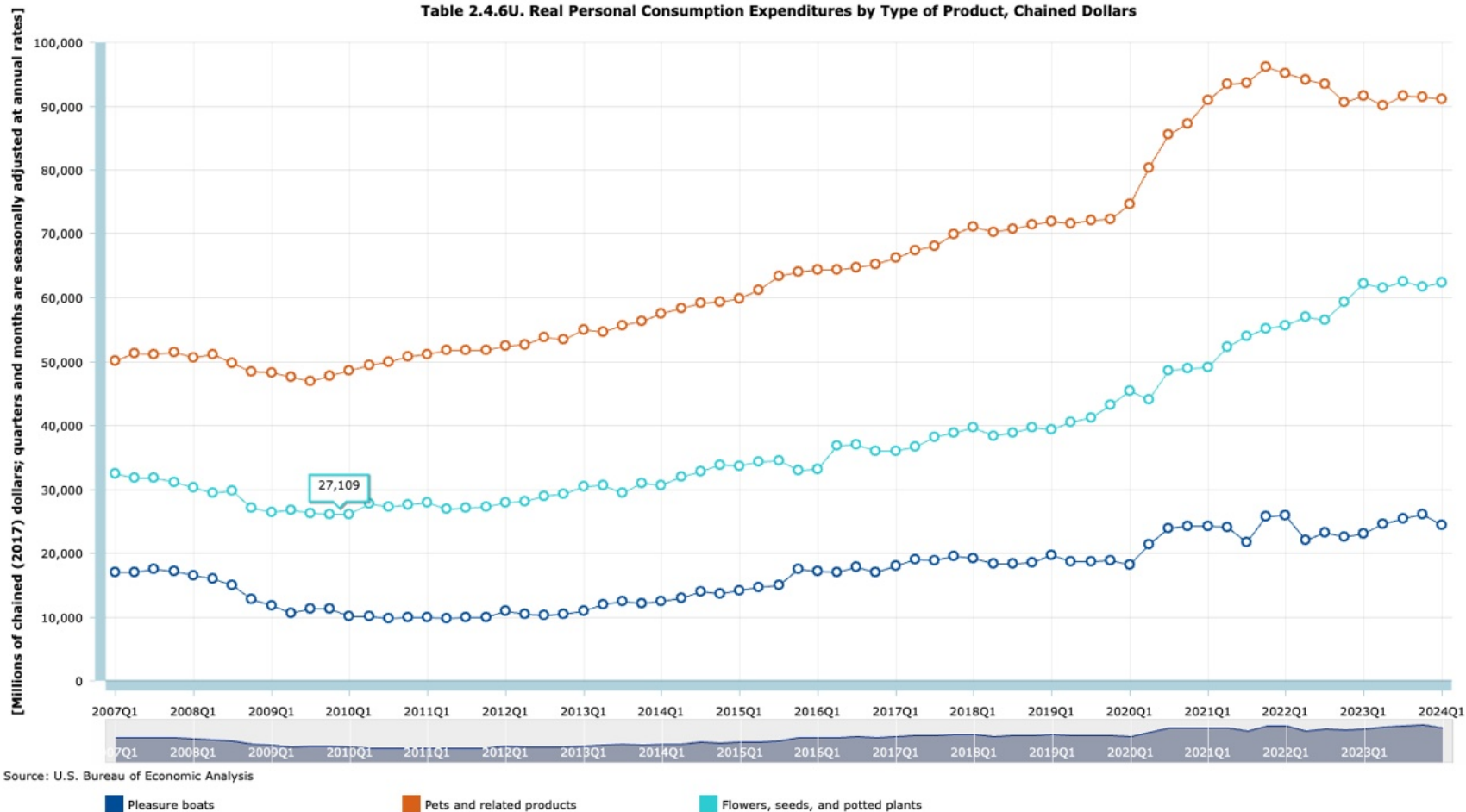
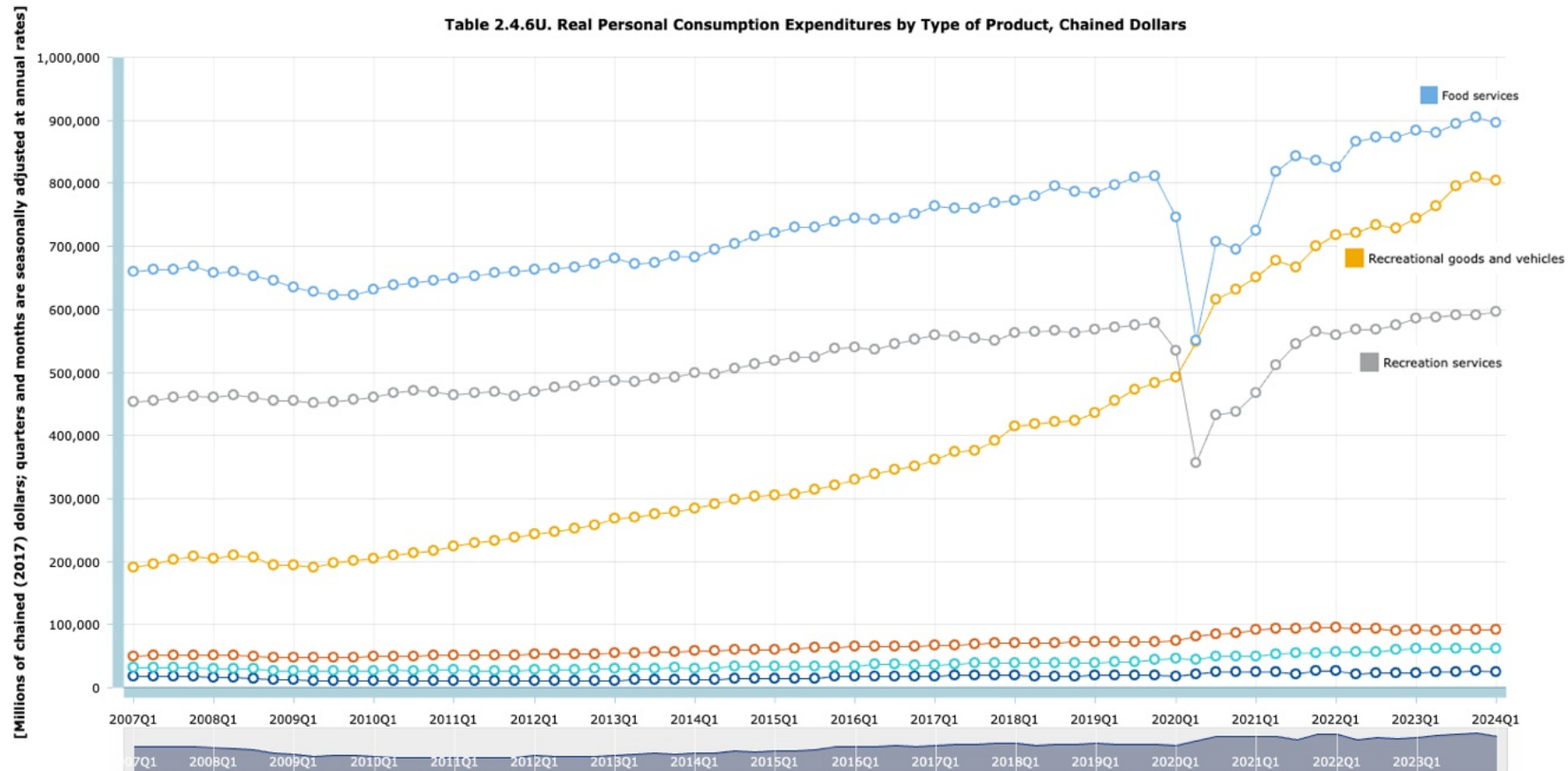


Table 2.4.6U. Real Personal Consumption Expenditures by Type of Product, Chained Dollars



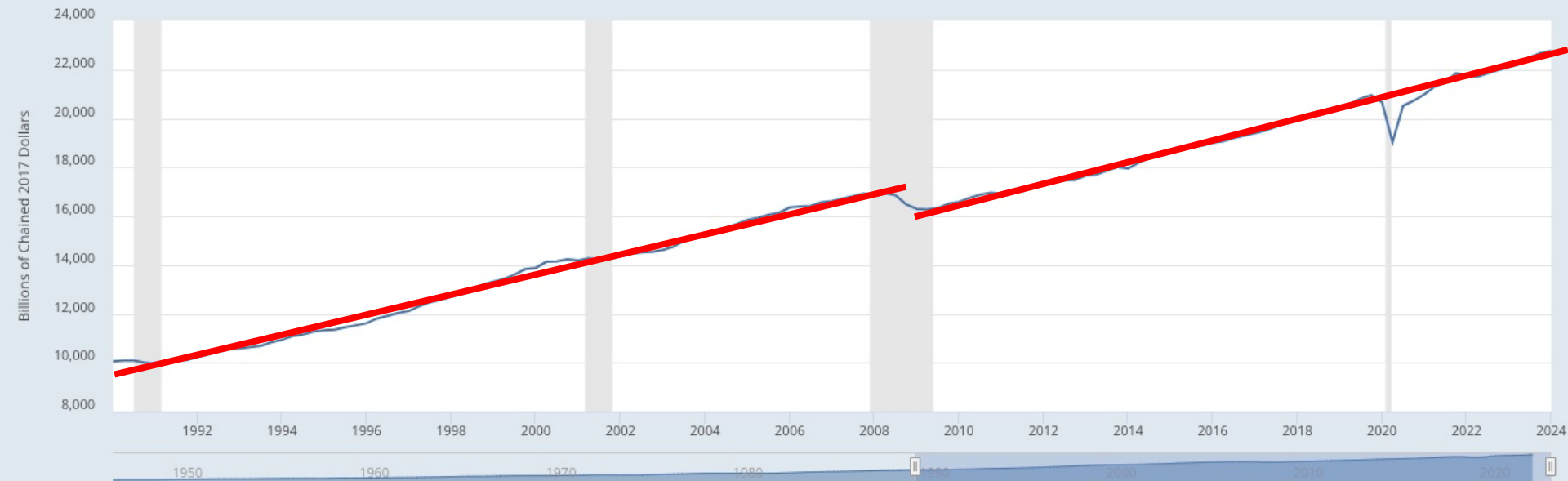
Source: U.S. Bureau of Economic Analysis





## What will impact the green industry going forward?

- Overall growth of the economy
- Supply chain performance
- Labor availability and cost
- Cost of inputs
- Housing market correction
- Inflation outlook
- Likelihood of recession
- Response of end consumer



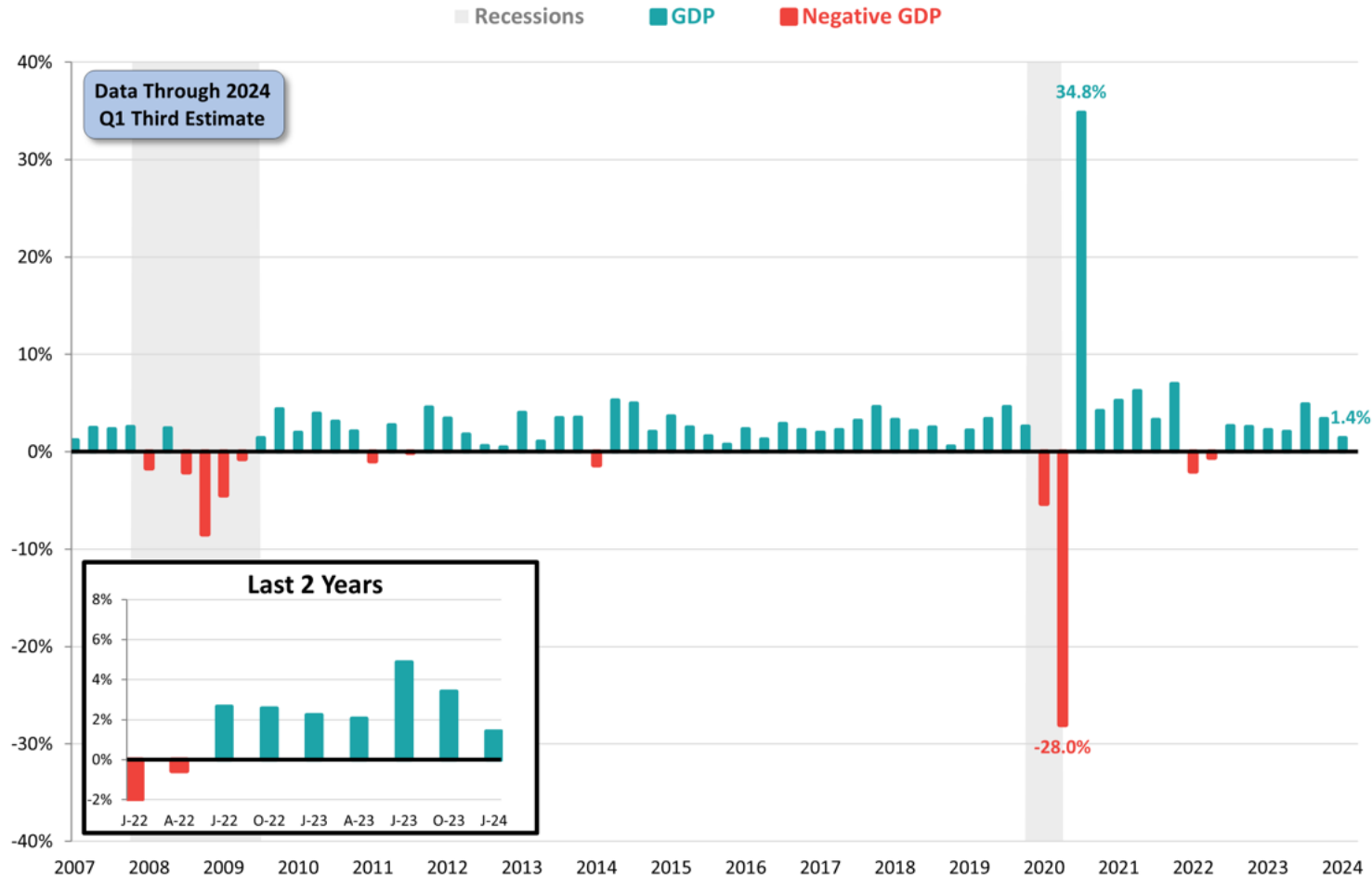
Shaded areas indicate U.S. recessions.

Source: U.S. Bureau of Economic Analysis

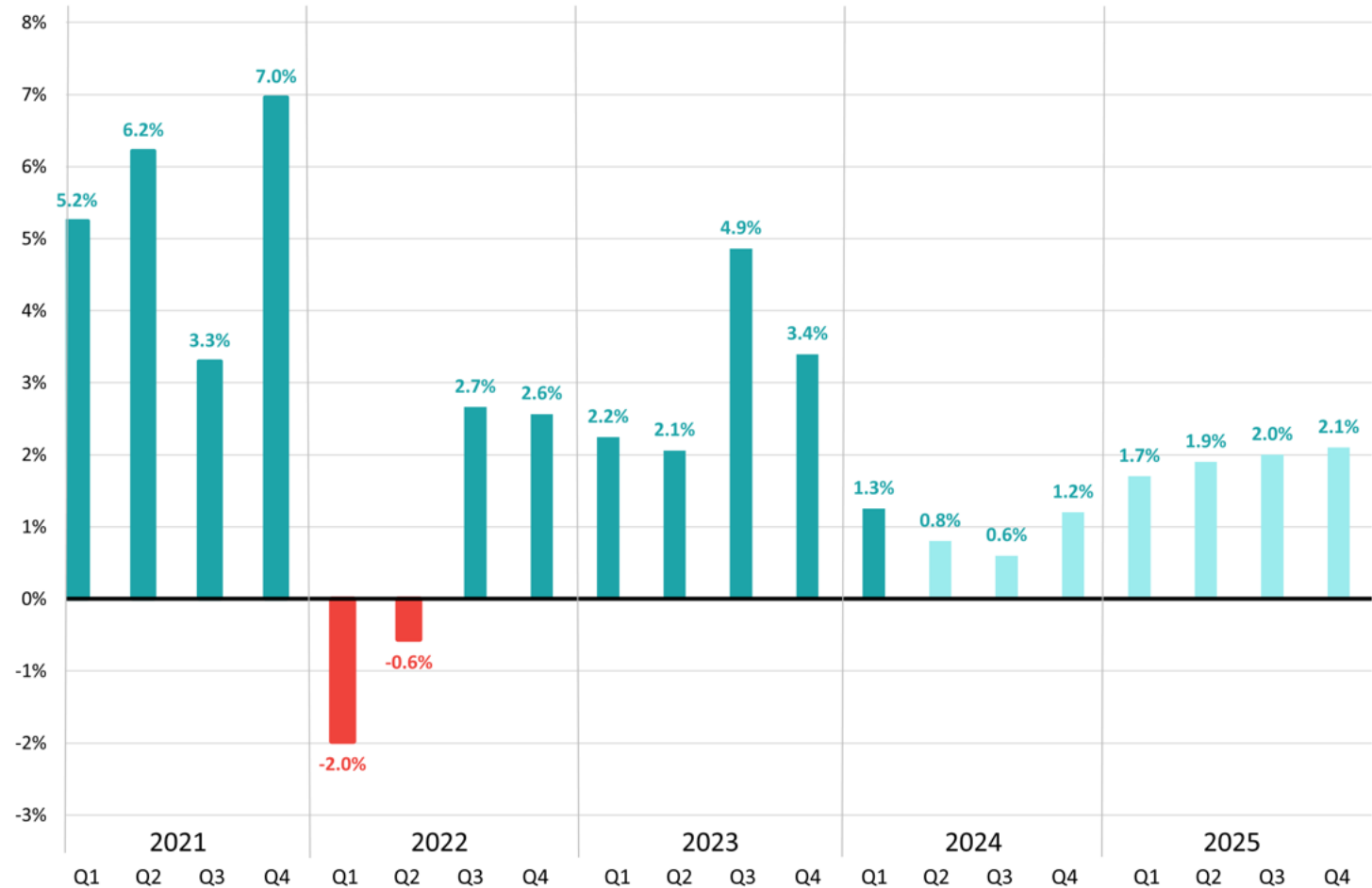
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## Gross Domestic Product (GDP)



# Gross Domestic Product (GDP)





## What will impact the green industry going forward?

- Overall growth of the economy
- **Supply chain performance**
- Labor availability and cost
- Cost of inputs
- Housing market correction
- Inflation outlook
- Likelihood of recession
- Response of end consumer

**Estimates for May 2024**

- The GSCPI rose to -0.48 in May, up from -0.92 in April (revised down from an initial reading of -0.85). GSCPI readings measure standard deviations from the index's historical average.

**Latest Update May 2024**

Enter a date range to see monthly estimates or use the slider below to view a specific date range.

Standard deviations from average value

From  To





## What will impact the green industry going forward?

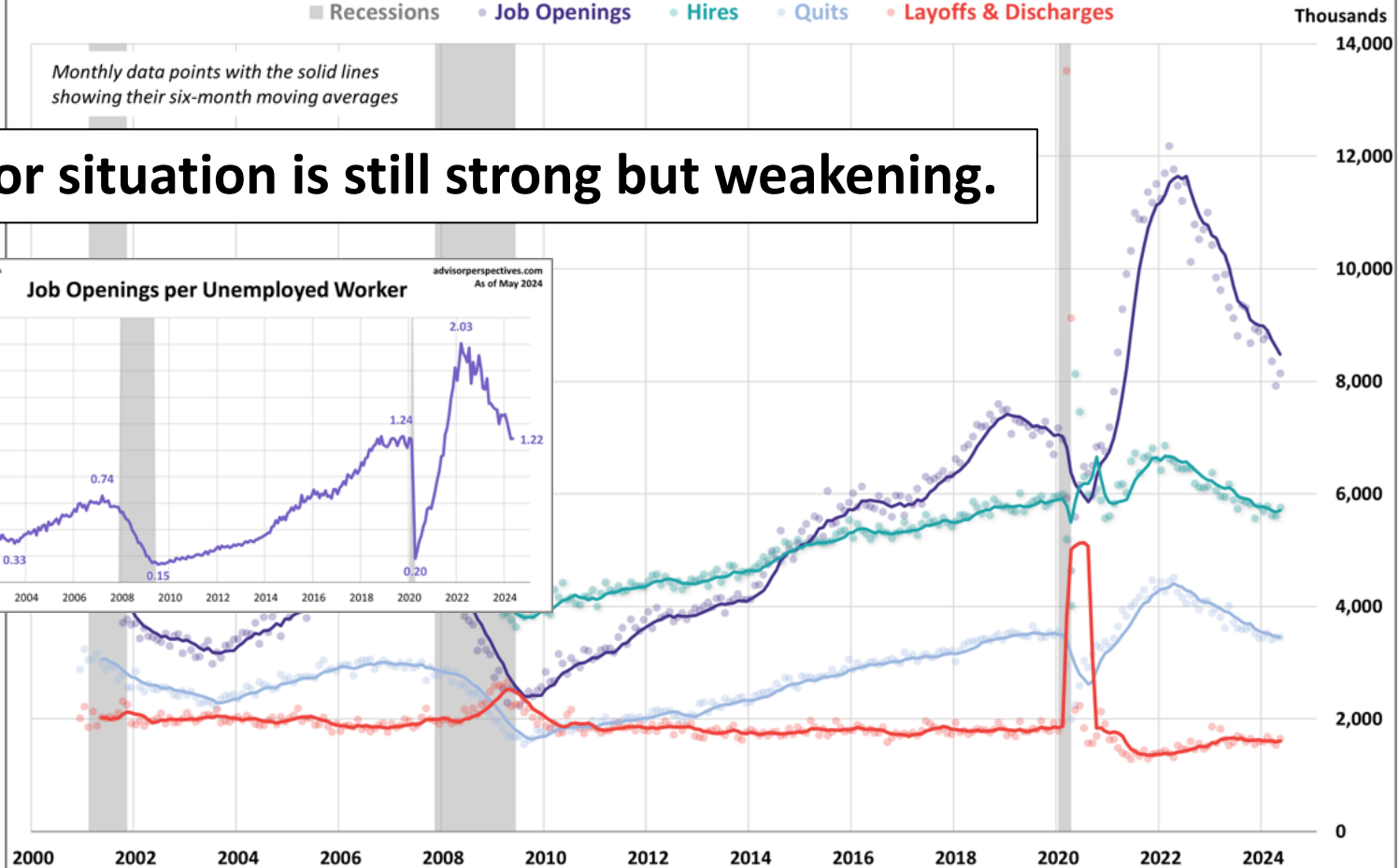
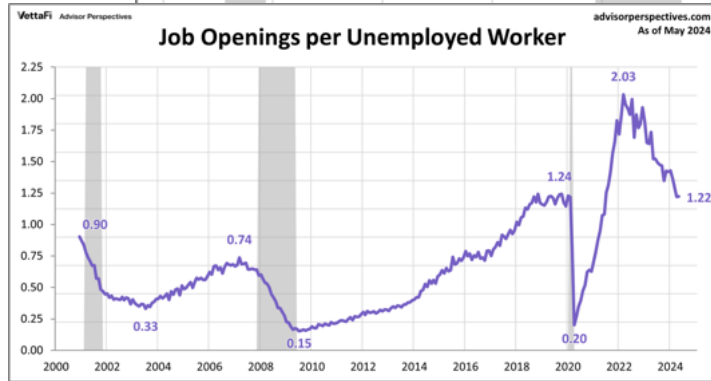
- Overall growth of the economy
- Supply chain performance
- **Labor availability and cost**
- Cost of inputs
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# JOLTS Report for Total Nonfarm Employment: Job Openings and Labor Turnover

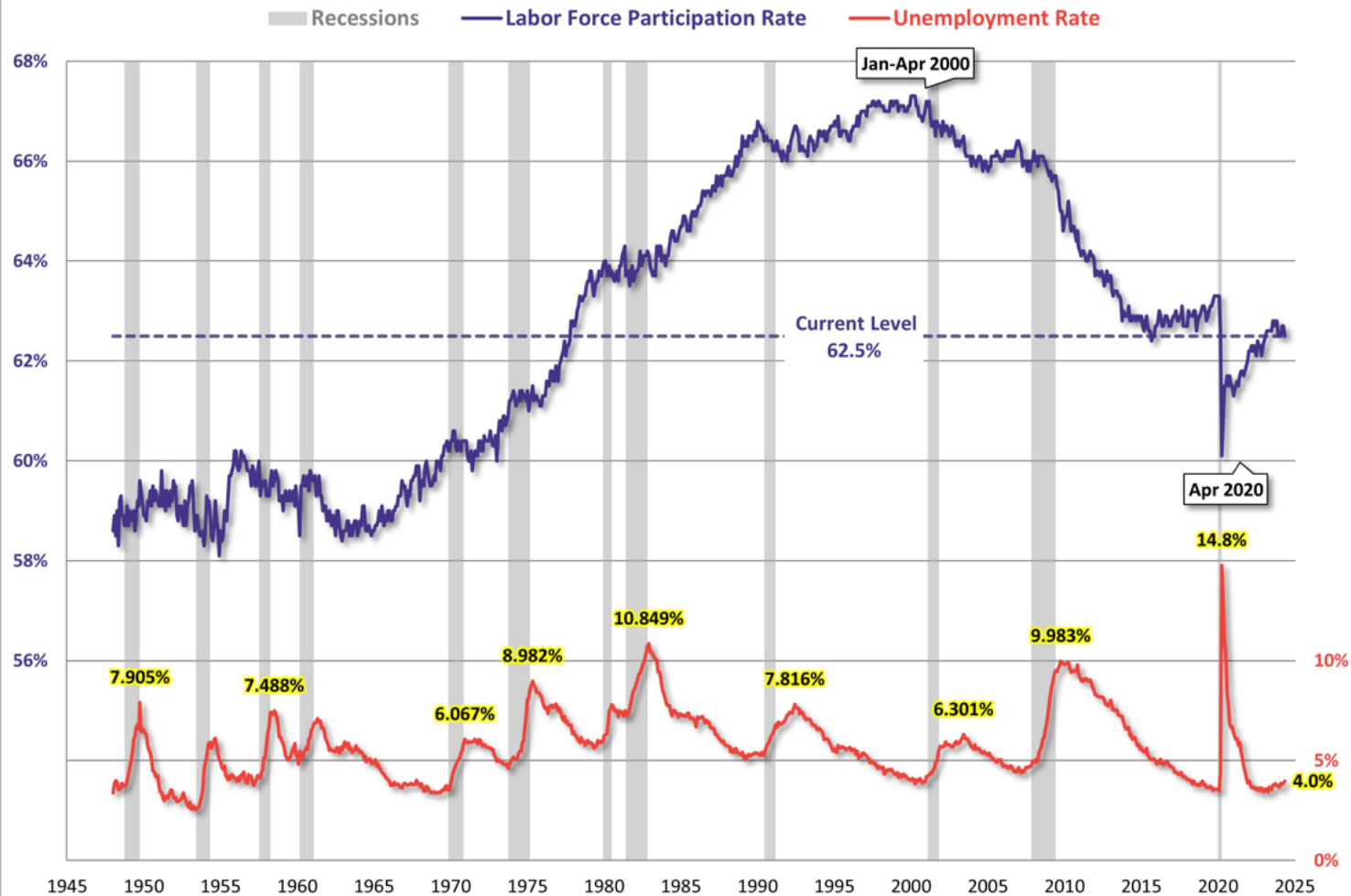
■ Recessions ● Job Openings ● Hires ● Quits ● Layoffs & Discharges

Monthly data points with the solid lines  
showing their six-month moving averages

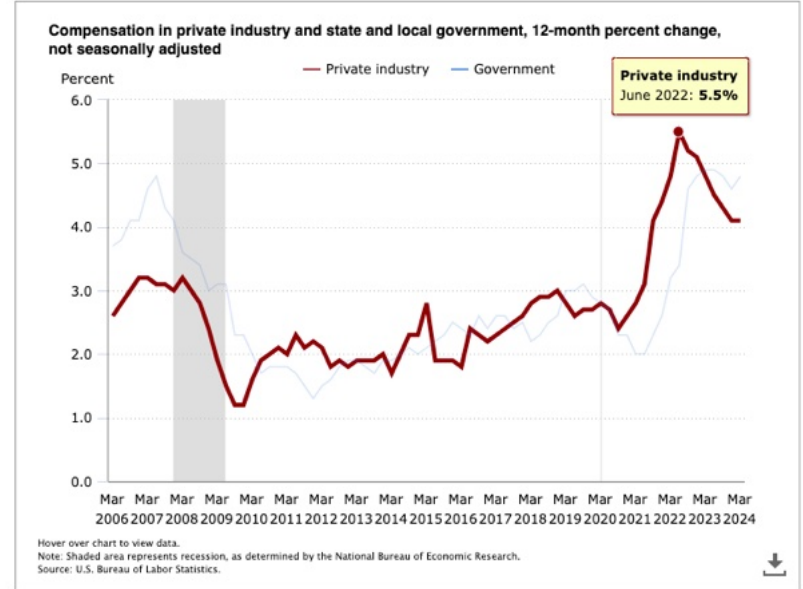
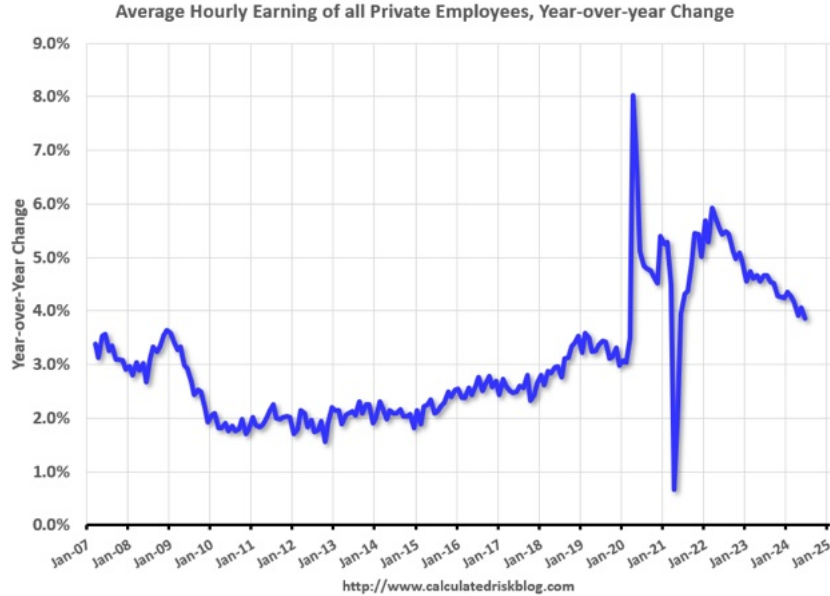
**Labor situation is still strong but weakening.**



## Labor Force Participation Rate



# Employment cost index





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## New Home Sales vs. 30 YR Fixed Rate Mortgage

Zoom 1YR 5YR 10YR MAX

Jul 3, 2014 → Jul 3, 2024



● New Home Sales — 30 YR Fixed Mortgage Rate

## Existing Home Sales vs. 30 YR Fixed Rate Mortgage

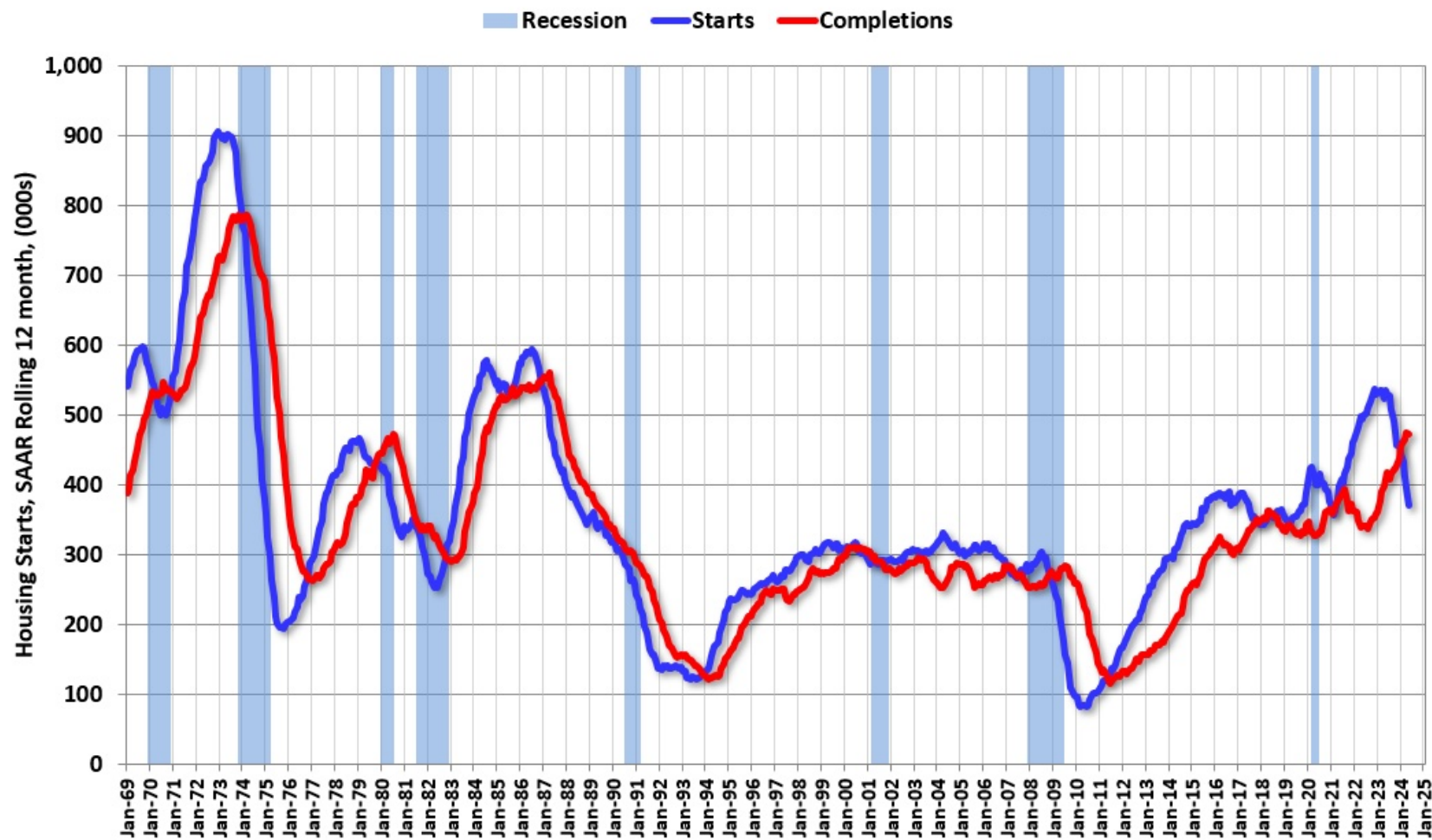
Zoom 1YR 5YR 10YR MAX

Jul 3, 2014 → Jul 3, 2024

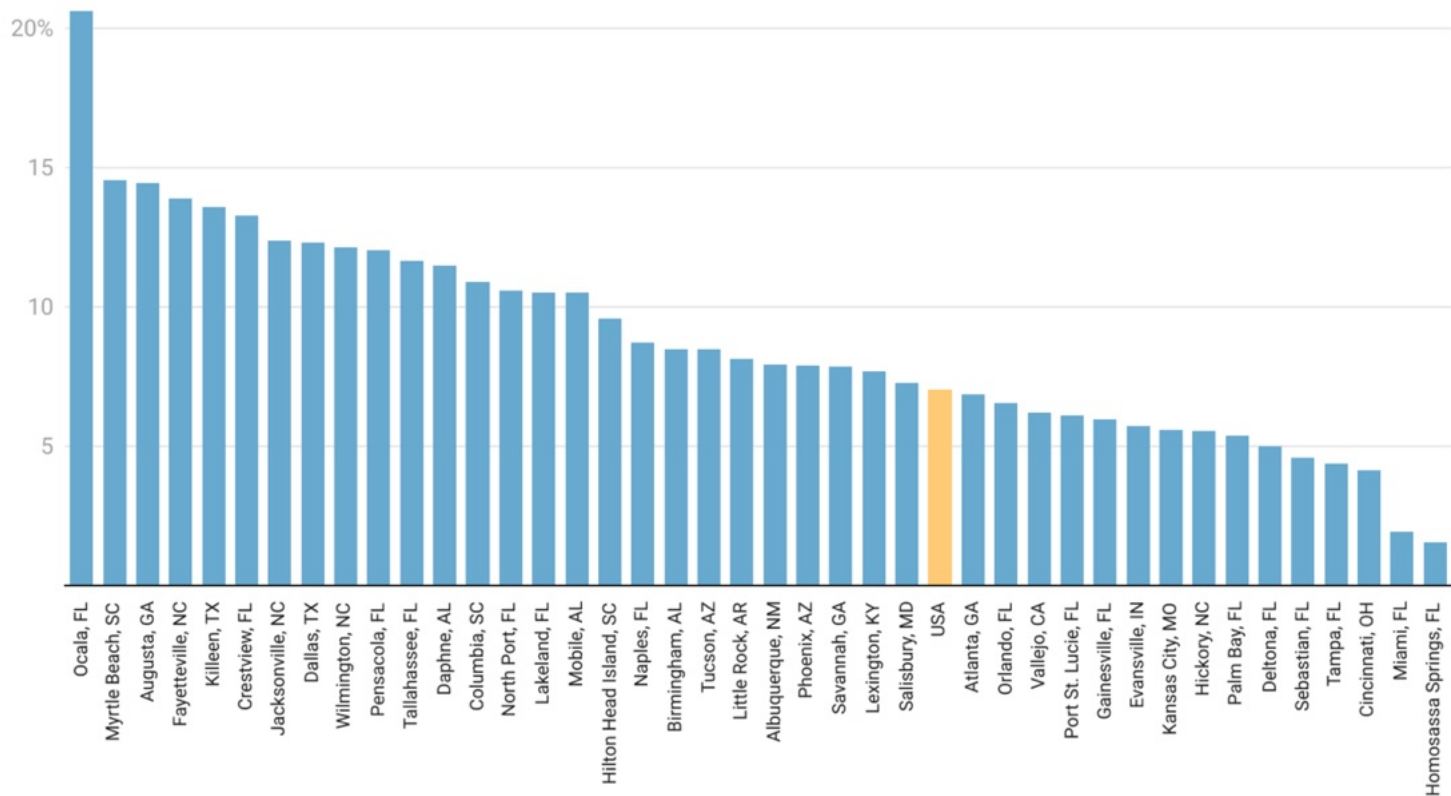


Existing Home Sales 30 YR Fixed Mortgage Rate

# Housing Starts and Completions, 5+ Unit Structures, Rolling 12 months



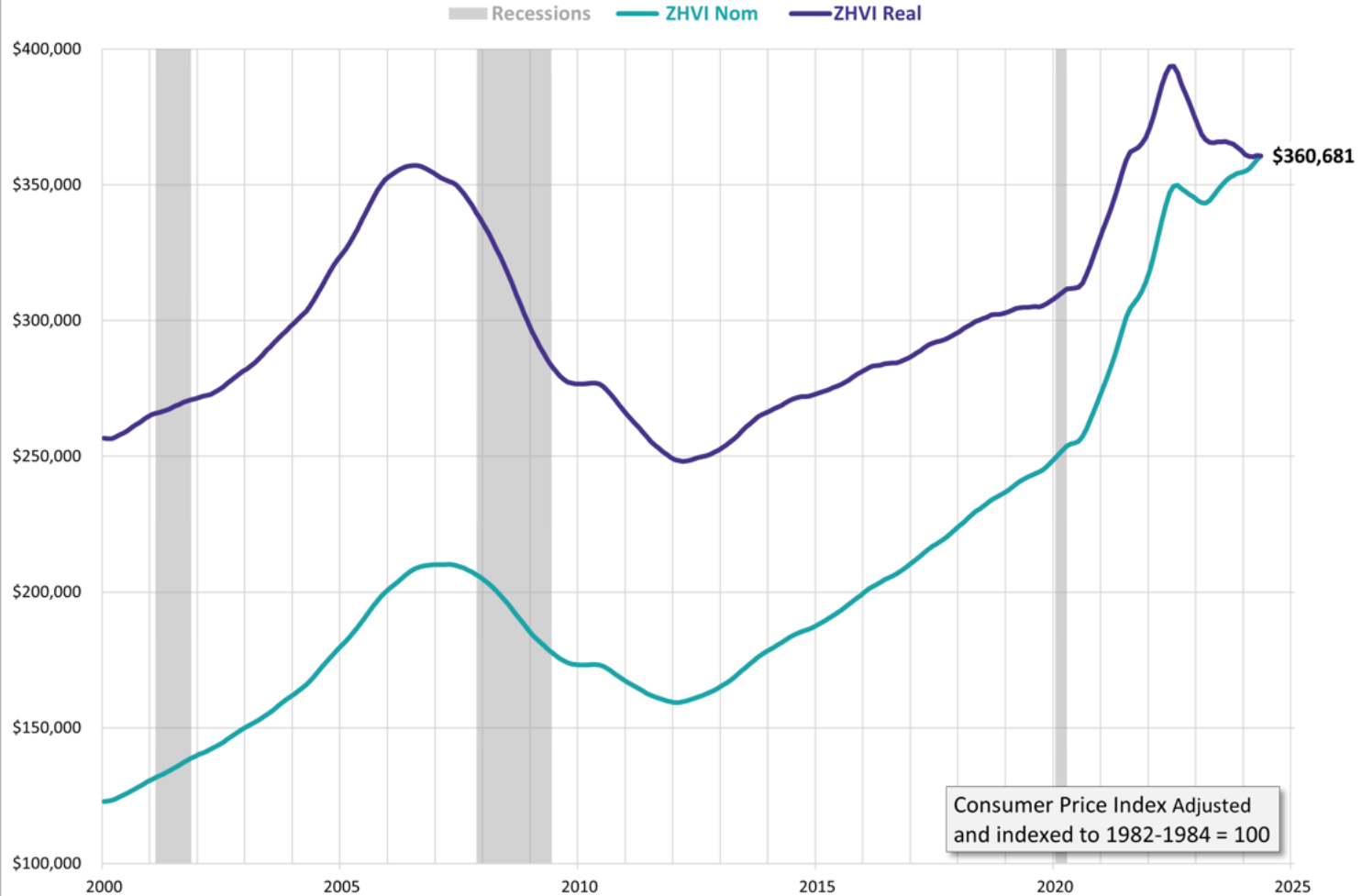
# Parcl Labs: Percentage of active listings that are newly built homes

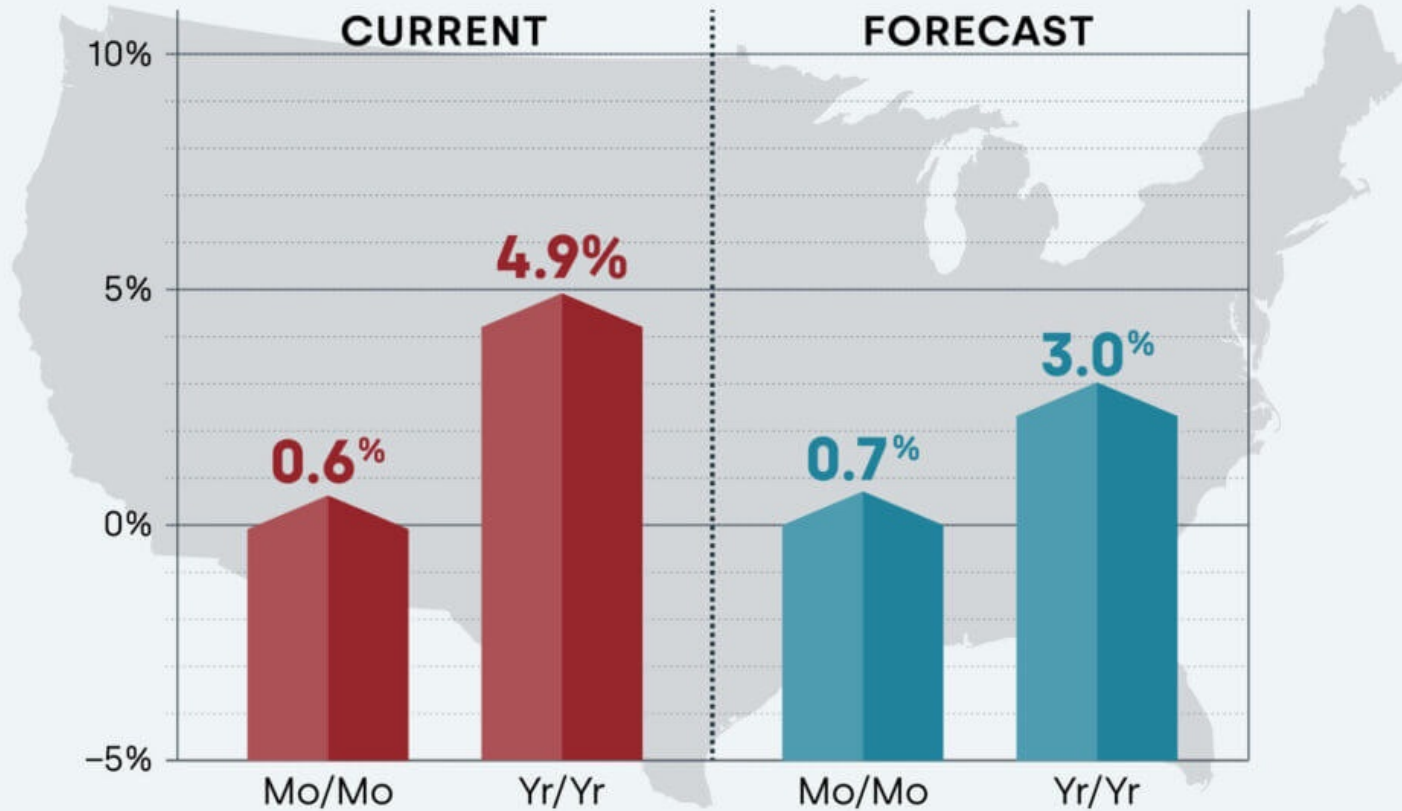


June 2024

Chart: Lance Lambert • Source: Parcl Labs API • Created with Datawrapper

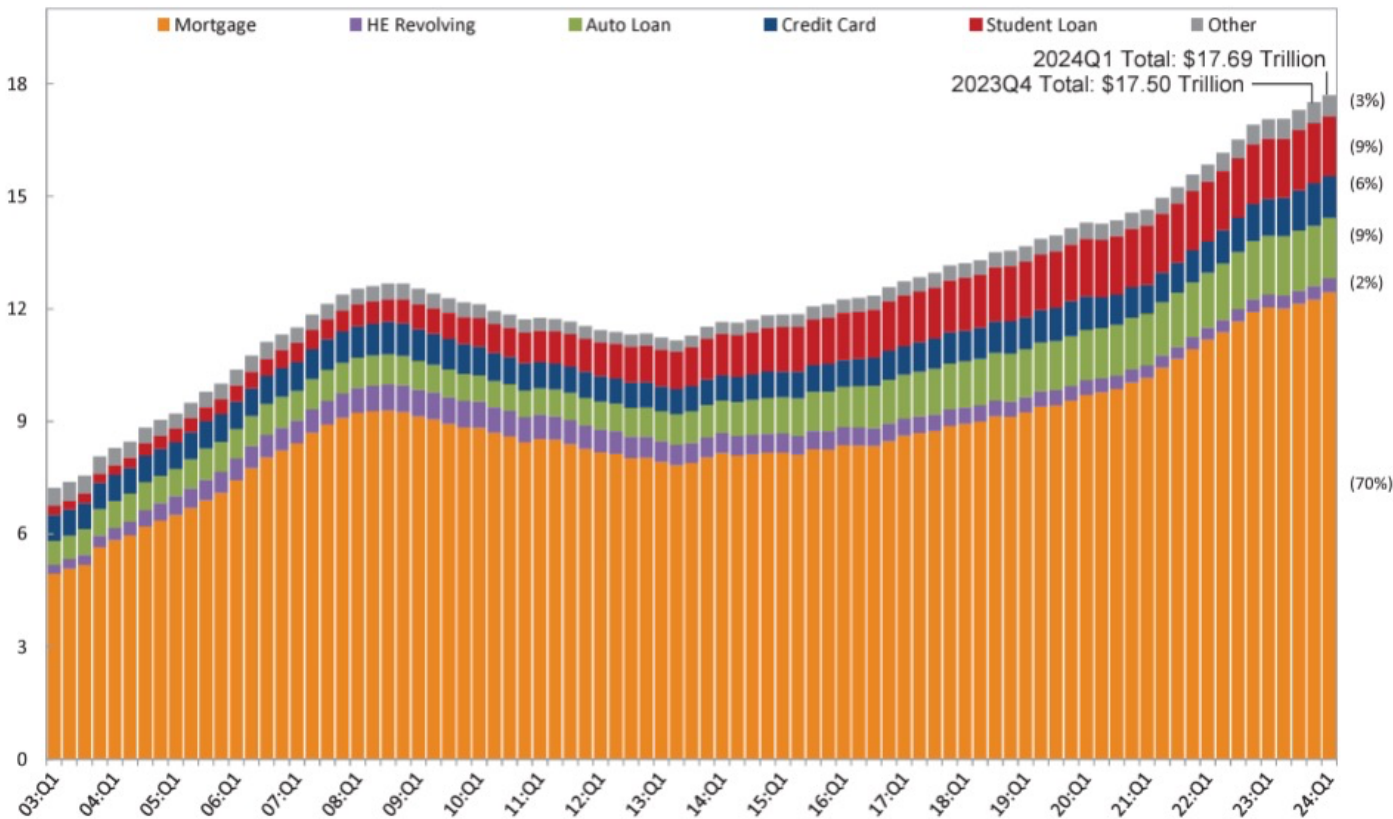
## Zillow Home Value Index (ZHVI)





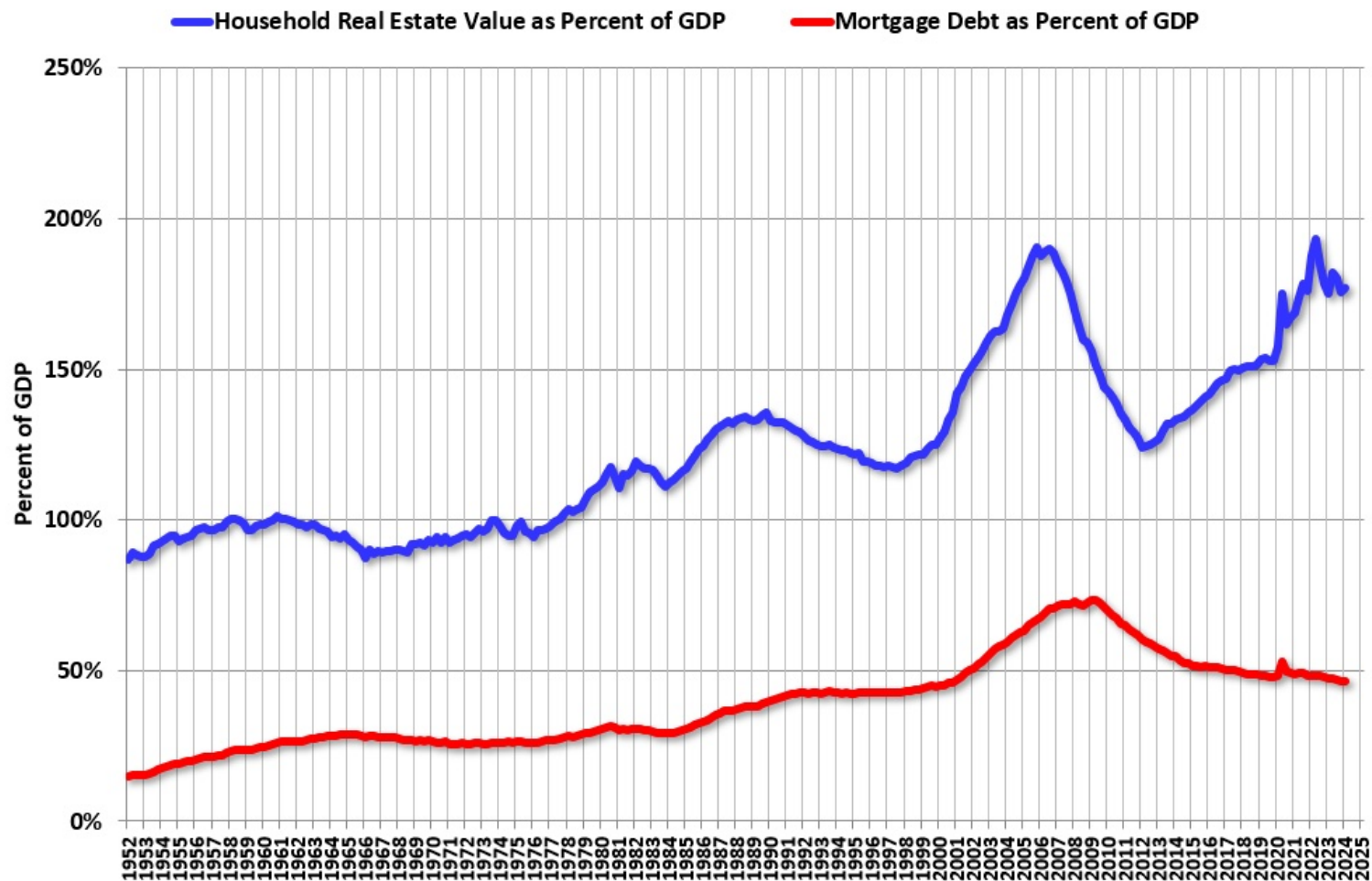
# Total Debt Balance and its Composition

Trillions of Dollars

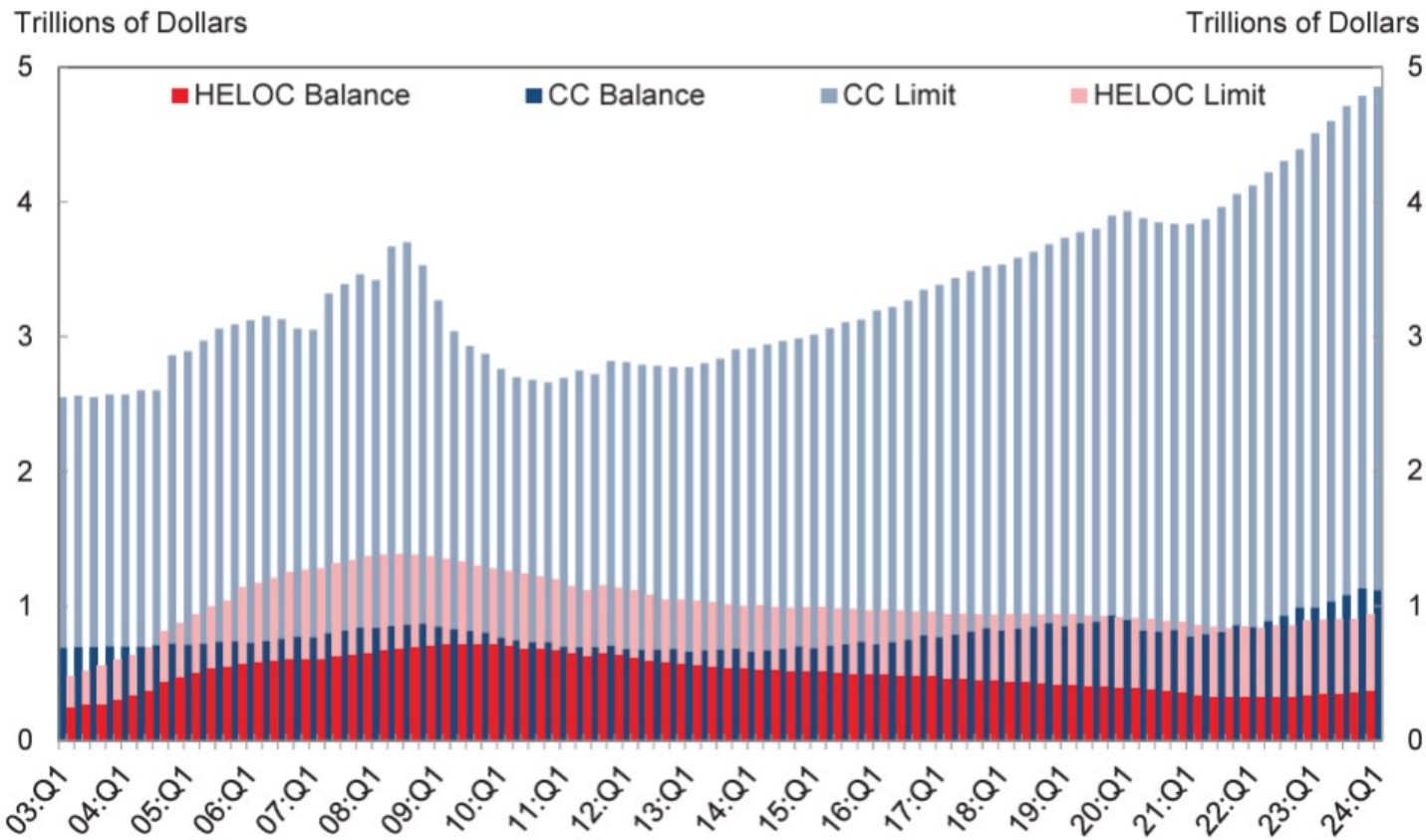


Source: New York Fed Consumer Credit Panel/Equifax

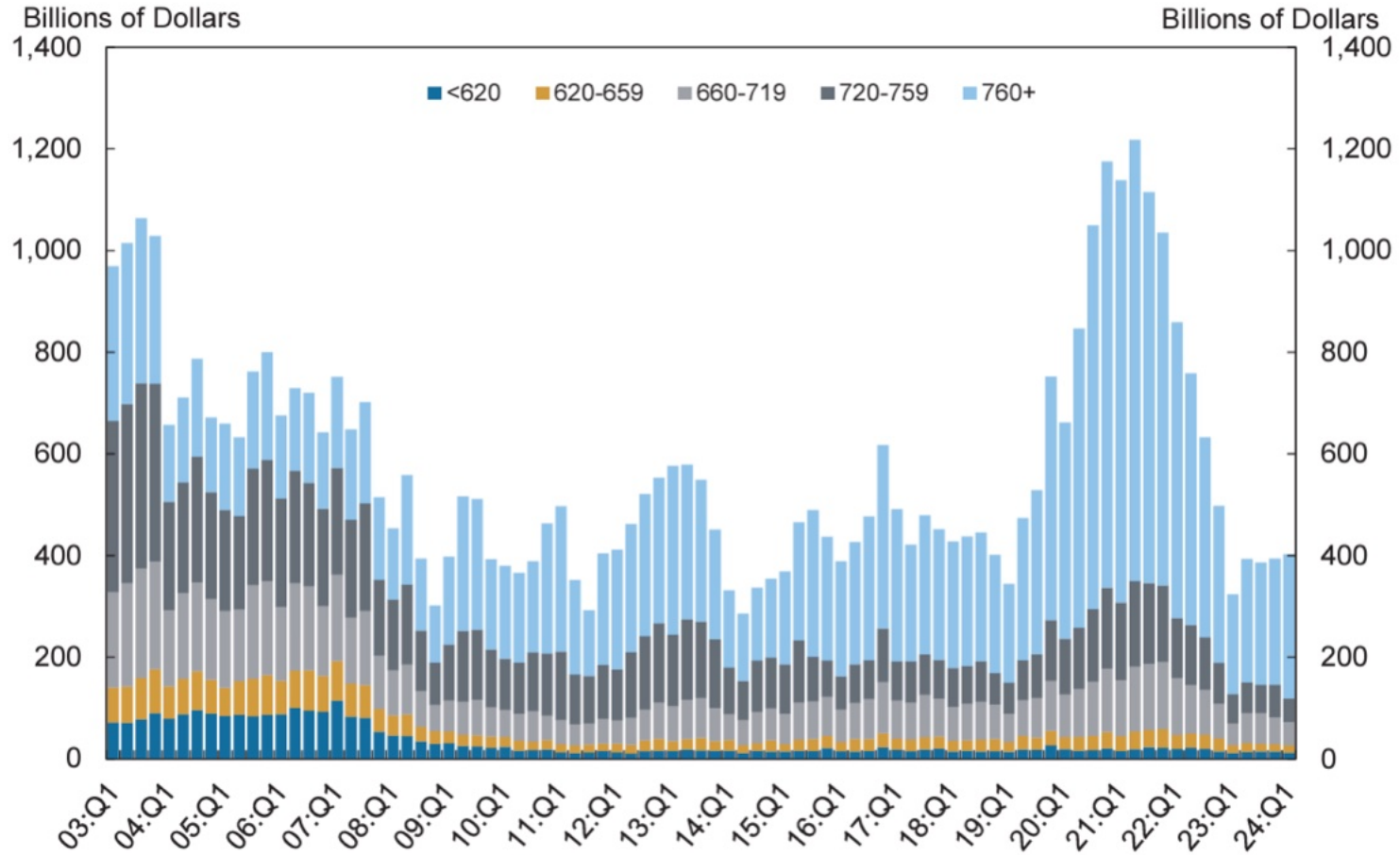
## Household Real Estate Value and Household Mortgage Debt as Percent of GDP



# Credit Limit and Balance for Credit Cards and HE Revolving



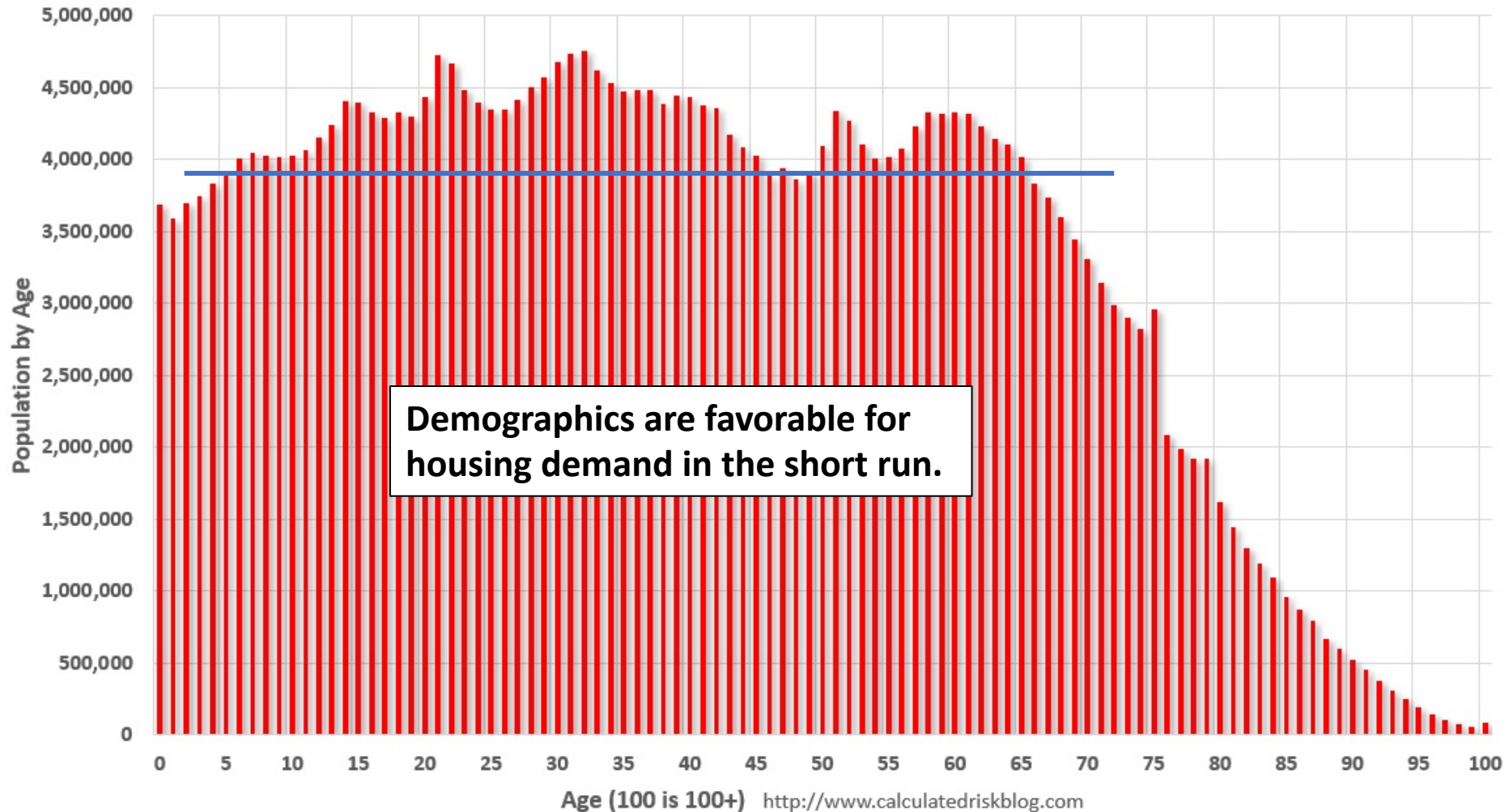
# Mortgage Originations by Credit Score\*



Source: New York Fed Consumer Credit Panel/Equifax

\* Credit Score is Equifax RiskScore 3.0

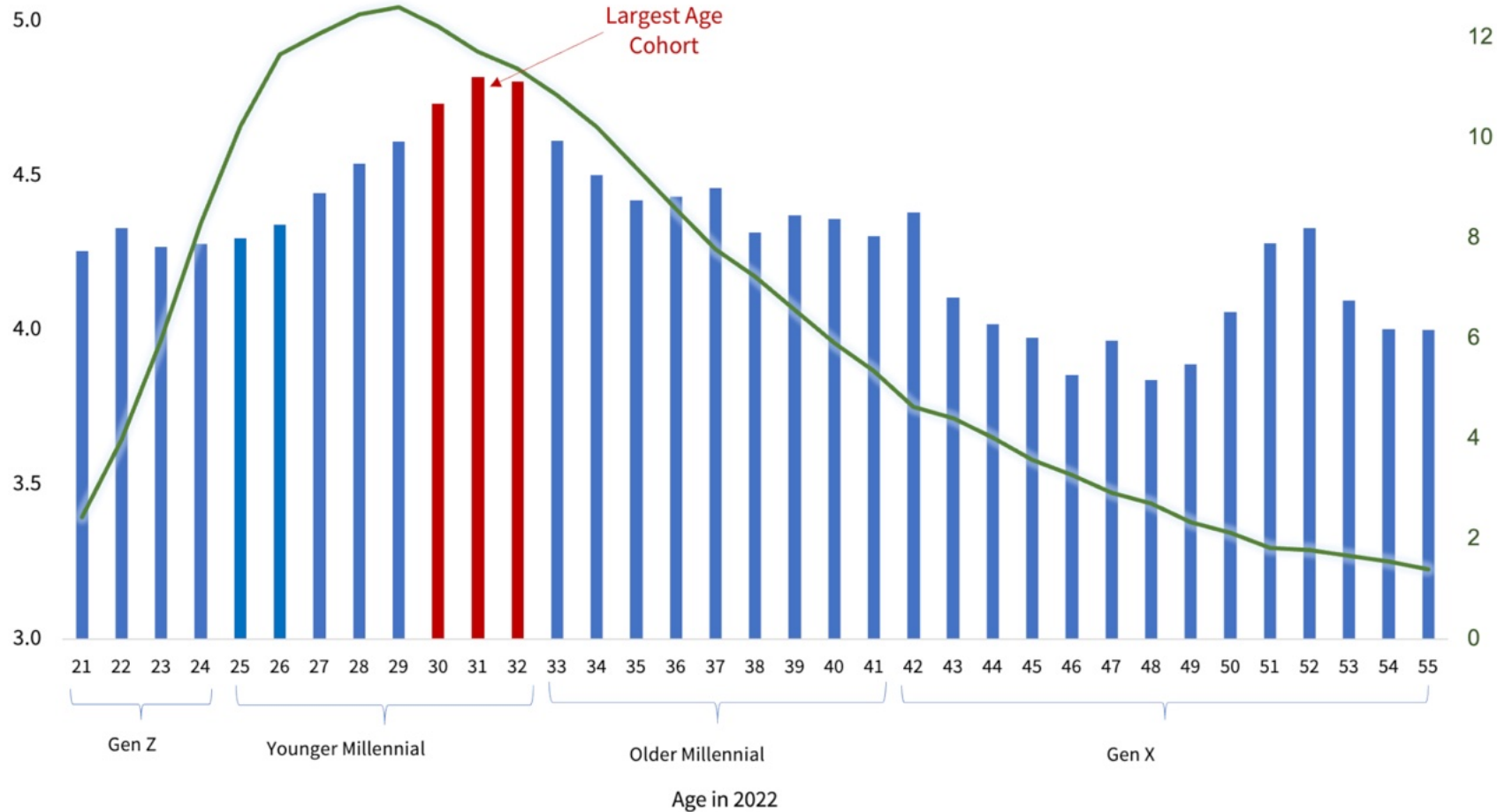
U.S. Population by Age, 2022 Census Estimate



Number of Persons in  
2022 by Age (Millions)

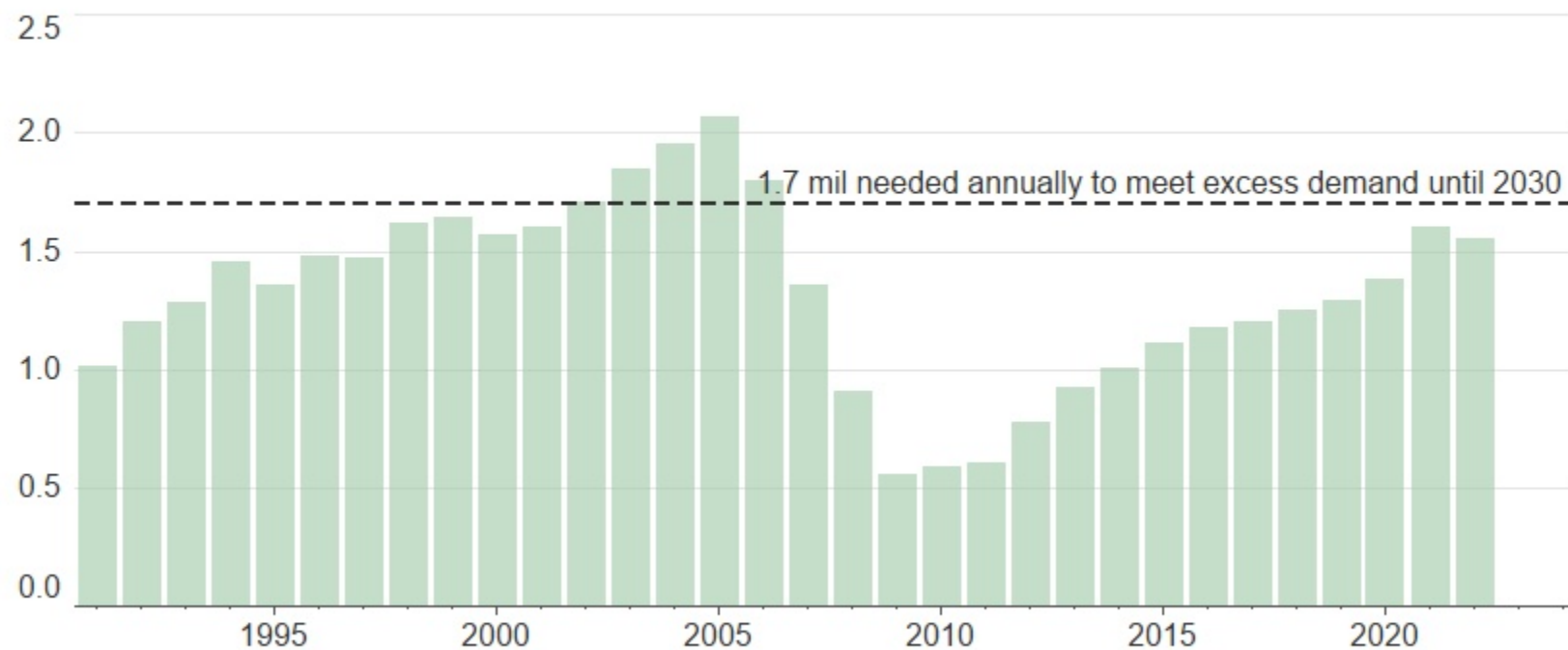
Peak First-Time  
Homebuyer Demand

First-Time Home-Purchase Loan  
Applications per 1,000 Persons in 2022



## U.S. housing starts, annually

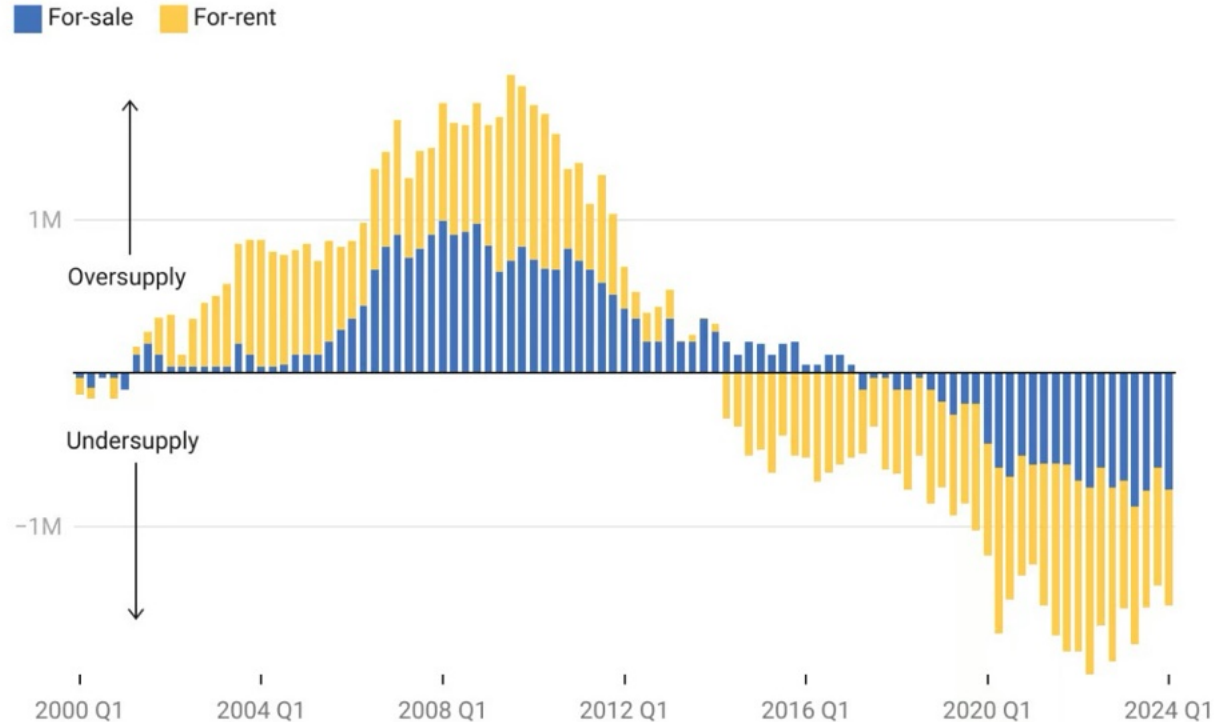
Millions



Source: Census Bureau, RSM US

# U.S. housing market is 1.5 million housing units below a "balanced market," finds Freddie Mac

Freddie Mac: "To bring the vacancy rate, both rental and homeowner, back in line with historical averages, the U.S. would need to add an additional 1.5 million vacant for-sale and for-rent homes"



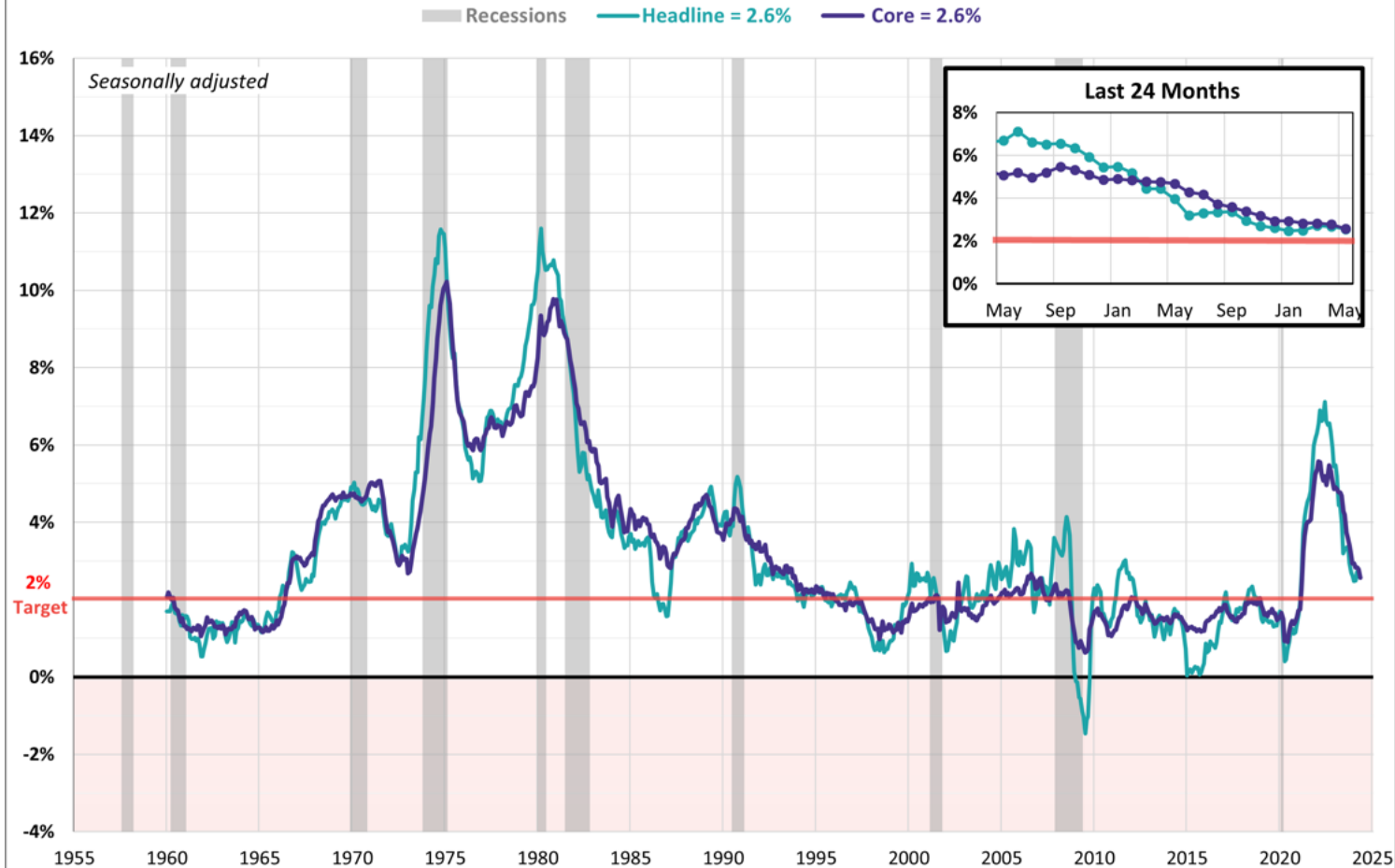


## What will impact the green industry going forward?

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# Personal Consumption Expenditures (PCE) Price Index

## Year-Over-Year





Variable	Median <sup>1</sup>			
	2024	2025	2026	Longer run
Change in real GDP	2.1	2.0	2.0	1.8
December projection	1.4	1.8	1.9	1.8
Unemployment rate	4.0	4.1	4.0	4.1
December projection	4.1	4.1	4.1	4.1
PCE inflation	2.4	2.2	2.0	2.0
December projection	2.4	2.1	2.0	2.0
Core PCE inflation <sup>4</sup>	2.6	2.2	2.0	
December projection	2.4	2.2	2.0	
Memo: Projected appropriate policy path				
Federal funds rate	4.6	3.9	3.1	2.6
December projection	4.6	3.6	2.9	2.5



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## ☆ St. Louis Fed Financial Stress Index (STLFSI4)

[DOWNLOAD](#)

Observation:

2024-06-28: **-0.8121**

(+ more)

Updated: Jul 4, 2024 9:00 AM CDT

Units:

Index,  
Not Seasonally Adjusted

Frequency:

Weekly,  
Ending Friday

1Y | 5Y | **10Y** | Max

2007-05-07

to

2024-06-28

[EDIT GRAPH](#)

**FRED**



— St. Louis Fed Financial Stress Index



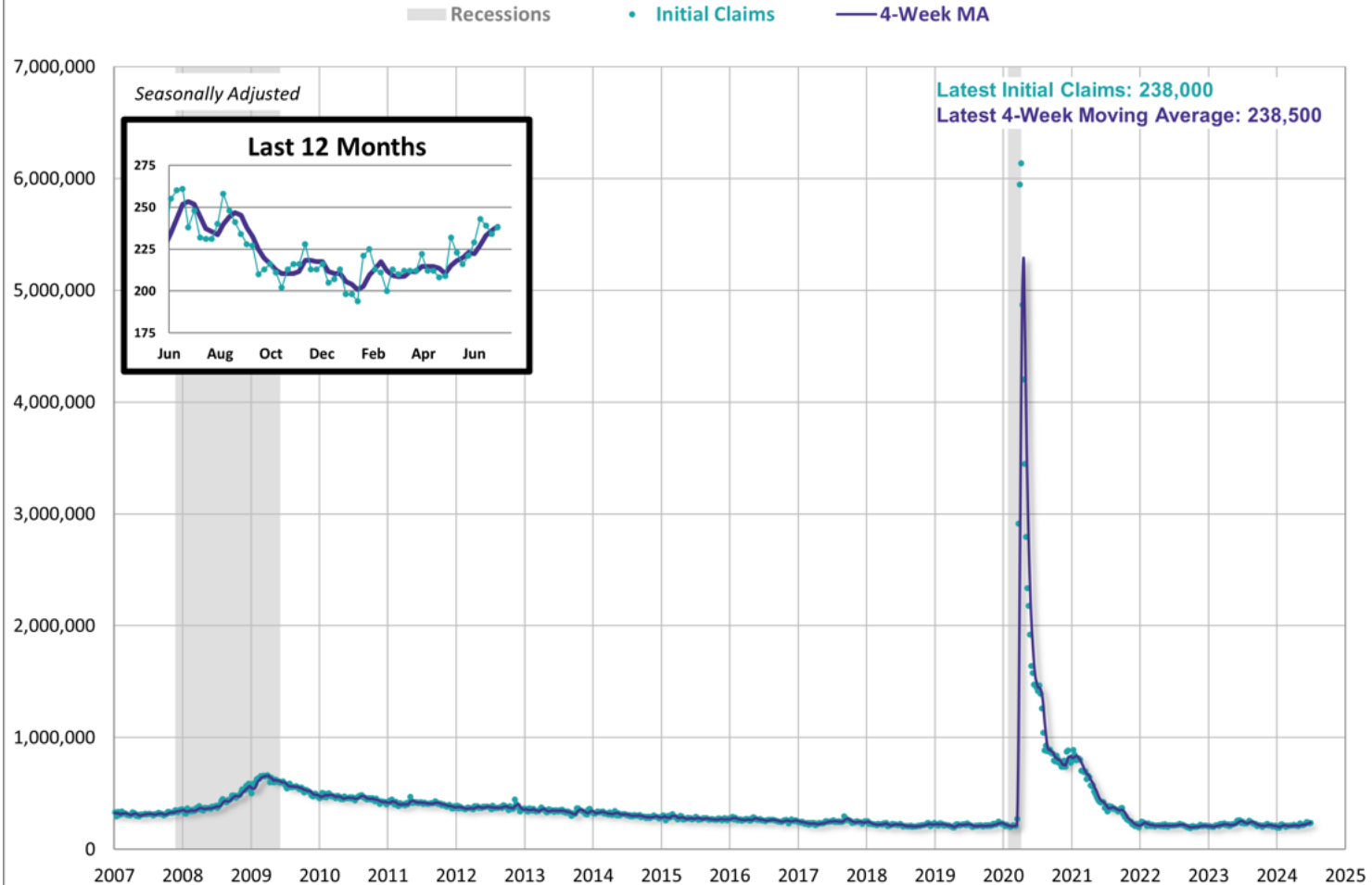
Shaded areas indicate U.S. recessions.

Source: Federal Reserve Bank of St. Louis

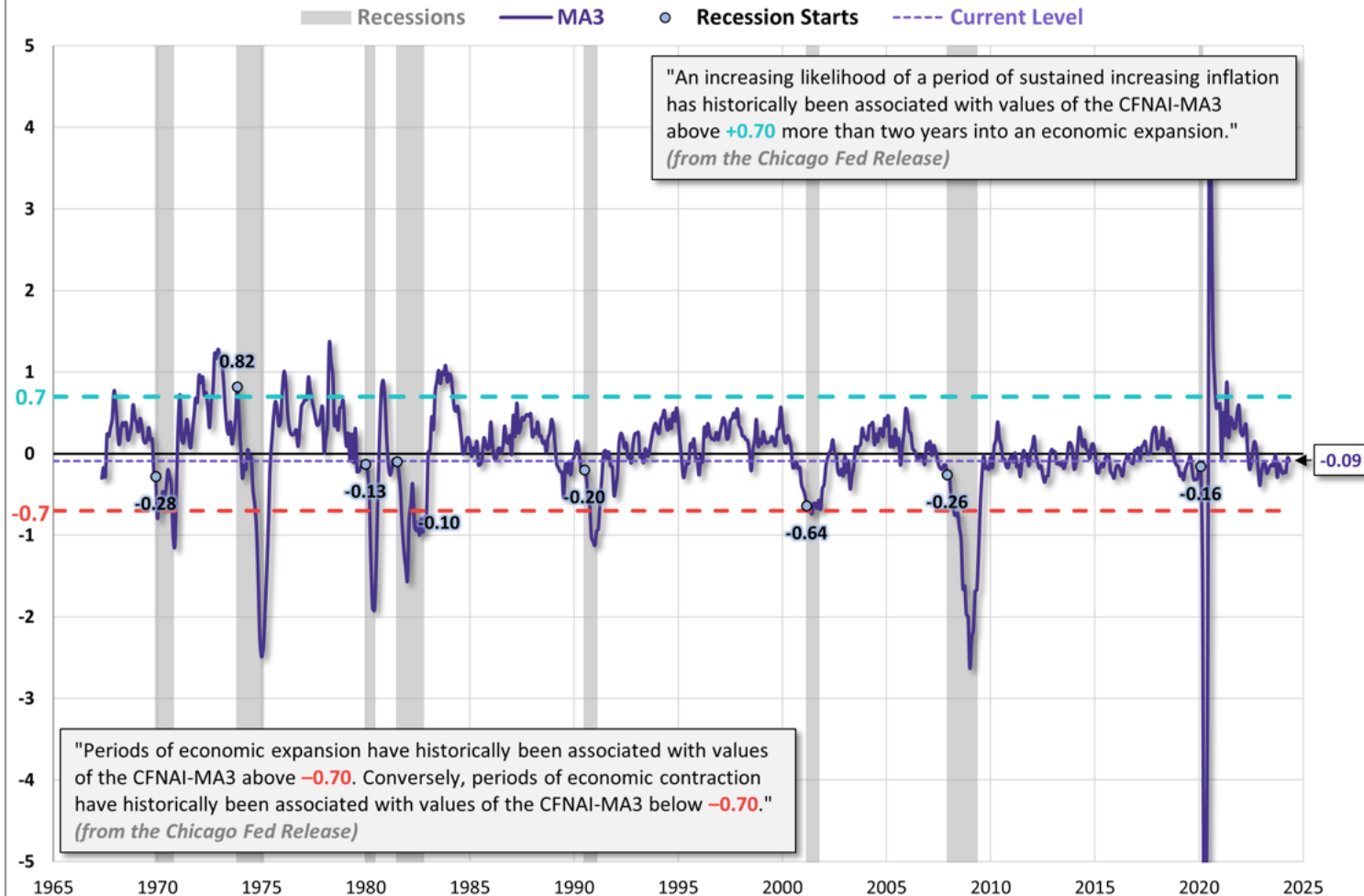
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## Unemployment Insurance Weekly Claims Report

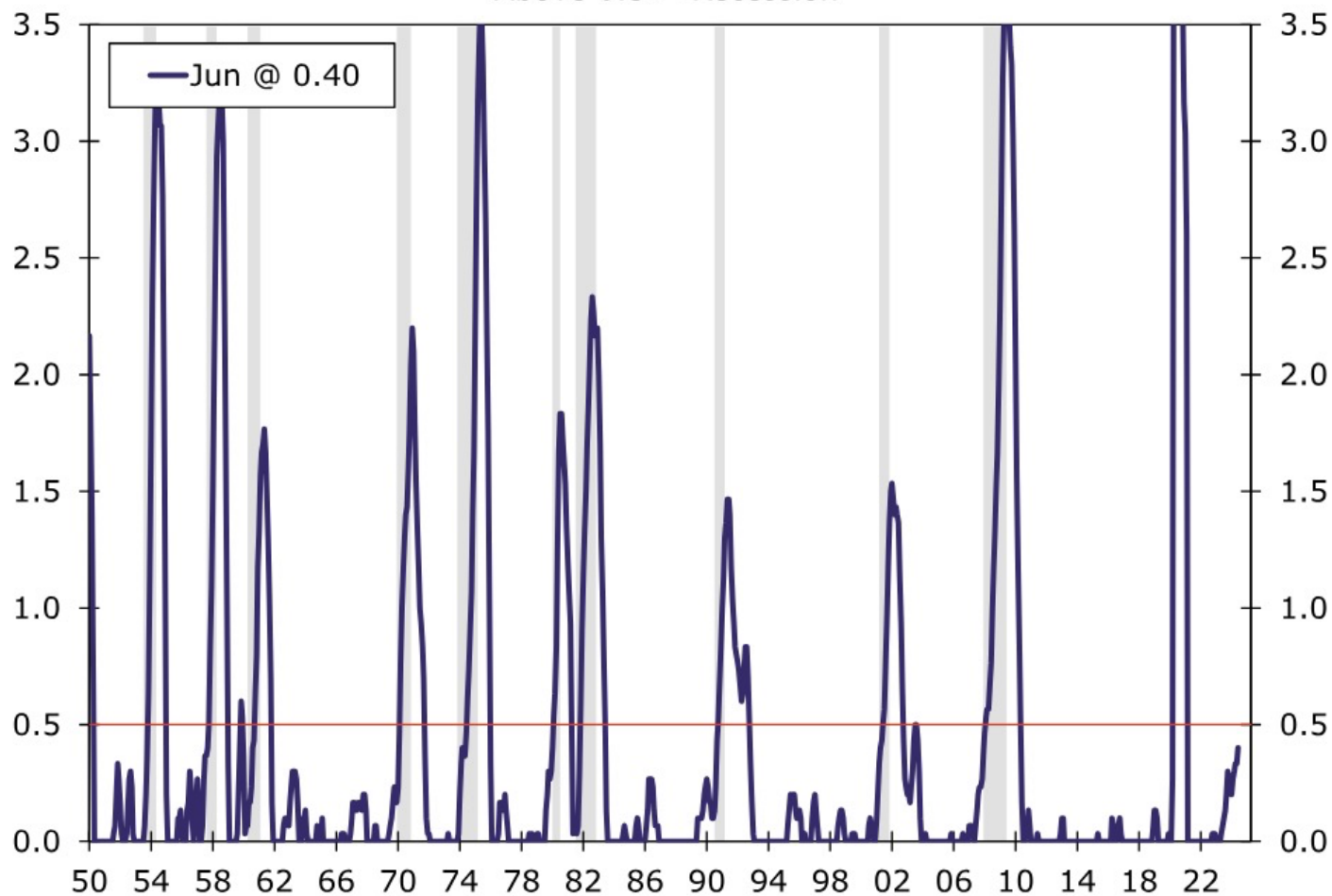


## Chicago Fed National Activity Index

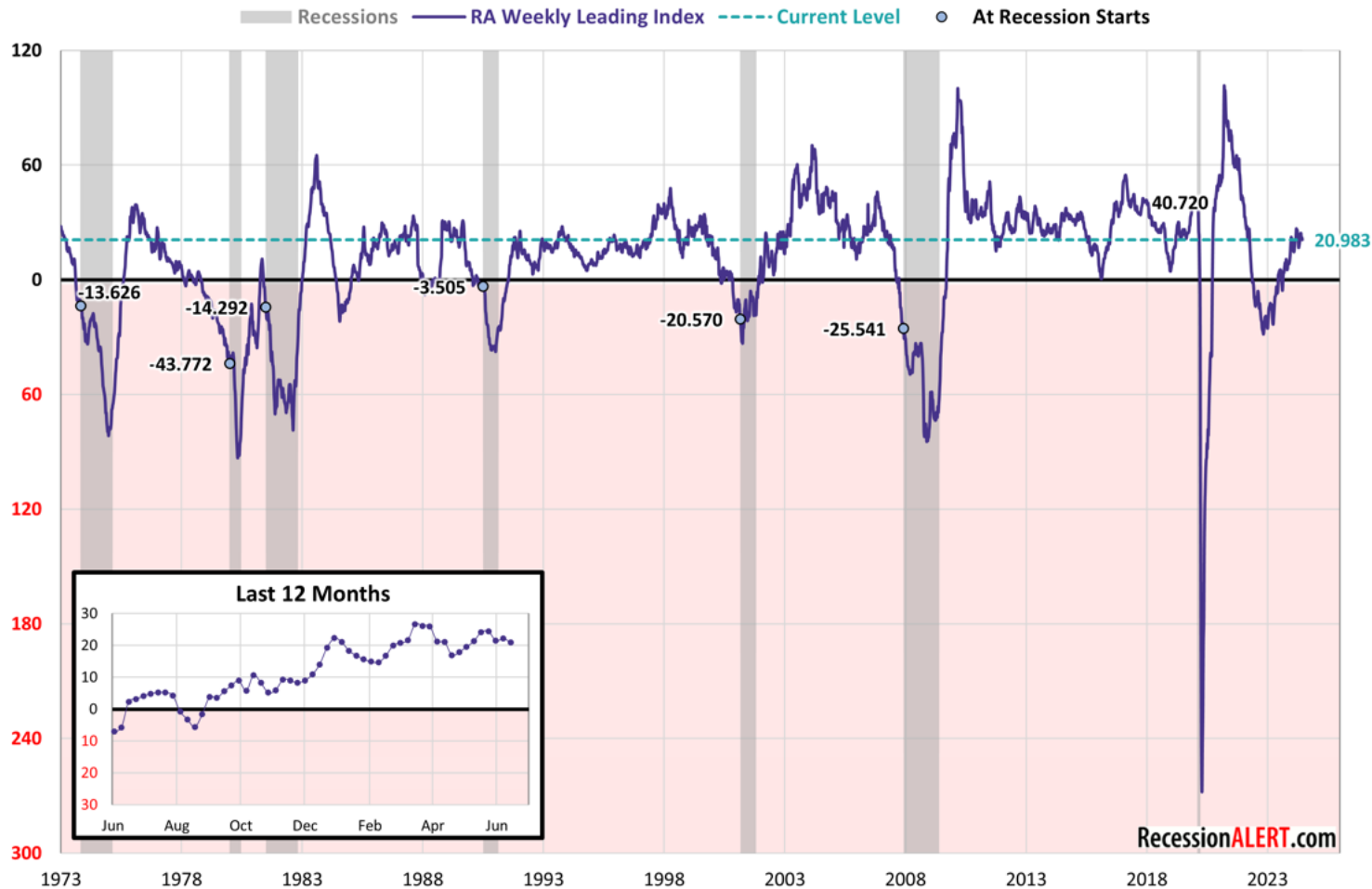


# Sahm Rule Recession Indicator

Above 0.5 = Recession



## RecessionAlert Weekly Leading Economic Index



## An inverted yield curve has preceded every recession in the last 50 years

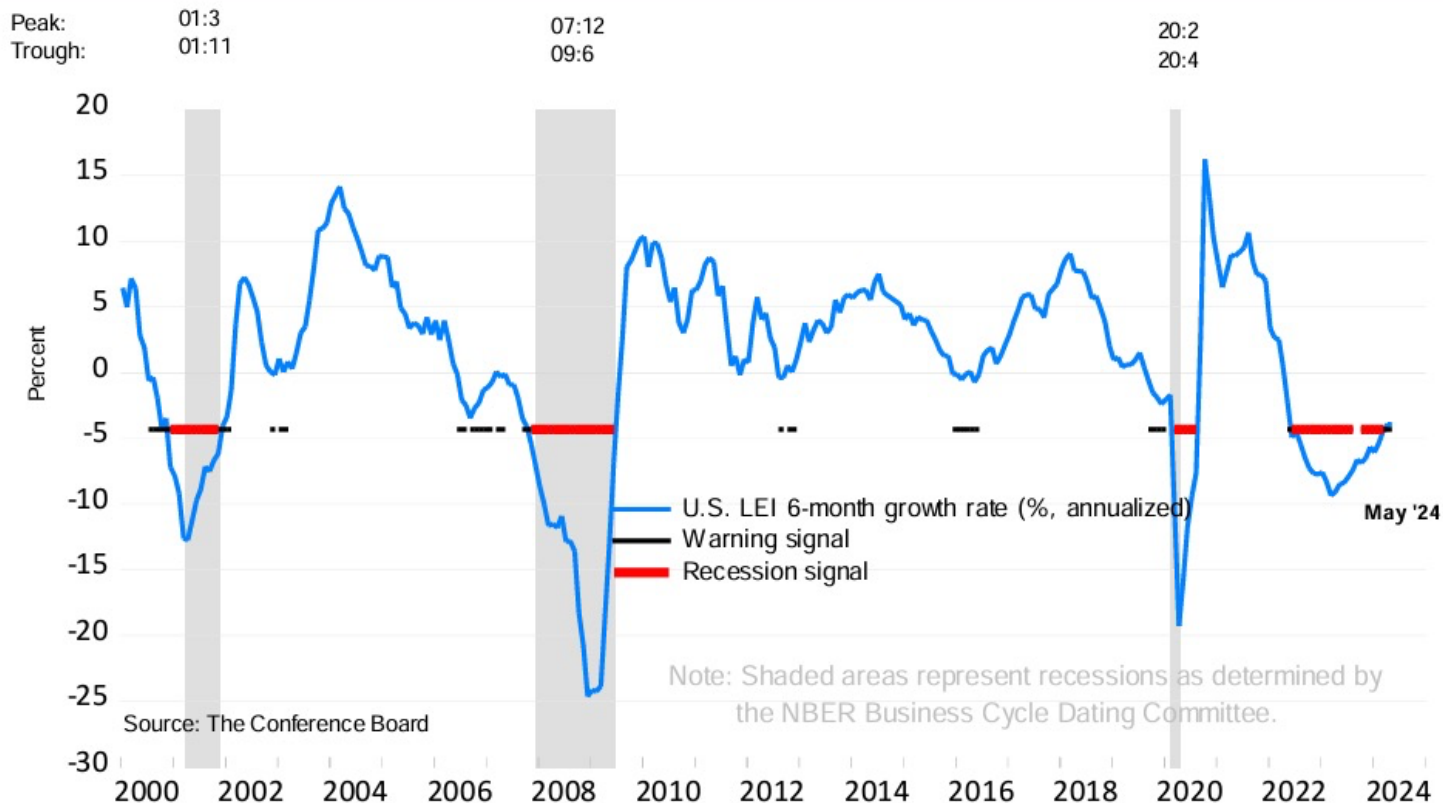
Spread between 10-year and two-year Treasury yields



Sources: Capital Group, Refinitiv Datastream. As of 6/30/23. One-year rates used instead of two-year rates prior to 6/30/76. When a brief yield curve inversion (less than two consecutive months) occurred before a more sustained inversion, the sustained period is listed as the starting date in the table. Shaded bars represent U.S. recessions as defined by the National Bureau of Economic Research.

**NY Fed model = 51.82% probability**  
**Cleveland Fed model = 59.76% probability**

## The LEI did not signal a recession in May as its six-month growth rate trended less negative



## ANALYSIS

JUNE 2024

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### ABOUT

Please attribute information in this document to Moody's Analytics, which is a division within Moody's that is separate from Moody's Ratings. Accordingly, the viewpoints expressed herein do not reflect those of Moody's Ratings.

## Assessing the Macroeconomic Consequences of Biden vs. Trump

President Joe Biden and former President Donald Trump will pursue very different economic policies if reelected. In this analysis, we assess the macroeconomic consequences of the policies proposed by the presidential candidates. Both

### Chart 1: 2024 Presidential Election Scenarios

Ordered from most likely to least likely

1

#### **Biden & Divided Congress scenario**

**40% probability**

It is challenging for Biden and Democrats to implement a significant economic agenda. This scenario is thus mostly consistent with the status quo. The exception is an agreement extending current lower tax rates for individuals making less than \$400,000 per year. Biden aggressively uses executive orders, but there is legislative stagnation.

2

#### **Republican Sweep scenario**

**35% probability**

Trump makes permanent the individual tax cuts from the TCJA. He imposes higher tariffs on China and many other nations and imposes much more restrictive immigration policies, including more deportations. His deregulatory banking, energy and climate policy agenda is reinvigorated.

3

#### **Trump & Divided Congress scenario**

**15% probability**

Trump pursues most of his economic policies, including making permanent the tax cuts for individuals. Other policies concerning tariffs, immigration and regulations are implemented via executive orders. Many of his policy moves are challenged in the courts, but this does little to dissuade his policies.

4

#### **Democratic Sweep scenario**

**10% probability**

Biden's fiscal 2025 budget is fully implemented. Tax cuts are extended for individuals earning less than \$400,000 per year, but higher-income earners see their taxes rise. Corporate taxes increase, with the statutory rate rising from 21% to 28%, among other novel reforms. Certain tax credits aimed at low- and middle-income individuals are expanded. The increase in government spending is focused on programs to support the finances of low- and middle-income households.





Demographics

Health care  
costs

Entitlements

Inflation

US national  
debt

# Take-home points

1. Mixed performance across the industry.
2. Focus on your value proposition.
3. Manage your working capital.
4. Jan-June YMM spreadsheets are coming this week.

