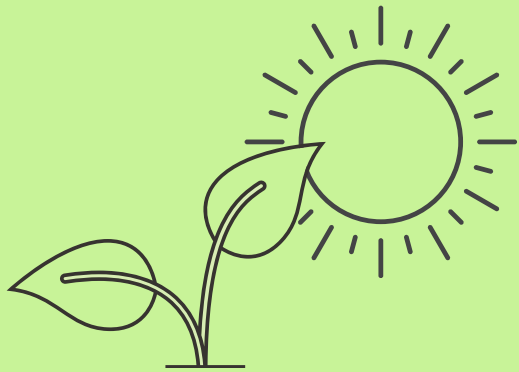




The 2025 Bi-Annual Green Industry Report

Insights to Drive Growth

Summer Edition



Getting a Lay of the Landscape

Welcome to the 2025 Bi-Annual Green Industry Report, your guide to the latest trends and data driving business growth. This report highlights key challenges, opportunities, and strategies, from labour shortages to shifting market demands. Gain actionable insights on digital marketing, seasonal trends, and staying ahead of the competition to make strategic decisions and boost your success in 2025.

The Green Industry Snapshot

Landscaping is no small backyard project. In the U.S., it's a **\$153 billion** industry. In Canada, it's **\$14 billion**. It **grows about 3.5% every year**; not because of luck, but because businesses are smart enough to keep up with what customers want.

Over 1 million employees in 661,000 U.S. businesses keep lawns mowed, gardens blooming, and patios picture-perfect. About **65%** of landscaping companies bring in more than **\$1 million a year**. Homeowners are spending around **\$300 a month** to keep their yards in shape, and with over 70% of landscapers offering maintenance, design, and construction, there's no shortage of work.

The grass is definitely greener for those who know where to plant their time and energy.

Trends, Pain Points & Opportunities

Labour shortages are the weeds in the lawn right now. Fewer hands on deck mean slower jobs and missed chances. The good news? About **90%** of businesses are using software to work smarter and close the gap. Keep your best people happy, give them the right tools, and your business will grow stronger roots.

Weather challenges are just part of the landscape. Summer can bring up to **70%** of your yearly revenue, but heatwaves, droughts, and surprise downpours can change your schedule fast. The pros are planting drought-resistant landscapes, shifting schedules, and teaching clients how to outsmart the weather. That is not just surviving, it is leading.

The seasons will keep changing. The question is, will your business change with them?

Regional Opportunities & Market Adjustments

Northern Markets: Turning Winter Into Opportunity

Winter doesn't have to mean a slowdown, it can be one of the most profitable times of year. Industry forecasts show snow removal growing from **\$72B in 2024 to nearly \$125B by 2034**, a reminder that demand isn't going anywhere. Companies that plan ahead are filling their off-season schedules with snow and ice contracts, holiday décor work, and property checks that keep crews moving and cash flow steady.

The real opportunity isn't just the extra revenue, it's client retention. Offering winter services keeps your company top of mind all year long, making it harder for competitors to step in come spring. Landscapers who position themselves as full-service, 12-month partners are the ones who win the repeat business.



Southern Markets: The Power of a Year-Round Season

In the south, the advantage is clear: projects don't stop. Patios, kitchens, fire pits, decks; homeowners are investing steadily, which means more predictable work and the ability to keep teams fully staffed. But there's another layer shaping the market: sustainability. Native plants, smart irrigation, and eco-friendly designs aren't just nice-to-haves anymore, they're what clients are asking for.

The catch is cost. Rising material prices and demand for specialized services are squeezing margins. Companies that aren't adjusting pricing are watching profitability slip away. The landscapers who stay ahead are the ones revisiting their numbers, protecting margins, and charging appropriately for high-demand, high-value work.

Winning Leads Start Online

Think about the last time a homeowner looked for a landscaper. They didn't flip through the phone book. They pulled out their phone and Googled it.

What the Numbers Say

- 66% of landscaping leads now come straight from SEO, Google Business Profiles, and local search
- Homeowners scroll Instagram and Facebook looking for before-and-after photos, testimonials, and proof you can deliver
- And here's the kicker: 38% of landscapers are already increasing their marketing this year

That means the companies showing up online are the ones getting the calls... while the ones who don't are quietly losing work to competitors.

Marketing isn't "extra." It's the game. And the ones who play it well are the ones who win.



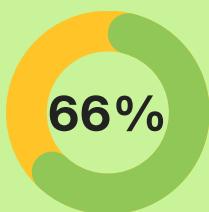
Referrals Still Rule

Every landscaper wants more leads.

But here's the truth: The fastest, easiest, and cheapest leads don't come from ads or SEO. **They come from your happy clients.**

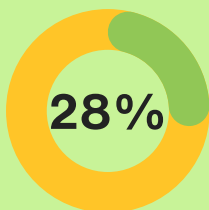
When a customer trusts you enough to put their name on the line and recommend you, that's gold. In fact, adding a simple referral incentive can **bump your inquiries by up to 15%.**

Digital marketing gets you visibility. Referrals give you credibility. And in this industry, trust spreads faster than ads ever will.



Organic Leads

About two-thirds of landscaping leads come from organic sources like SEO and local searches. During busy sales times, this can drop to around 60% because more money goes into ads.



Paid Quotable Leads

But in slower periods, organic leads can climb to over 70%. This shows how important it is to keep a strong online presence all year long.

Search Trends in the US Landscaping Industry

Across the industry, ad results are showing some clear trends.

“Impressions,” or how many times an ad is seen, went up by 18%. Most of these views (76%) came from phones and tablets.

“Clicks,” which track how often people tap an ad, grew by 3%. About 60% of those clicks came from mobile users.

“Ad Depth,” the number of ads shown when someone searches, climbed 51% compared to last year. On average, people now see about 4 to 5 ads each time they search.

Why This Matters:

More homeowners are searching for services on their phones, and more ads are competing for their attention. If your landscaping business doesn’t stand out online, it’s easier than ever to get lost in the crowd.

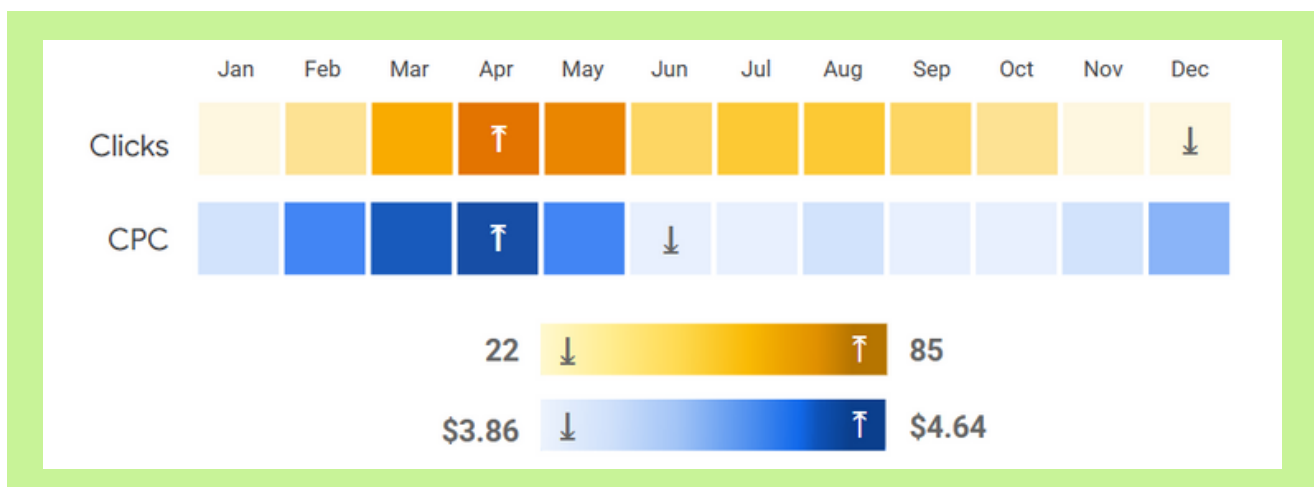


Over the last 4 years, the price you pay when someone clicks on a landscaping ad has stayed between \$3.86 and \$4.64.

The highest prices usually happen in April. April is also the month when the most people click on landscaping ads. That means homeowners are searching for services and ready to buy in spring.

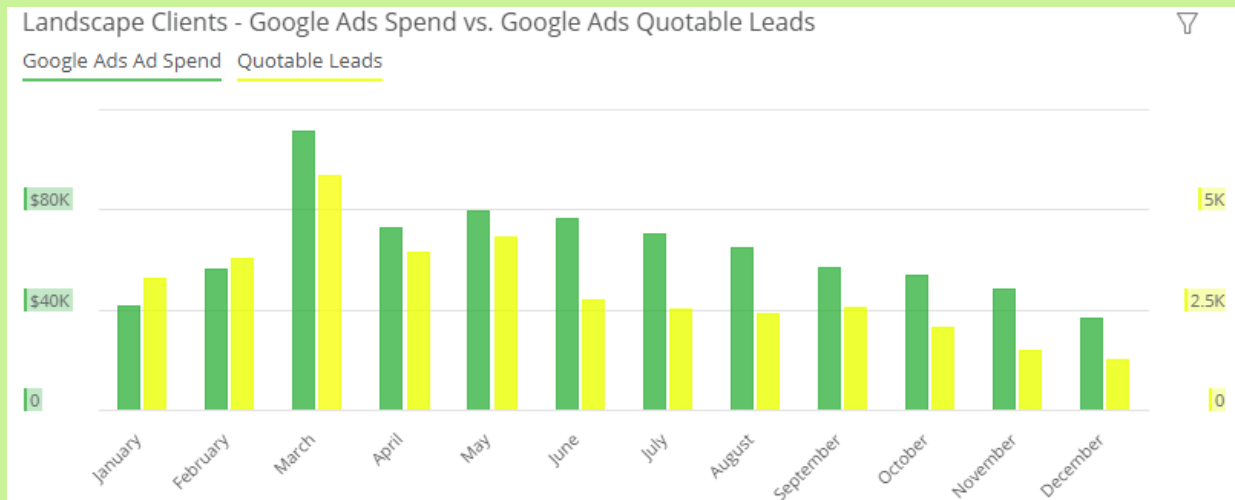
Why This Matters:

Spring is the busiest time of year. If you want your business to show up when people are looking, you need to plan ahead and make sure your ads are ready.



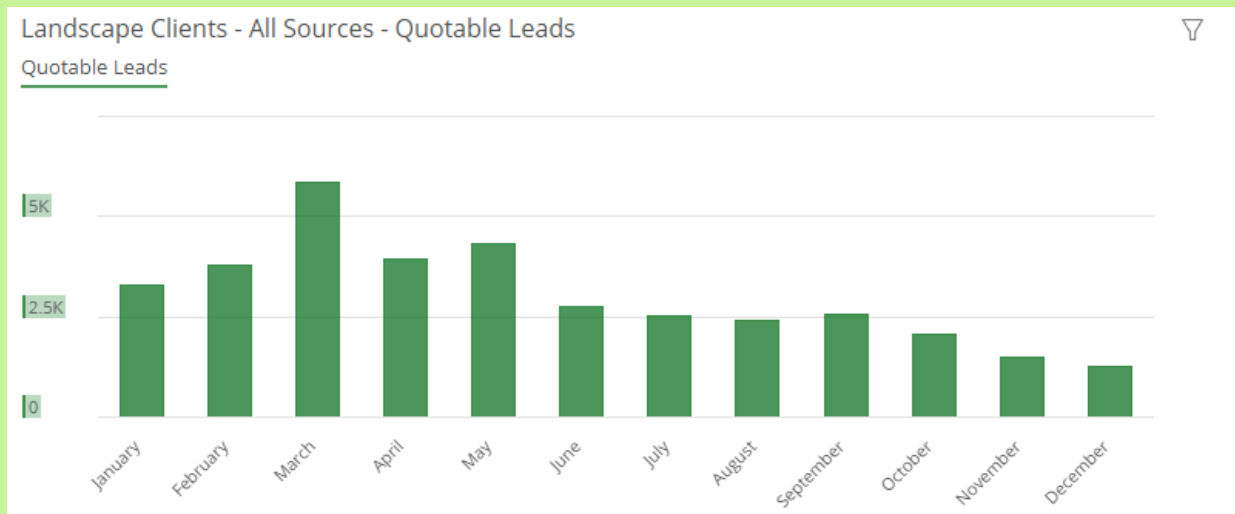
Digging Into Google Ads: Trends That Matter

Patterns appear when we look at Google Ads and the number of leads each month. In many regions, March and April are the busiest months, when ads work best because more homeowners are asking for quotes and the cost to get each lead is the lowest. As the year moves into summer, fall, and winter, demand often slows down, but ad spending sometimes stays the same or even rises, making each lead more expensive in the slower months.



As the season moves from summer into fall and winter, lead volume drops. However, ad spend frequently stays the same, or even goes up, causing CPQL (Cost-Per-Quotable-Lead) to rise during the off-season.

For landscaping business owners and marketers, this means there's an opportunity to plan budgets in a way that matches real demand, keeping ad spend efficient year-round.



Return on Investment in the Landscaping Industry

Insights That Show What's Working (and What's Not)

ROI means “return on investment.” It’s how you see what you’re getting back for the money you spend on marketing. For landscapers, that could mean more calls, more quotes, and more jobs booked.

But here’s the catch, figuring out ROI is not easy. You have ads, websites, reviews, and lead tracking all happening at the same time. When you’re also busy running crews and serving clients, keeping track of what’s actually working can feel impossible.

That’s why it helps to have a system (and a partner) that makes everything clear.



The Landscape Marketing System

Intrigue Media built **The Landscape Marketing System** to give landscapers steady, predictable growth. Think of it as a “growth engine” for your business. It brings all the important pieces together in one place, like:

- Showing up on Google when people search for you
- A website that gets calls, not just clicks
- Simple scripts to help close more quotes
- Tools to follow up with leads fast
- Dashboards that track leads and revenue

With clear data and expert support, you can make better choices, attract the right clients, and get more return from every dollar you spend. The goal is an ROI of at least 5:1, meaning for every \$1 invested, the aim is to bring back \$5 in revenue.

In the first half of 2025, our results have surpassed that benchmark:

- Tree Services: 13:1 ROI
- Design & Build: 9:1 ROI
- Sod: 9:1 ROI
- Artificial Turf: 11:1 ROI

Click to learn more about The Landscape Marketing System

Service Diversification and Niche Markets

Finding Your Niche

Core services like mowing, garden care, and basic installs still matter, but more businesses are adding extras like lighting, drainage, and seasonal décor. These additions bring in new revenue and give clients more options.

Two big trends are shaping demand: outdoor living and sustainability. Homeowners want patios, outdoor kitchens, decks, and fire pits to expand their living space. They're also asking about eco-friendly choices like native plants, smart irrigation, and pollinator-friendly gardens.

These trends create space for niche markets; specialty areas where landscapers can stand out. **Some examples include:**

- Luxury outdoor kitchens and living spaces
- Eco-friendly and sustainable landscapes
- Drainage and water management experts
- Seasonal décor and holiday lighting specialists
- Artificial turf or low-maintenance yard solutions

By owning a niche, a landscaper can become the go-to expert, attract higher-value clients, and build a stronger reputation.

Balancing the Seasons

Another strategy is balancing the seasons. Many companies now use year-round contracts that combine summer lawn care with winter services like snow removal or holiday lighting. This helps keep income steady and employees working all year.

Why this matters: Diversifying your services and carving out a niche helps your business grow stronger. It means more steady income, loyal clients, and a clear edge over competitors.

Tips To Keep You Growing

Personalization Builds Loyalty

Clients want to feel valued. Regular updates and solving problems early show you care. *Try sending quick progress updates after each project milestone to build trust.*

Listen & Respond

Feedback is powerful. Acting on it improves service and strengthens relationships. *Try sending short follow-up surveys and use the feedback to make small, visible changes.*

Expand Services for Growth

Add-ons like lighting, drainage, and seasonal décor boost profits and keep you competitive. Test one new add-on each season and offer it to existing clients first.

The Future of Landscaping: Adapting to Change

Tips To Keep You Growing

Today, 93% of landscaping companies use software to help run their business. The most common tools are for accounting (77%), invoicing (72%), and estimating (61%). Many companies also use full platforms that handle scheduling, routing, and customer communication. **For example:**

- **Scheduling & Routing:** Programs like LMN or Aspire, cut down on drive time and fuel use.
- **Mobile Apps:** Crews can log job progress in the field with apps like SynkedUP.
- **CRM Systems:** Tools like The Landscape CRM keep your conversations, leads, reviews, and reminders in one place so you can stay organized, save time, and close more.

The Future of Tech in Landscaping

New technology is reshaping landscaping. Tools like autonomous mowers, drones, and AI are gaining attention, though most companies are still early in using them. Battery-powered equipment and smart irrigation systems are becoming more common as landscapers look to save on labour, fuel, and water.

AI also goes beyond operations:

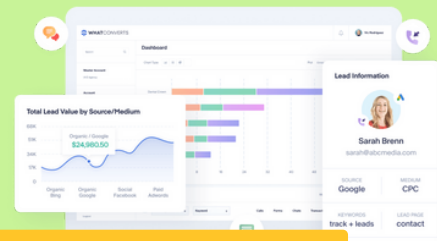
- **Sales & Marketing:** Create ads, blogs, or social posts that bring in leads.
- **Customer Communication:** Automated texts and emails keep clients updated.
- **Design Support:** Generate quick 3D layouts or plant suggestions.
- **Business Insights:** Analyze past jobs to see which services are most profitable.

Why This Matters:

Technology helps landscapers save time, cut costs, and meet the demand for eco-friendly solutions. Those who adopt early gain an edge, attract better clients, and grow faster.

Conversion Tracking Worth Its SALT

Not knowing where your leads come from, or which ones are worth quoting, makes it hard to grow with confidence. The Sales and Leads Tracking (SALT) system gives you clarity by showing where leads start, how they move, and what they're worth. With that insight, you can focus on what works and cut what doesn't.



**Click to Learn More
About the SALT System**

Growth in Action: Results From the Field

Stories of Landscapers Building Success Through Change



"It has been a pleasure to partner with Intrigue Media. We operate a landscape design/build company and like almost all of these reviews state – they know the industry!"

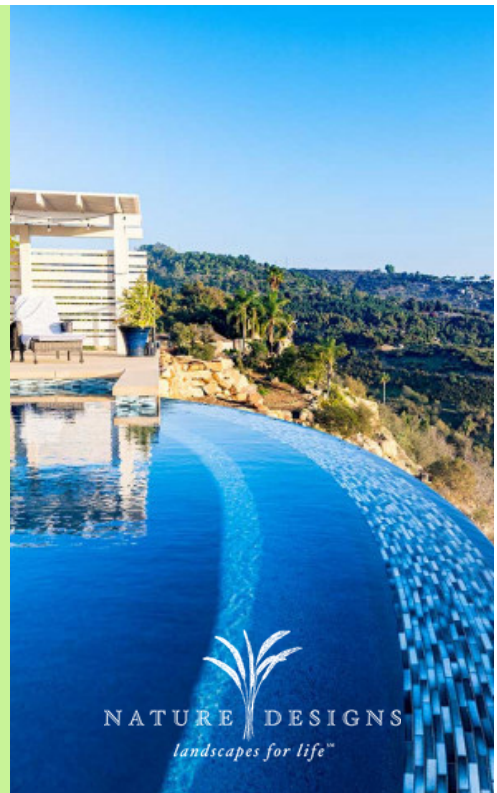
It is very helpful to work with a company that understands your market, the type of client you wish to pursue, and the struggles/challenges that you are going to face.

When we did our branding, it was important we aligned with a company that knew our industry, and the same can be said about marketing. We have seen great results and look forward to growing with Intrigue!"

— Darren Oostdyk | Owner | Doverscapes Design & Build

"Working with Intrigue Media has been a total game-changer for our business! From the very first meeting, their team brought not only creativity and strategy but a genuine interest in helping us grow. They took the time to understand our goals, crafted a marketing plan that actually fit us, and followed through with real, measurable results. The communication has been top-notch – responsive, transparent, and always helpful. What really stands out is how they make you feel like more than just a client – you're a partner. If you're looking for a marketing team that truly cares and gets results, Intrigue Media is the one. Highly recommend! Special shout out to Claire Davies."

— Alan Moreno | GM | Nature Designs



The Evolution of the Landscaping Industry

Even with challenges like higher costs and labour shortages, landscaping companies in the U.S. and Canada continue to grow. Many are using new technology and adding year-round services to keep revenue steady. Industry reports show this growth is expected to continue into next year.

Landscapers have more opportunities than ever to build stronger, more profitable businesses.

Here's How:

Invest in Your Team: Training and retaining staff improves quality and keeps clients happy. Studies show ongoing training reduces mistakes and builds consistency, while companies that focus on retention spend less on rehiring and see stronger client satisfaction.

Adopt Smart Tech: Software for scheduling, estimating, and client management saves time and cuts down on errors. Landscapers using digital scheduling tools report fewer missed jobs, better communication, and more efficient crews. Platforms like LMN are now used by hundreds of thousands of landscape businesses to streamline daily operations.

Diversify Services: Offering add-ons like lighting, drainage, and seasonal décor, plus winter services like snow removal, balances out seasonal slowdowns. This not only

protects revenue but also helps keep skilled employees working year-round, a common challenge across the industry.

Market Strategically: A strong website and good reviews remain top drivers of new leads. Many landscapers now use CRMs to manage follow-ups, payments, and client communication, which improves trust and helps secure repeat business (LMC Landscape Partners). With more than 70% of landscaping leads coming from organic search and referrals, being visible and reliable online is key.

Track Your Numbers: Tracking revenue, costs, and lead sources gives a clear picture of what's working. Landscapers who benchmark their performance against industry data make smarter decisions about pricing, marketing, and hiring, leading to higher profit margins

Could Your Marketing Use a Boost?

Clear strategies and the right tools can make all the difference. We'll help you see what's working, what's not, and where to grow next.



Robert Murray | Co-Founder
Intrigue Media

[Click to Book Your Call](#)

Resources

- [Bold Penguin. \(n.d.\). Tips for advising landscaping business owners about landscaper liability insurance.](#)
- [GetJobber. \(2025\). Landscaping industry statistics in 2025. Retrieved from](#)
- [IBISWorld. \(n.d.\). Landscaping services in Canada market size statistics.](#)
- [Landscape Ontario. \(2024\). 2024 State of the Industry Report.](#)
- [Lawn & Landscape. \(2024\). 2024 State of the Industry Report.](#)
- [LMN. \(2024\). 2024 Landscape Labor Market Report.](#)
- [Ontario Agra. \(2023\). Ontario's Summer 2023 Landscaping Projection.](#)
- [Petrus Landscape. \(2025\). Landscaping and gardening statistics in 2025.](#)
- [RealGreen. \(2025\). Landscaping industry statistics for business growth in 2025.](#)
- [StreetInsider. \(2025\). New Aspire Software data shows commercial landscaping contractors are optimistic about revenue growth in 2025, fueled by promising forecasts.](#)
- [Team Engine. \(2024\). Essential insights from the 2024 Lawn & Landscape Report.](#)

