

PLANTS IN FASHION

The graphic features a central purple starburst shape. A yellow line forms an elliptical orbit around it, with a small yellow star at one point. A trail of pink squares, arranged in a staggered, descending pattern, starts from the bottom left and moves towards the center. The entire composition is set against a dark blue background.

ABOUT



The plant fashion trends of 2025,
by Mr Plant Geek

Just like the clothes we wear, plants
can be trendy, too!

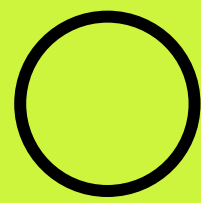
In this presentation, I cover 9 trends
that will influence plant sales in
2025.



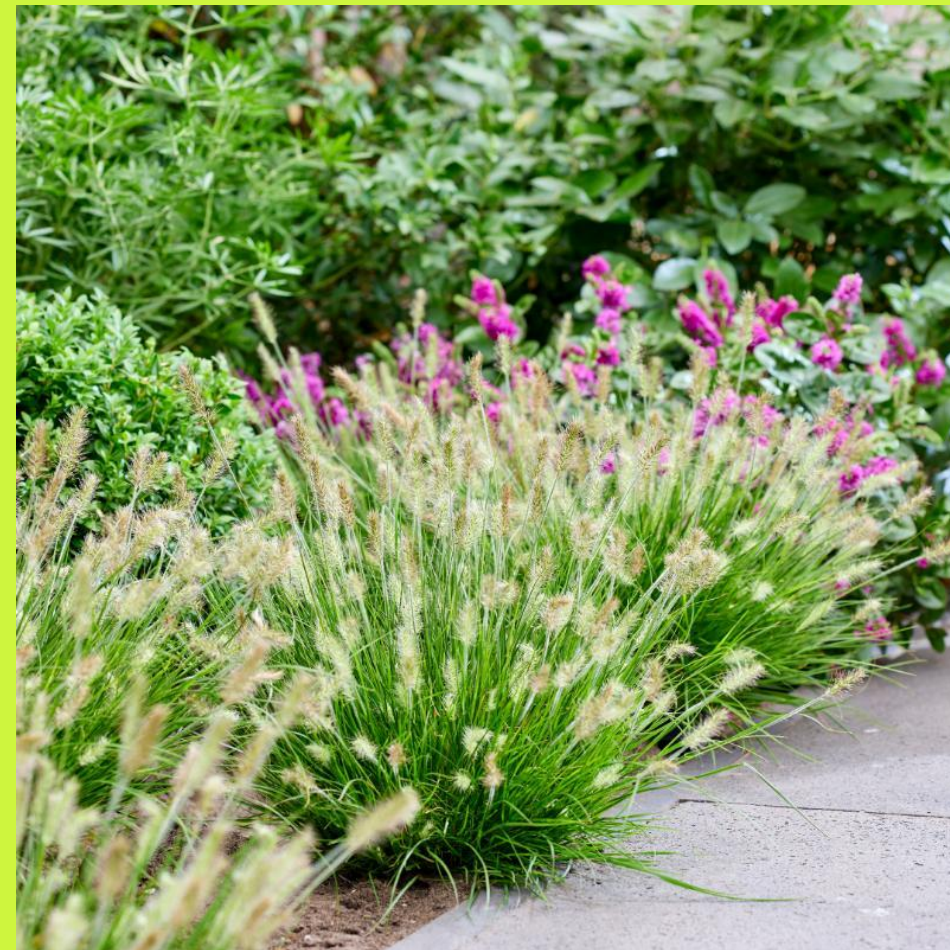


GROW GREEN, ✨ GO LEAN

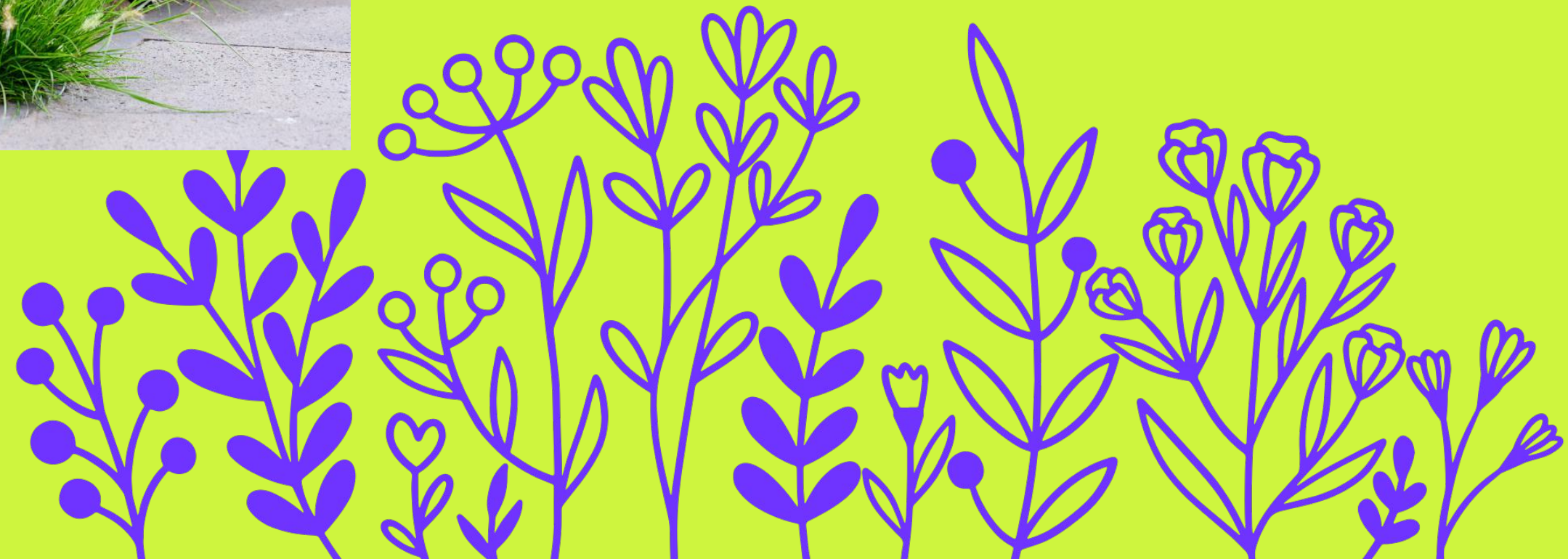
You can grow and sell more efficiently with these plants; they're more compact and easier to transport, longer flowering, better for nature, and other such benefits.



GROW GREEN, ✨ GO LEAN



Consumers will appreciate the sustainable aspects as the public becomes hyper aware of ecological issues, while smaller plants will suit those with smaller spaces in terms of both house and garden.

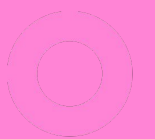


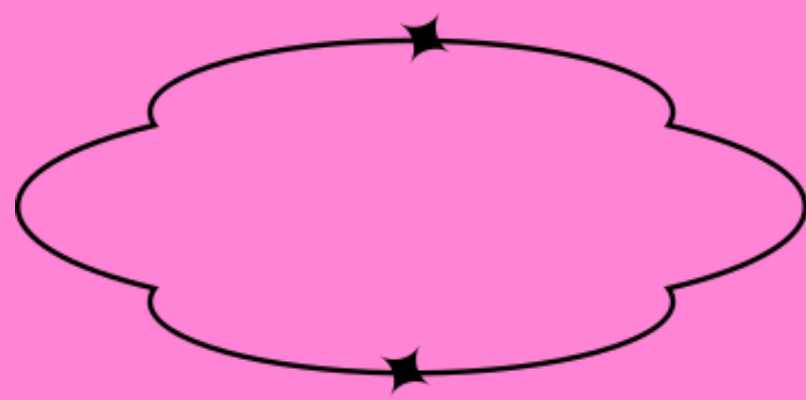
GROW GREEN, ✨ GO LEAN



HOUSEPLANT ROYALTY

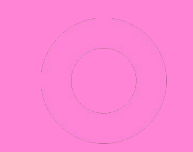
This trend showcases the very best, set to be grown on influencer windowsills during 2025!



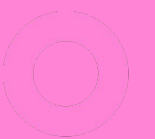
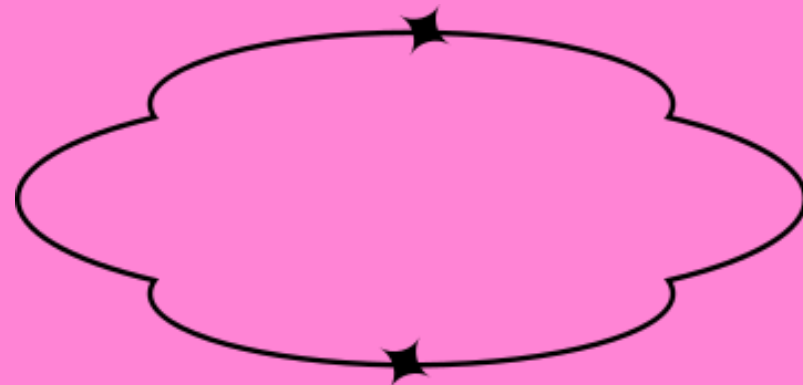


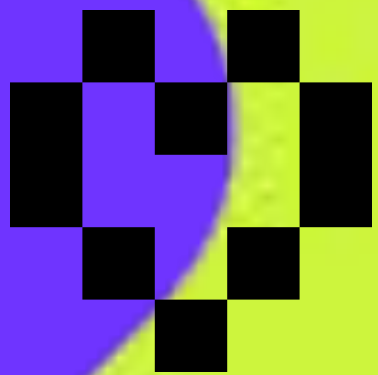
HOUSEPLANT ROYALTY

Influencers are becoming more and more instrumental in plant marketing, so expect to see some more of your favourites toting this trend.



HOUSEPLANT ROYALTY

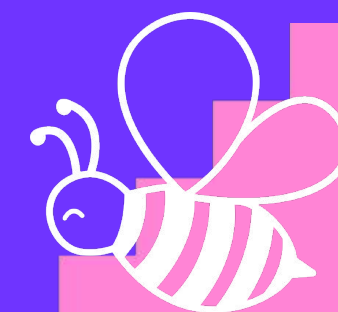




BUZZ-WORTHY BOTANICALS



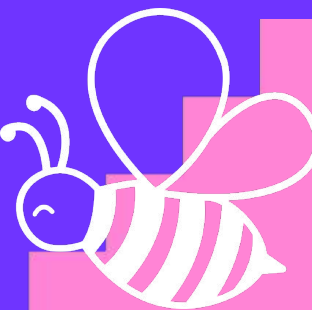
Plants with a purpose - whether they're rich nectar sources for bees, butterflies and beneficial insects, or producing berries for the birds - are on the lips of consumers from the cities, to the suburbs, to the countryside.



BUZZ-WORTHY BOTANICALS

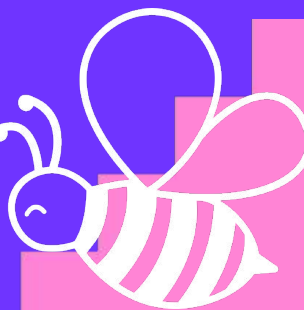


No matter what the location, consumers across the world are growing increasingly aware of the issues that face their local environment, and are doing what they can to boost wildlife in their areas.





BUZZ-WORTHY BOTANICALS



LEAF IT TO ME



A further showcase of indoor plants, maximising on gorgeous foliage patterns and colours.



LEAF IT TO ME



These plants are easy to grow for the consumer, many of whom may be jaded by plants that have the needs of a spoilt child, so they're bound to fly off the shelves!

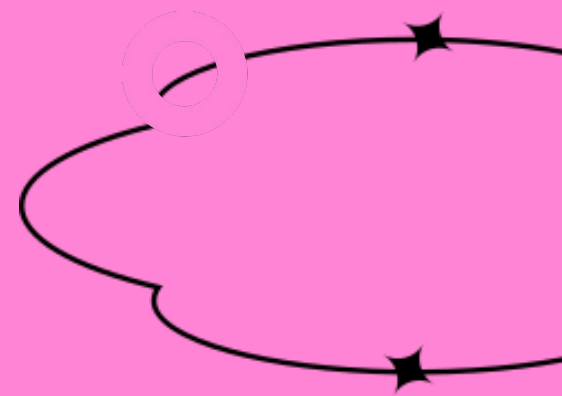
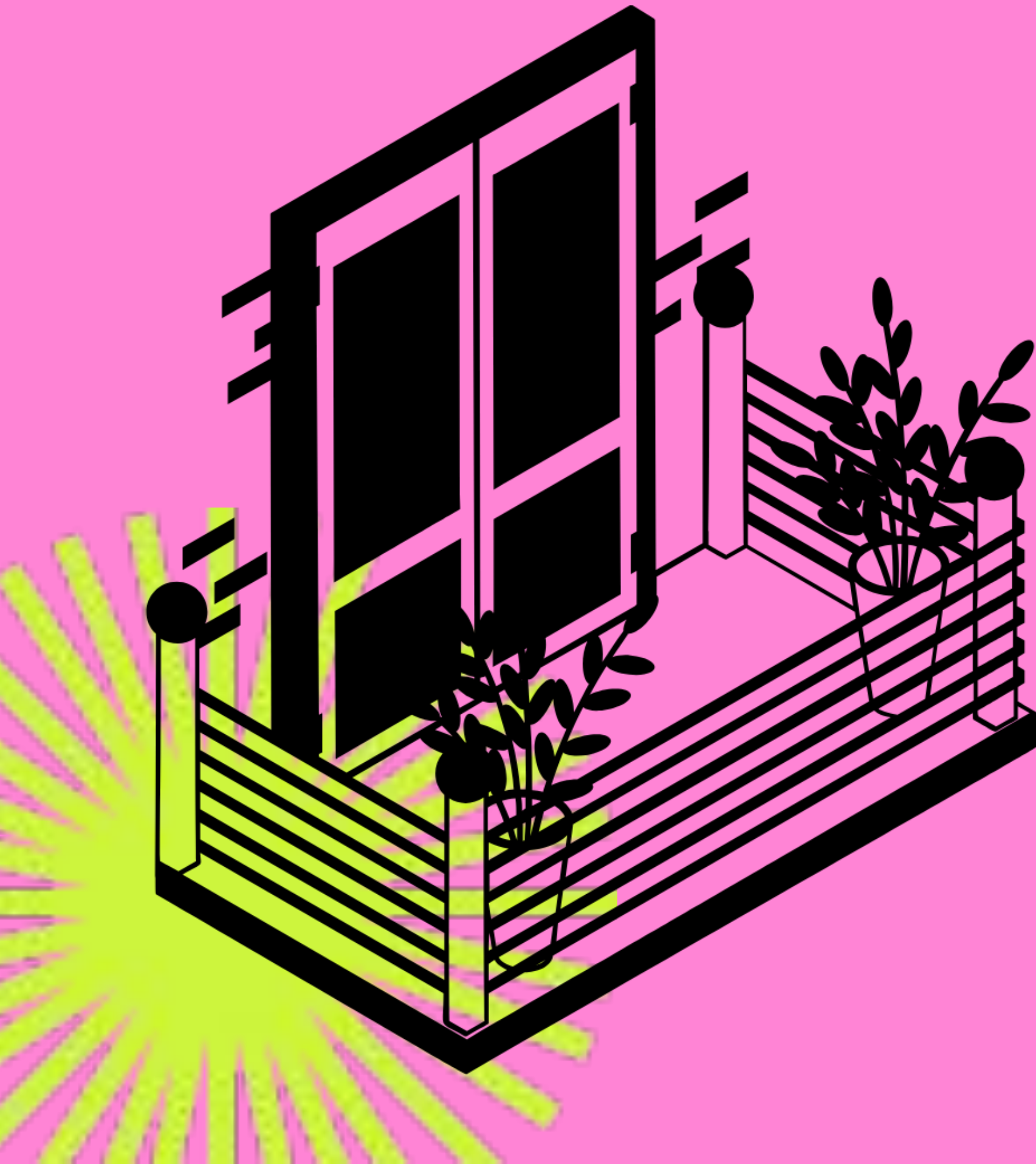


LEAF IT TO ME



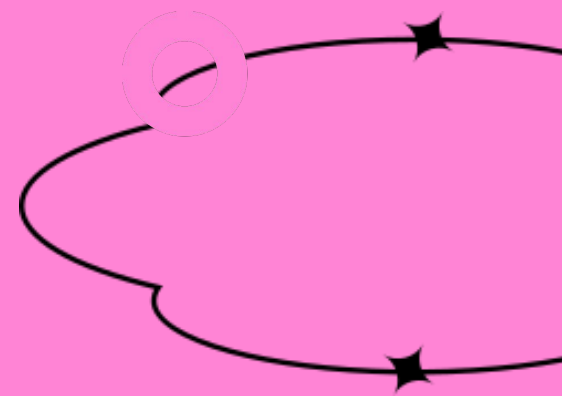
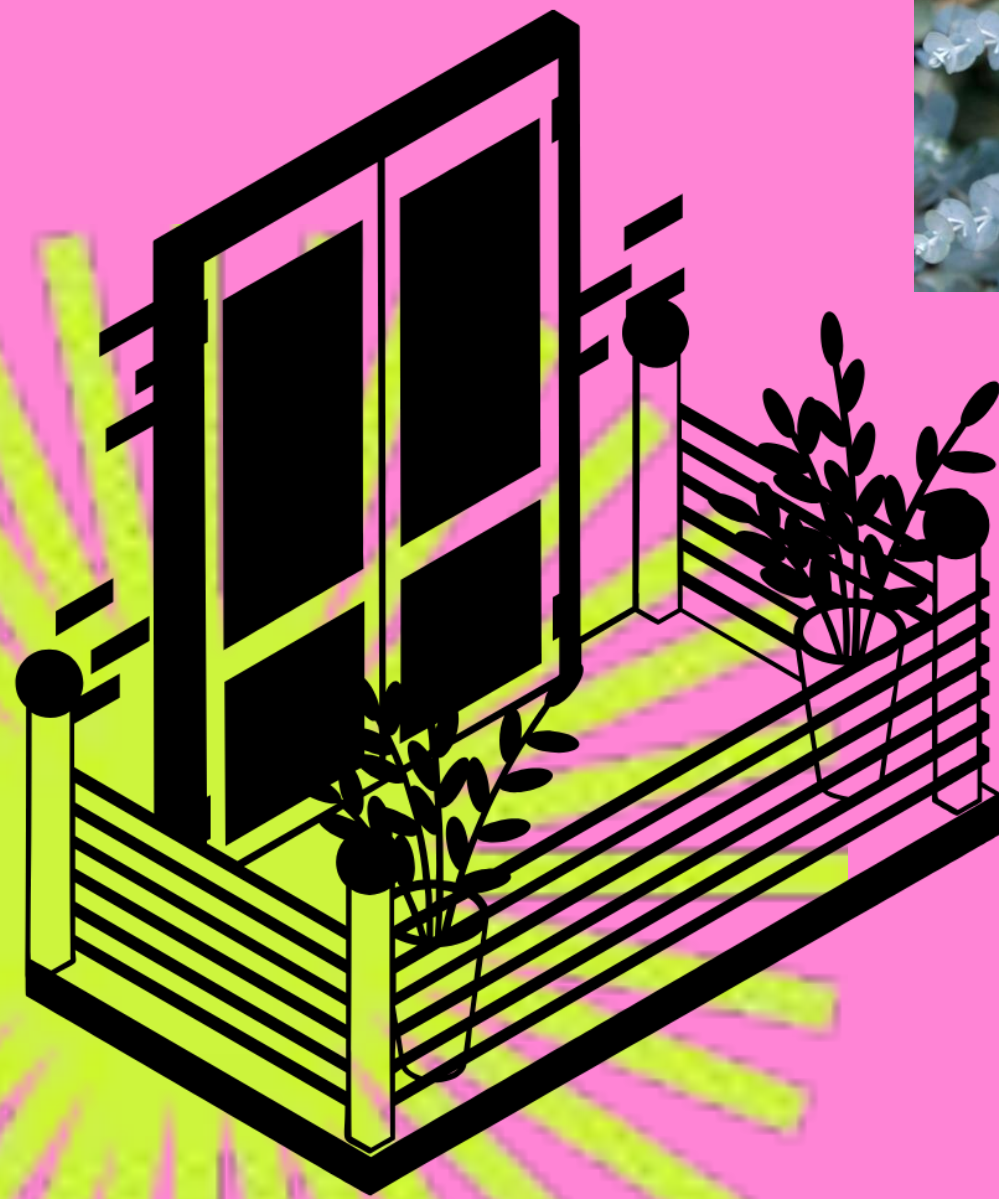
CITY COTTAGECORE

Cottagecore has taken social media by storm, with depictions of quintessential countryside life filling our feeds.



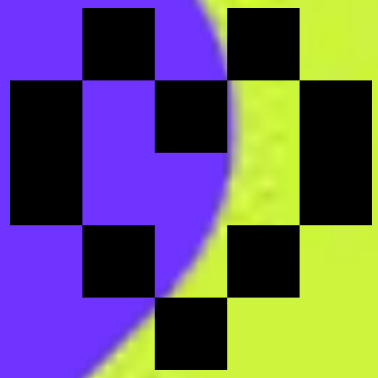
CITY COTTAGECORE

But what if you live in a city? With no garden? In a high rise? With shorter perennials and more compact shrubs, everyone can achieve a cottage garden look in a smaller garden or even on a balcony.



CITY COTTAGECORE

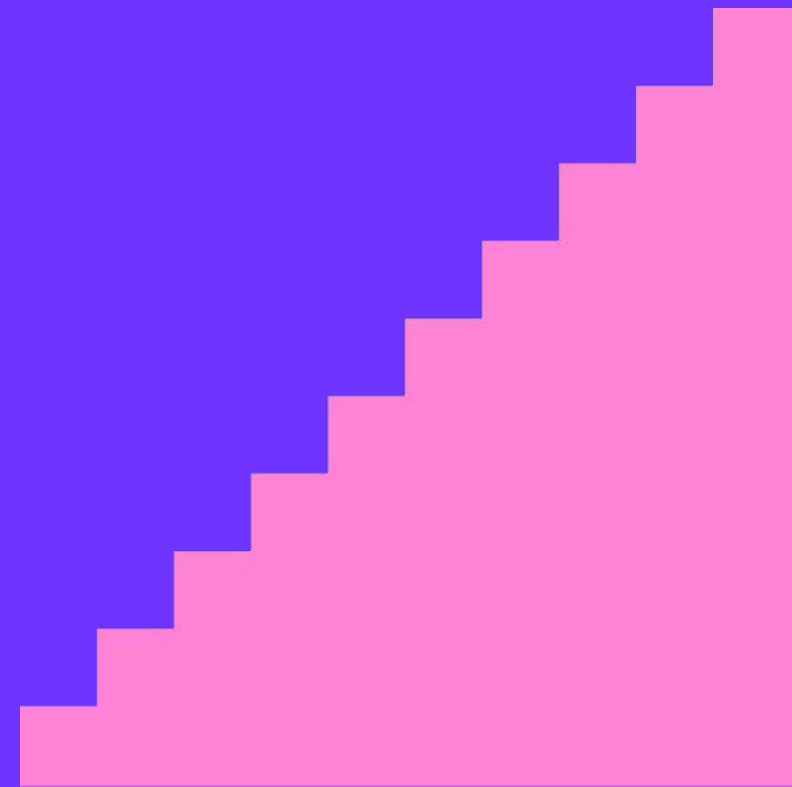


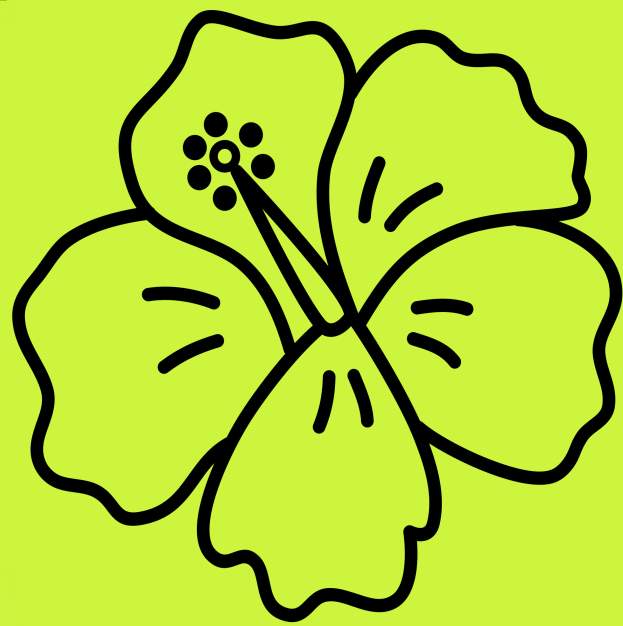
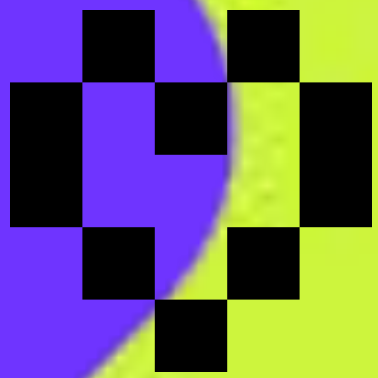


TROPIC TWIST



That tropical look is so coveted that some consumers would even go FAKE to try to emulate it!

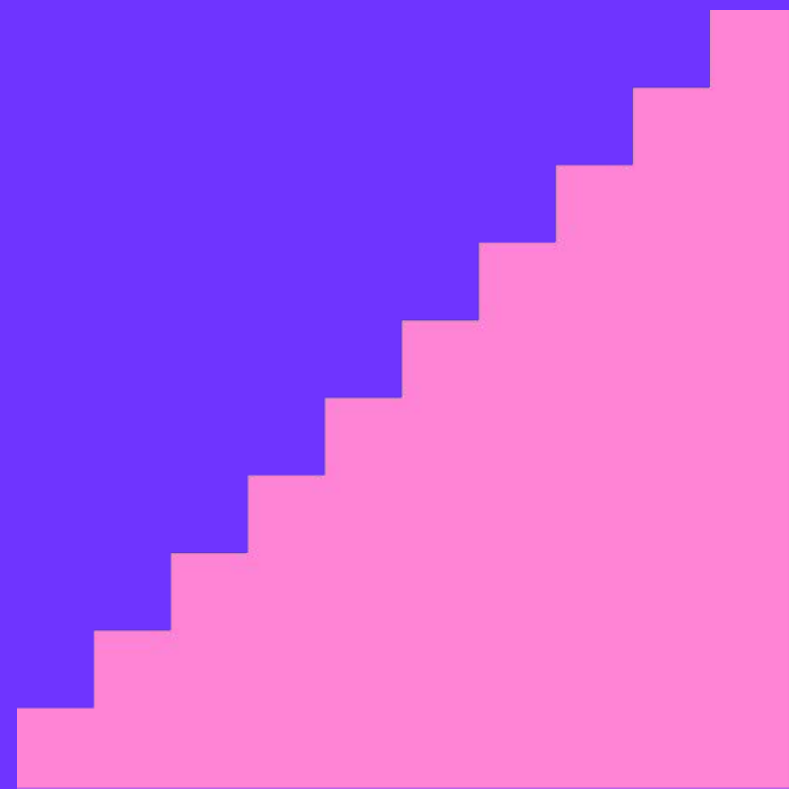


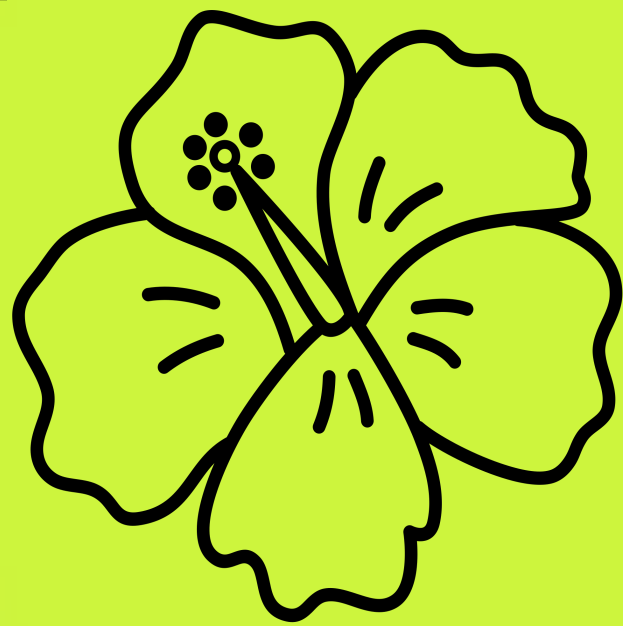
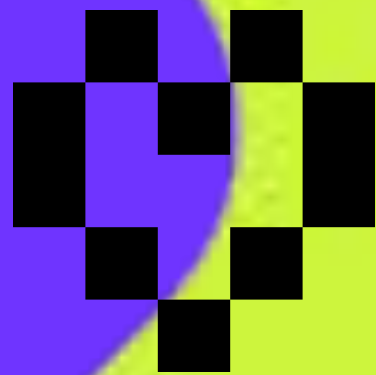


TROPIC TWIST



But what if you gave them something
easier to care for, with just the right
amount of island aesthetic?

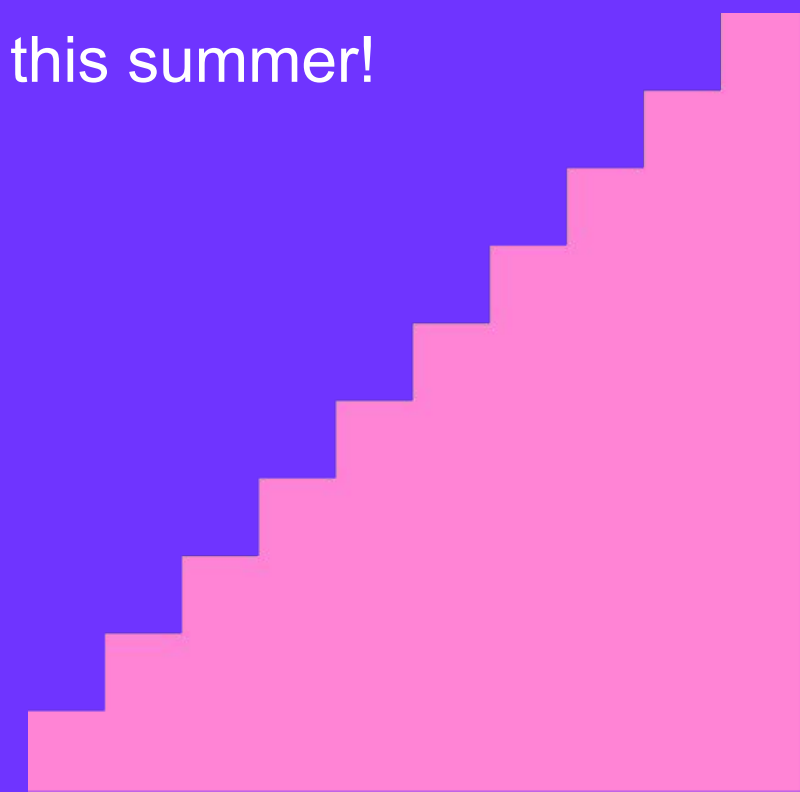




TROPIC TWIST



Introducing hardy exotics: tropicals without the fuss. You'll be surprised by the plants included in this trend. Get that staycation vibe this summer!





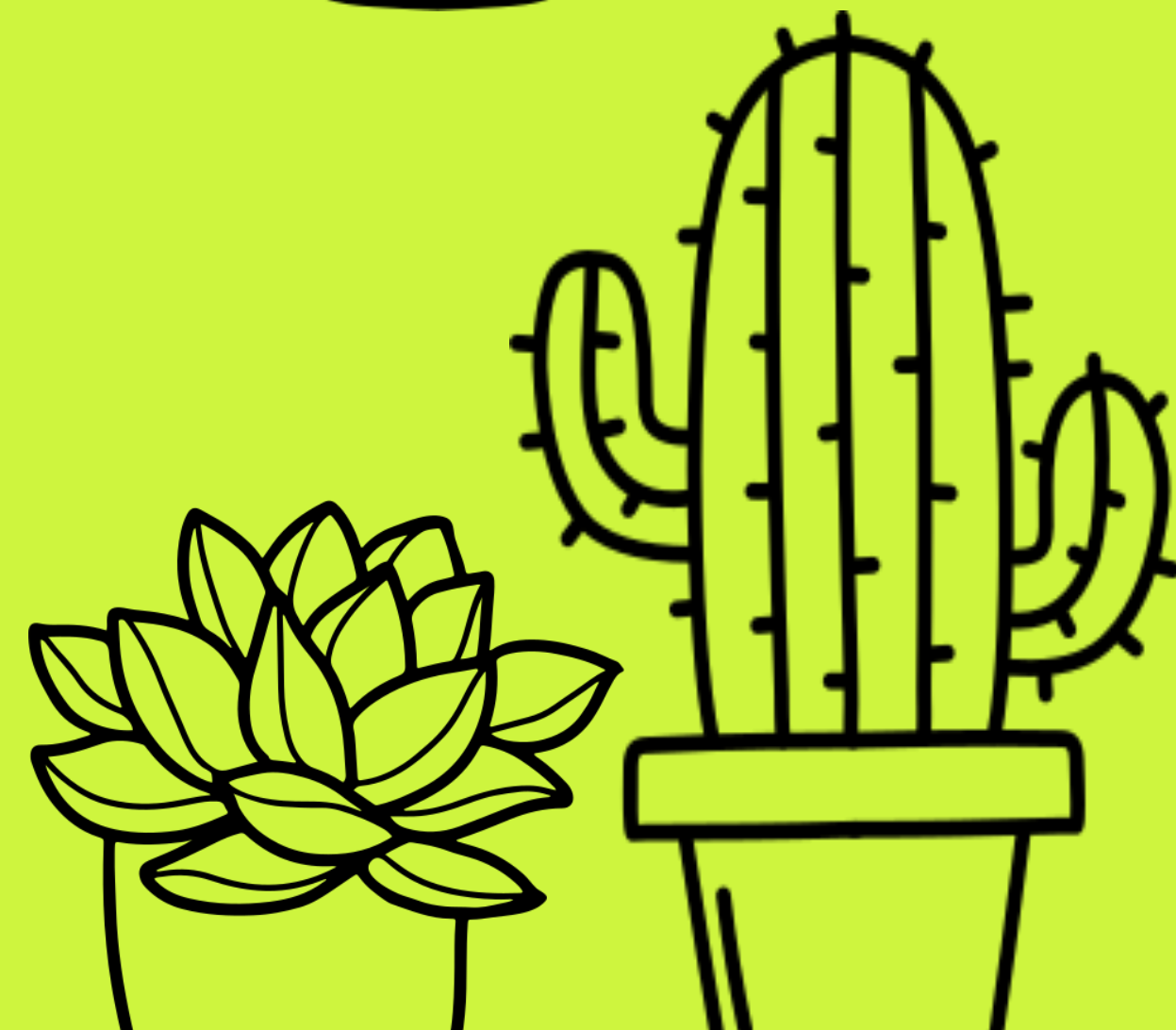
DRY SPELL

A showcase of cacti and succulents, which require little to no water.



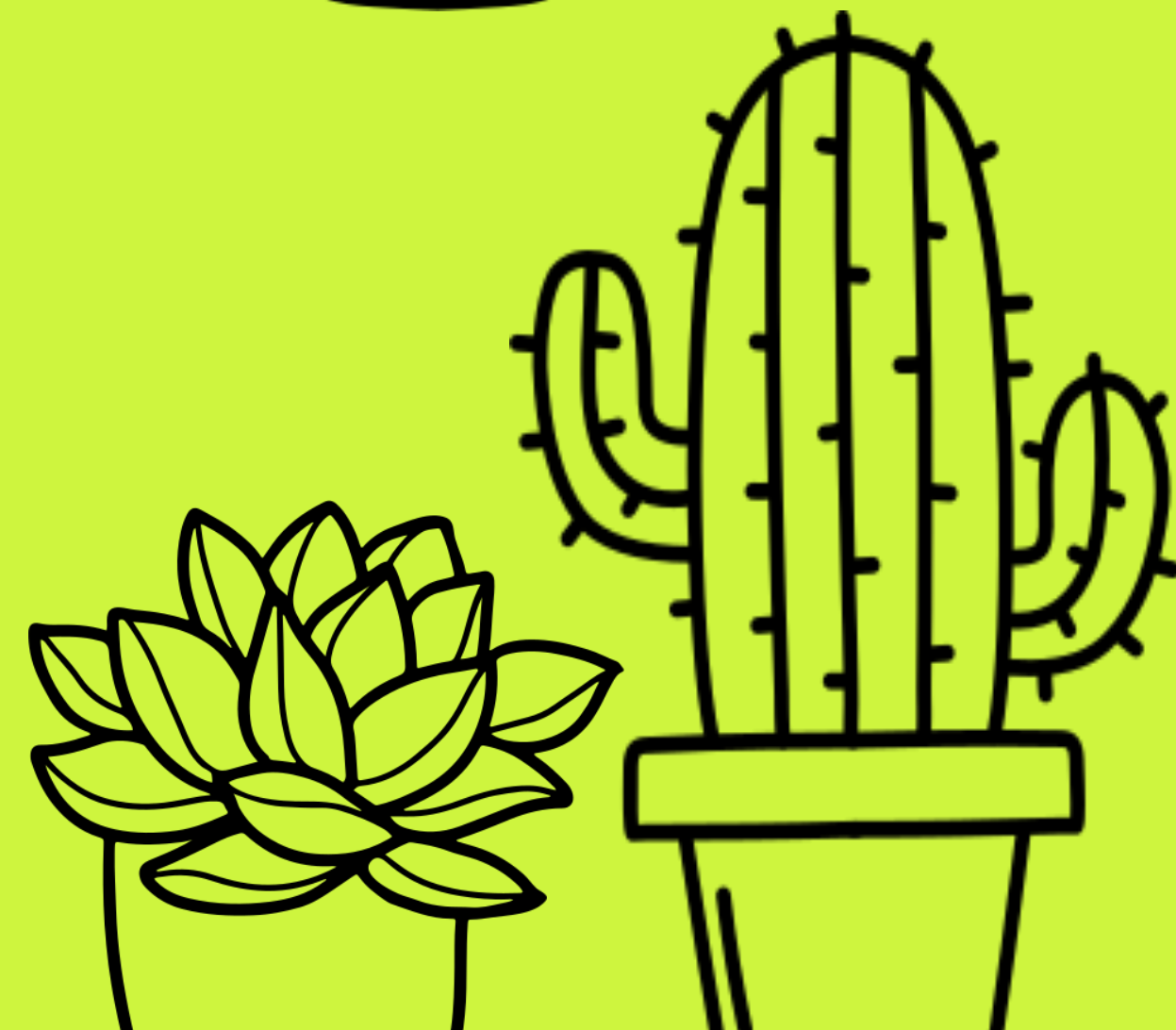
DRY SPELL

These plants have been popular ever since the dawn of commercial houseplant production - and they're not going anywhere.



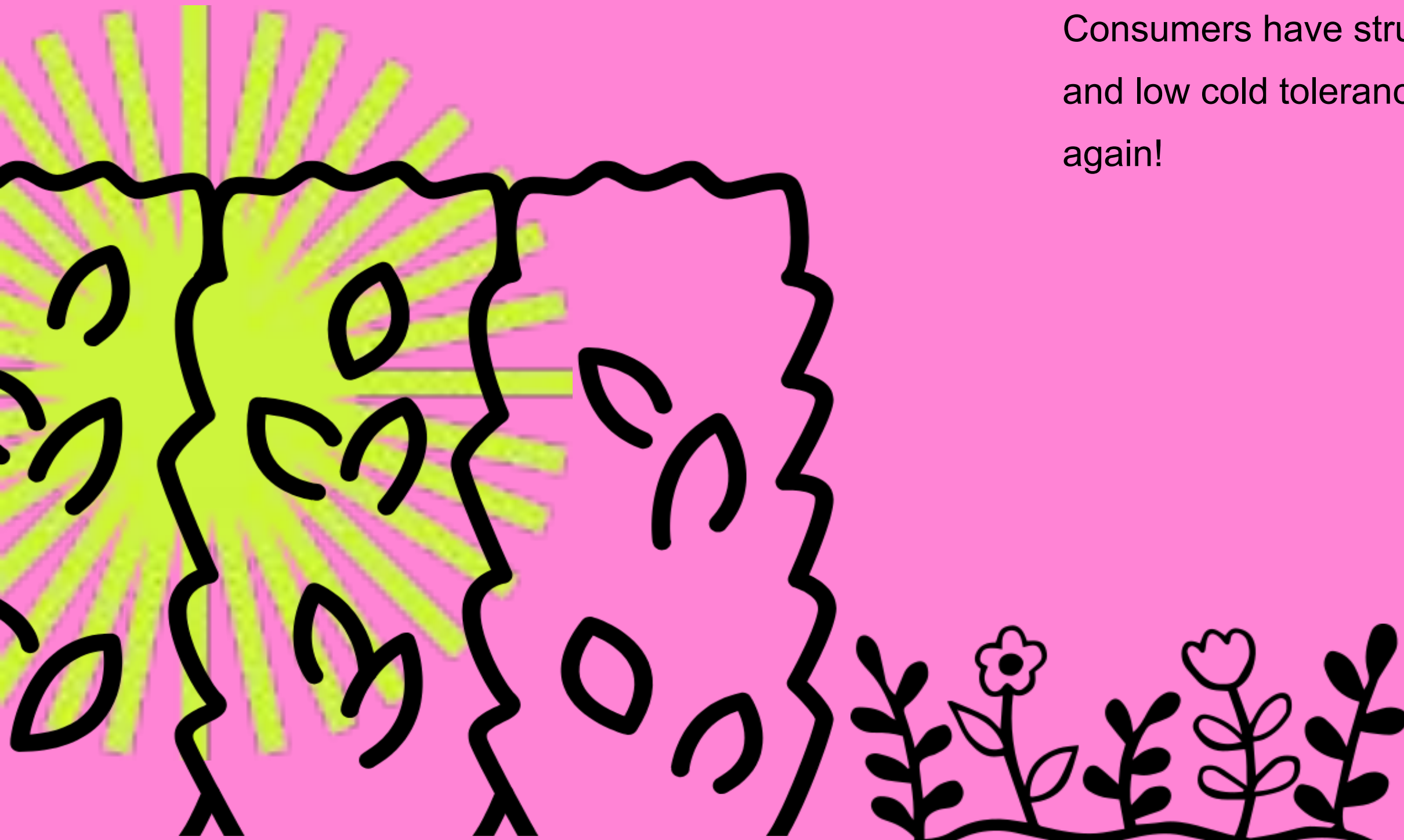
DRY SPELL

You may also spot a few hydroponic specimens in this year's trend, too!



HEDGES & WEDGES

Consumers have struggled with Buxus blight, caterpillars and low cold tolerance. It's time to make hedges great again!



HEDGES & WEDGES

This trend introduces new alternatives to Buxus, including more imaginative hedging, and 'wedges' - innovative ground cover choices!

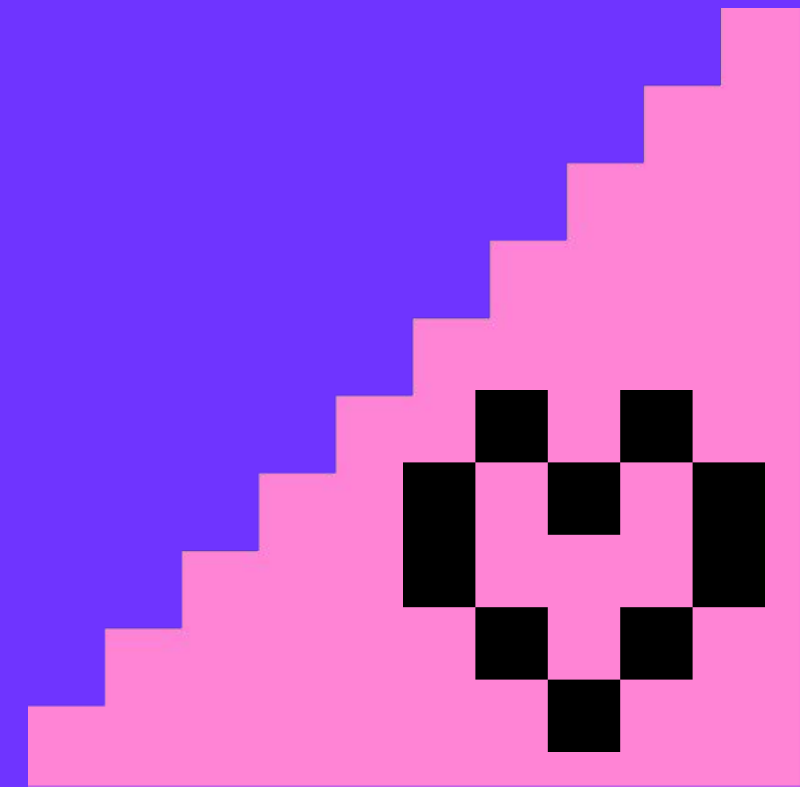
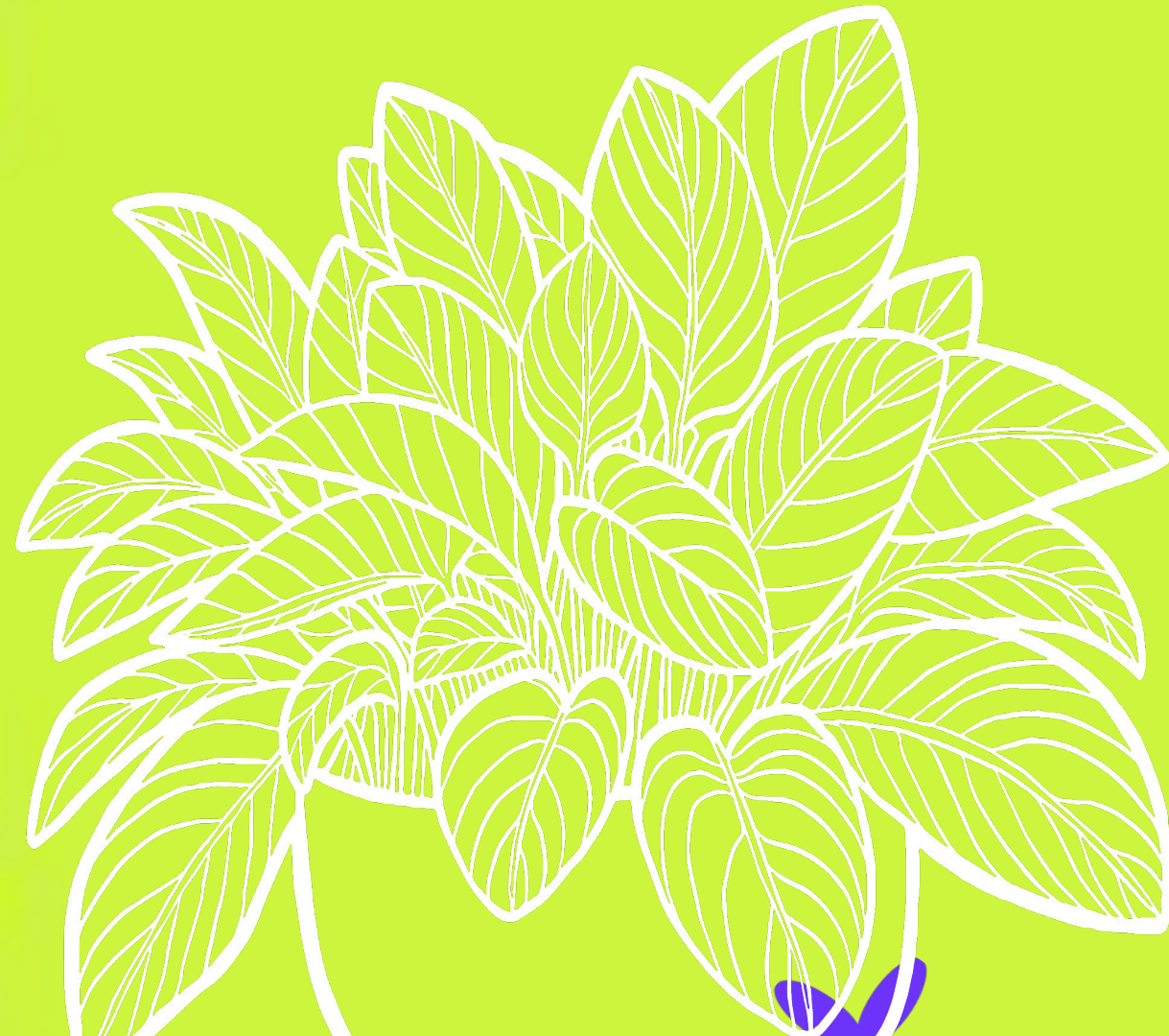


HEDGES & WEDGES



CAN'T KILL CLASSICS

“Can’t kill classics” gives way to a revival of flowering houseplants, maximising on the mood-lifting benefits of having gorgeous blooms inside the home - not just in the garden.



CAN'T KILL CLASSICS

It's time to show consumers that flowering houseplants don't have to be hard to grow or maintain!



CAN'T KILL CLASSICS



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**GROW
THIS**

**NOT
THAT!**

Grow This, Not That! is a Substack reporting on new plants, gardening trends and horticultural news.

The Substack appeals to both consumers and industry professionals, connecting all areas of the industry with the everyday person, and de-mystifying the unseen parts of horticulture.

Weekly schedule

WEDNESDAY

Plants you must grow now

FRIDAY

The Hort Report

SUNDAY

Wellness at the Weekend

