

**PW**  
PROVEN  
WINNERS®  
The Brand Gardeners Trust®



# *2025 / 26 Marketing Report*

**Iowa**

[provenwinners.com](https://provenwinners.com)

# Survey Results

Proven Winners is leading the way with consumer research, conducting multiple surveys per year to gather insights on houseplants, bulbs, perennials and more. With an average completion rate of 95%, Proven Winners gardeners are providing us with deeper insights into shopping habits and plant preferences. For more information on surveys, contact **Jessica DeGraaf** - [jessica@provenwinners.com](mailto:jessica@provenwinners.com).



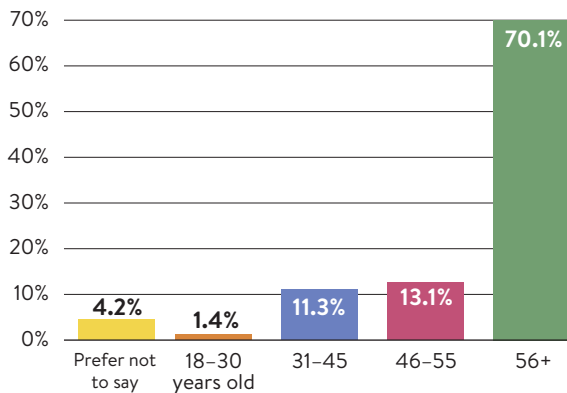
**TOTAL RESPONDENTS: 7,832**

## RESPONDENT GENDER IDENTITY



Women Men Prefer not to disclose

## RESPONDENT AGES



## TOP CHALLENGES FOR GARDENERS

Consumers are shifting to be more price conscious as cost was the most common gardening challenge they faced. Fewer consumers stated that lack of knowledge was a challenge; we attribute this to their ability to find gardening content online.



Cost



Weather



Finding a Specific Variety

## WHERE GARDENERS SHOP

More than 76% of respondents shop at IGCs for plants, while 46% shop at big-box stores. There was significant overlap, with 34% reporting that they shop at both.



IGCs



Big Box Stores



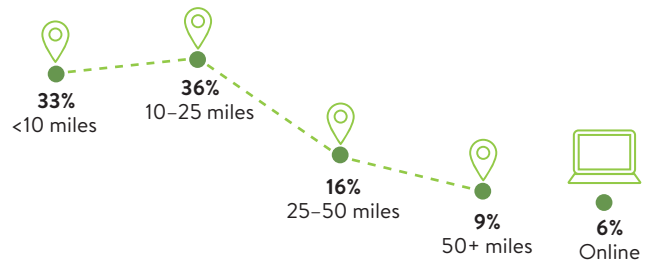
Other



Online

## DISTANCE TRAVELED

Consumers stayed closer to home this year with fewer respondents driving more than 50 miles to visit a garden center for the second year in a row. 10-25 miles is ideal for most consumers.



## NATIONAL PLANT AWARENESS

Over 50% of respondents were familiar with Proven Winners' National Plants of the Year program mainly due to social media and content creators as well as provenwinners.com.



## WHERE GARDENERS PLANT ANNUALS

Across all demographics, containers were the most popular way to plant annuals.



Containers  
83.7%



Landscape Beds  
59.7%



Hanging Baskets  
45.4%



Window Boxes  
17.7%

# 2026 National Plants of the Year

Over the last 9 years, we have selected exceptional varieties from our assortment as our National Plants of the Year. Marketing resources and funds have been dedicated to these plants to build excitement and consumer demand.

This has led to a 47% average variety growth for the National Annual of the Year.



LEARN MORE

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Supertunia Vista® Bubblegum® Petunia	Supertunia Vista® Bordeaux™ Petunia	Lemon Coral® Sedum	The Diamond Collection Euphorbia	Supertunia Mini Vista® Pink Star Petunia	Graceful Grasses® Prince Tut™ Cyperus	Truffula™ Pink Gomphrena	Supertunia Vista® Jazzberry Petunia	Supertunia Mini Vista® Yellow Petunia	Safari® Dusk™ Jamesbrittenia



ANNUAL  
OF THE YEAR

Safari® Dusk™  
Jamesbrittenia



PERENNIAL  
OF THE YEAR

'Dark Side of the Moon'  
Astilbe



CALADIUM  
OF THE YEAR

Heart to Heart® 'Chinook'  
Caladium



HOUSEPLANT  
OF THE YEAR

Endless Cascades™ Shining Sea Star™  
Hoya



HYDRANGEA  
OF THE YEAR

Let's Dance Lovable®  
Hydrangea macrophylla



FLOWERING  
SHRUB  
OF THE YEAR

Double Play Dolly®  
Spiraea

## 2026 NATIONAL RECIPES OF THE YEAR



CALADIUM  
RECIPE  
OF THE YEAR

Kindness



RECIPE  
OF THE YEAR

Moonlit Lavender



RECIPE  
OF THE YEAR

Pixie Powder



RECIPE  
OF THE YEAR

Saffron Sunrise

# Must-Have Plants

The products and programs listed below will be marketed to consumers in 2026 through magazines, social media, video advertisements and our ever-popular Gardener's Idea Book. Use these lists to help create an assortment consumers will be asking for!

## TOP PLANTS OF THE 2026 GARDENER'S IDEA BOOK

- Art & Sol™ Mangave *New Intros*
- Bejeweled™ Series *Penstemon*
- Color Coded® Series *Echinacea*
- 'Dark Side Of the Moon' *Astilbe*
- Decadence® Lemon Meringue *Baptisia*
- Double Play Dolly® *Spirea*
- Dressed Up®/Primo®/Dolce® Series *Heuchera*
- Fall in Love® 'Sweetly' *Anemone*
- Hello Yellow *Asclepias*
- Lemon Coral® *Sedum*
- Luscious® Royale Cosmo *Lantana*
- Maestro® Coral and Gold *Agastache*
- Meant to Bee® Series *Agastache*
- 'Midnight Masquerade' *Penstemon*
- 'Orange Slices' *Spigelia*
- Prairie Winds® Series *Panicum*
- Rise Up Lilac Days® *Rosa*
- Rock 'n Grow® Back in Black *Sedum*
- Safari® Dusk™ *Jamesbrittenia*
- 'Sage Advice' *Perovskia*
- Señorita Rosalita® *Cleome*
- Silver River™ *Didelta*
- Sunglow™ Superlophus *Oenothera*
- Supertunia® Hoopla® Vivid Orchid™ *Petunia*
- Totally Stoked™ Series *Stokesia*
- Whirlwind® Blue *Scaevola*

## PROVEN WINNERS® COLOR CHOICE® TOP PICKS

- Jazz Hands Variegated® *Chinese fringe-flower*
- Incrediball Storm Proof™ *Smooth Hydrangea*
- Let's Dance Sky View™ *Continuous Blooming Hydrangea*
- Perfecto Mundo® *Azalea* - entire series
- Native shrubs – plants vary by region

## 2026 TOP PICKS

Customers are looking for the newest varieties and when they can't find them in store, they buy them online. Make sure you have these Top Pick new intros at your IGC this spring

- Superbells Magic® Double Grapefruit *Calibrachoa*
- Superlophus™ Sunglow *Oenothera*
- Supertunia Vista® Cool Jazz™ *Petunia*
- 'Violets are Blue' *Delphinium*
- Dolce® 'Sultry Night' *Heuchera*
- Summerific® 'Garnet Globes' *Hibiscus*
- 'Catwalk Queen' *Nepeta*
- 'Lemon Purrfection' *Nepeta*
- 'Treasure Trove' *Rudbeckia*
- 'Prairie Princess' *Vernonia*
- 'Dragon Slayer' *Yucca*
- Berry Scape™ *Aronia arbutifolia*
- Kodiak Jet Black™ *Diervilla*
- Incrediball Storm Proof™ *Hydrangea arborescens*
- Fairytrail Fresco™ *Cascade Hydrangea®*
- Reminiscent® Yellow *Rosa*
- Powerball™ *Hydrangea paniculata*
- Gatsby Glow Ball™ *Hydrangea quercifolia*
- Bloomerang Showmound™ *Syringa x pubescens*



VIEW THE FULL GARDENER'S IDEA BOOK LIST



LEARN MORE ABOUT THE 2026 TOP PICKS



UNPLUGGED® White *Salvia*



SUPERTUNIA MINI VISTA® Plum Veined *Petunia*



UNPLUGGED® SO BLUE™ *Salvia*



COLORBLAZE® MINI ME™ Chartreuse *Coleus*



SUPERTUNIA MINI VISTA® Yellow *Petunia*

## 2025 TRIAL STANDOUTS



Supertunia Vista® Cool Jazz™ *Petunia*



Safari® Lava Flow *Jamesbrittenia*



Superlophus™ Sunglow *Oenothera*

## Top Programs

- Deer Proof™ Shrubs
- NewGen® Boxwood
- Hollywood Hibiscus®
- Art & Sol® Mangave
- EZ Scape™

# Top 10 Annuals Sold in Iowa

\*Based on Online Sales



1  
Supertunia Vista®  
Bubblegum® Petunia



2  
Supertunia Vista®  
Jazzberry® Petunia



3  
Supertunia® Royal  
Velvet® Petunia



4  
Lemon Coral®  
Sedum



5  
Supertunia Vista® Fuchsia  
Petunia



6  
Supertunia® Bordeaux™  
Petunia



7  
Superbells® Lemon Slice®  
Calibrachoa



8  
Diamond Frost®  
Euphorbia



9  
Superbells® Yellow  
Calibrachoa



10  
Supertunia Vista®  
Silverberry Petunia

# Top 10 Perennials Sold in Iowa



1  
Sweet Romance®  
Lavandula



2  
'Cat's Pajamas'  
Nepeta



3  
'Cat's Meow'  
Nepeta



4  
'Violet Profusion'  
Salvia



5  
'Pink Profusion'  
Salvia



6  
'Midnight Masquerade'  
Penstemon



7  
'Spot On'  
Pulmonaria



8  
Rock 'N Round®  
'Bright Idea' Sedum

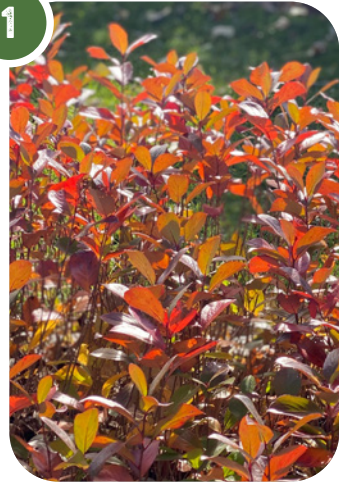


9  
'Paint the Town Magenta'  
Dianthus



10  
'Paint the Town Fancy'  
Dianthus

# Top 10 Shrubs Sold in the Plains Region



**Low Scape Mound®**  
*Aronia*



**Arctic Fire® Red**  
*Cornus*



**Incrediball®**  
*Hydrangea*



**Limelight Prime®**  
*Hydrangea*



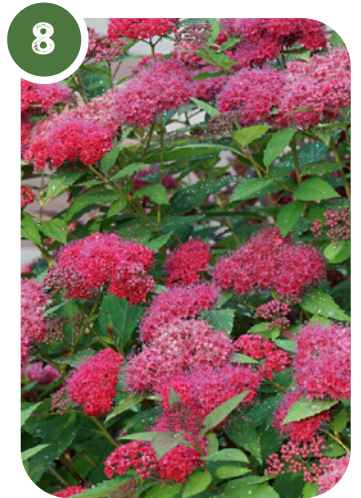
**Little Quick Fire®**  
*Hydrangea*



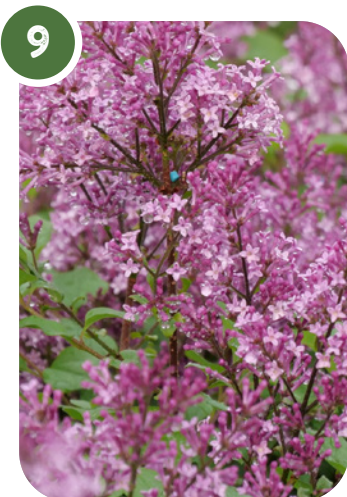
**Summer Wine®**  
*Physocarpus*



**Glow Girl®**  
*Spiraea*



**Double Play Doozie®**  
*Spiraea*



**Bloomerang® Dark Purple**  
*Syringa*



**Blue Muffin®**  
*Viburnum*

**PW**  
PROVEN  
WINNERS®

COLOR CHOICE®  
FLOWERING SHRUBS

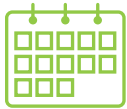
# Social Media



**1.5M** Followers on Facebook & Instagram

Through a geo-targeted Mother's Day campaign this spring, we encouraged consumers to shop at their local IGC. We also ran a spring campaign for garden centers carrying Proven Winners Premium Bulbs. Linking to our Find a Retailer page, consumers were able to locate Proven Winners plants in their area.

**Collectively, these campaigns resulted in more than 1.1 million impressions, with 22% of viewers visiting the website to learn more.**



In 2026, we will be expanding these campaigns to encourage consumers to shop locally. Refer to the calendar on page 10 to learn more.



# Content Creators for Your Region

The Proven Winners Content Creators Program leverages social media garden influencers to drive awareness and sales for your garden center. We partner with carefully selected creators across the US and Canada who align with our values, empowering them to develop authentic content that showcases Proven Winners products while inspiring audiences to connect with gardening. This approach helps us reach new customers under the age of 55, who are increasing their reliance on content creators through engaging, educational content that speaks to diverse growing conditions and regional challenges.

Our creators appeal to followers from budding plant-lovers to experienced gardeners, with regional expertise spanning from the rainy Northwest Pacific to the heat of Texas to the clay soils of the Mid-Atlantic.

By building brand awareness and improving plant knowledge among consumers through trusted regional influencers, we're helping drive demand for Proven Winners products that ultimately brings informed, engaged customers to your garden center.



**Erin Schanen**  
@TheImpatientGardener



**Bethany Bey**  
@ChicagoGardener



**Heather Blackmore**  
@heatherhereshgrows



**Samantha Hermann**  
@Houseplusplant

## Online

# 9.5M

Visitors

More than 141,230 unique visitors were from Iowa. Some of the most popular pages visited included Plant Search, Container Recipes and Find a Retailer.



## Find Your Plants

Search Plants



Zone

Plant Type

Colors

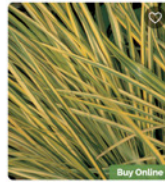
Light Level

Available Online

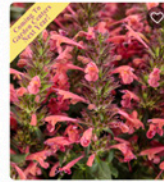
SEARCH

Advanced Plant Search  
Container Garden Recipe Search

Plants



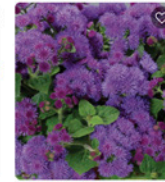
Graceful Grasses® Ogon  
Golden variegated Sweet Flag



Maestro® Coral  
Hummingbird mint



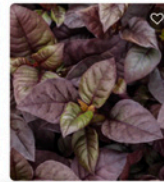
Maestro® Gold  
Hummingbird mint



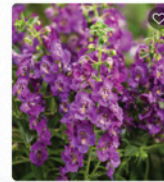
Artist® Blue  
Petalblower



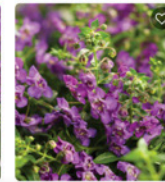
Emerald Isle™  
Elephant Ears



Plum Dandy™  
Asteranthus



Angelface® Blue  
Summer Seppalong



Angelface® Cascade Blue  
Summer Seppalong

## Audio & Video Ads

# 5.8M

Impressions

Through our partnership with iHeartMedia, we ran a location-based audio and video campaign. Starting in the southern U.S. and moving northwards to align with the spring season, our video ads saw a completion rate of over 98% reaching a highly-targeted audience of gardeners.



## Billboards

Our billboard campaign aims to increase brand recognition and is strategically placed near garden centers carrying Proven Winners plants. A Nielsen study showed that 75% of travelers could recall a billboard from the past month.

In 2026, we will be featuring the National Plants of the Year and increasing the number of weather-triggered boards, while retaining boards in key markets.





# Connect+® Marketing

**CONNECT+**<sup>®</sup>

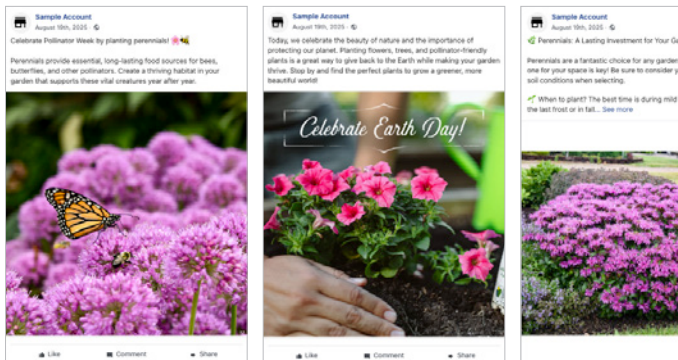
Exclusive Marketing Solutions for IGCs

The Connect+® marketing program helps independent garden centers simplify marketing. With the Promoboxx tool now available to all tiers, Connect+ can help garden centers increase impressions and engagements while reducing the time needed to create social media campaigns—allowing you to spend more time in the garden center with your customers.

New for 2026, all garden centers that complete Certified training will have the opportunity for their inventory to be shared on our website.

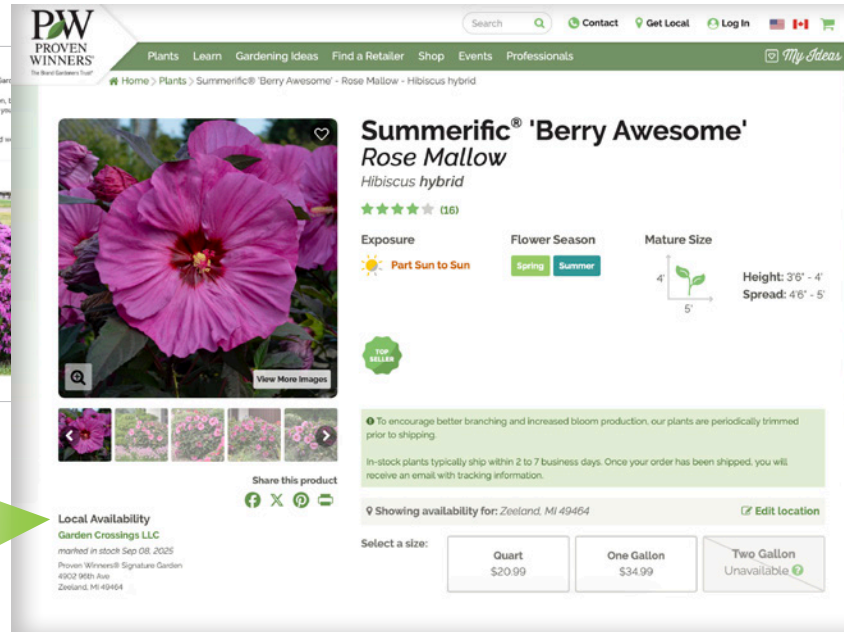


LEARN MORE



### Local Availability Garden Crossings LLC

marked in stock Aug 25, 2025  
Proven Winners® Signature Garden  
4902 96th Ave  
Zeeland, MI 49464



# The Gardener's Idea Book

Part of Connect+? Order by January 9, 2026 to have the Gardener's Idea Book personalized with your garden center's logo!



Black Forest Nursery  
203 King Street,  
Boscawen, NH 03303

**316,724**  
copies distributed nationally

**2,740**  
distributed in Illinois  
\*does not include IGC orders



THE GARDENER'S IDEA BOOK



ORDER NOW

Important Legal Notice: The plant varieties shown herein are protected by U.S. Plant Patents, or are U.S. Plant Patent Applicants. We are protected by Canadian Plant Breeders' Rights, or are Canadian Plant Breeders' Rights Applicants, and/or are protected by trademark law. International Plant Breeders' Rights and/or trademarks also apply. In the U.S. and Canada, please visit provenwinners.com for more information.

Suggested Retail Price: \$2.00  
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