

Spring Inspiration

After a record-setting 2020 gardening season, retailers were really ramping up their merchandising displays this spring with hopes of an even bigger year in 2021.

As things slowly returned to normal in late April and early May, Lawn & Garden Retailer ventured out to several different garden centers to see what retailers were showing off this spring.

We made stops at Wallace's Garden Center in Bettendorf, Iowa; Village Green in Rockford, Illinois; and Quality Gardens in Valencia, Pennsylvania to see what they had in store and in their stores for their customers in 2021.

Here are a few of the displays and products that caught our eye during our visits.



Living It up – Outdoor Style

Beginning with the 2020 stay-at-home orders, homeowners have continued to invest in their outdoor living spaces. Wallace's has multiple vignettes set up for customers to see how they can re-imagine their outdoor spaces and enjoy the summer.



Gnome Sweet Gnome

Gnomes were running all around Village Green's Riverside Boulevard store — from the “greeter” and mask reminder at the front door to whimsical statuary to the card catalog full of gnome-related products and ideas and more.





Wall-to-Wall Selection

Wallace's Garden Center really takes advantage of its wall space to show off its merchandise. There's a glove to fit every hand on their glove wall and the wind chime wall plays a symphony of sounds for shoppers.



Maximizing Miniatures

Quality Gardens grouped together its miniature gardening wares to provide a one-stop shop for those looking to fill a small space. Small statuary and art help add a pop of color to the display.





Tis the Season

Wallace's greenhouses were stocked and ready to rock right before Mother's Day. Wallace's grows many of their own plants, including a wide selection of geraniums, hanging baskets, colorful annuals, and countless other crops (including nursery products and houseplants) that shoppers were loading onto their carts. 🌱

