

Lawn & Garden In-Store Consumer Interviews

April 2025



Study overview

Goal

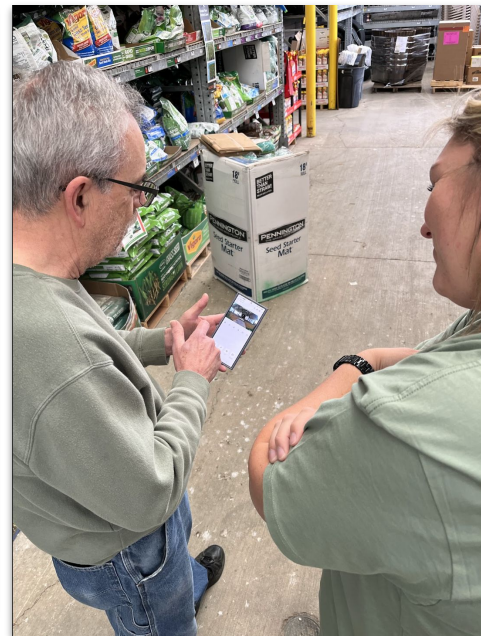
The Scotts Miracle-Gro UX team conducted in-store interviews in March 2025 to capture participant's experience and thoughts at the shelf at a retailer.

We went to the lawn and garden sections at various Lowe's and Home Depot stores speaking with 10 consumers as they navigate the shelves, sharing their thoughts on their experience to find a product.

Research Objectives

- 1 To better understand the cross-category shopping experience to create a more informed/strategic merchandised experience.
- 2 To understand what digital tools or content could be created to help the in-store shopper find a product to fit their needs.
- 3 To help shape our content strategy and creation to ensure that we have education to support our users based on their cross-category shopping behaviors.

Consumers shopping L&G In-Store





Interview Insights

Insights from our in-store shoppers

1

Consumers shopping in-store were planning on tackling their L&G project same day

For the majority of consumers we chatted with, they were all ready and prepared to tackle their lawn and garden project the same day - all they needed to do was purchase the product.

2

Some lawns consumers were in-store looking to purchase the same product they just applied because it didn't work

Surprisingly enough, some lawns consumers were back in store a couple weeks or a month later to purchase the exact same product they just bought and applied. They didn't see the results they wanted from their prior application and were back in-store to re-purchase to apply to continue solving their lawn issue. There was no hesitation or doubt when purchasing the same product to re-apply. There was also no concern, worry, or mention about time in between applications.

How Often to Apply

- Do not apply this product more than twice a year. Allow at least 2 months between applications of this product.

Insights from our in-store shoppers continued...

3

For lawns consumers purchasing a weed control product, they wanted to view the list of weeds that the product treats, whether they knew their exact weed problem or not

All weed control lawns consumers double checked the list of weeds treated when they had no idea what weeds were in their lawn, as if checking this list would instill confidence in their purchase decision.



4

Some lawns consumers looking at Halts or WeedEx as a solution to kill their already existing crabgrass in their lawn

These participants had no idea that Halts and WeedEx help to PREVENT crabgrass, not treat existing crabgrass. Therefore, purchasing and applying this product would do nothing to fix their lawn problem.



Insights from our in-store shoppers continued...

5

Consumers in the grass seed aisle expressed overwhelm and confusion

The grass seed section has a LOT of product options: crossing different brands, types, and purposes. From patch and repair to entire lawn, coated and uncoated, there are a lot of options with very little education or differentiation information at shelf. No consumers were looking at the shelf banners highlighting the spot repair vs total lawn grass seed options. Most consumers we talked to were focused on finding a solution for THEIR SPECIFIC problem and were having issues finding a product on shelf for THEM.



Insights from our in-store shoppers continued...

6

Some consumers had 2 products side by side, back of pack facing up, trying to understand which is better for them

Comparing back of pack of two products is the comparison process for consumers in-store, counting on the information on the back of the pack to answer their questions.



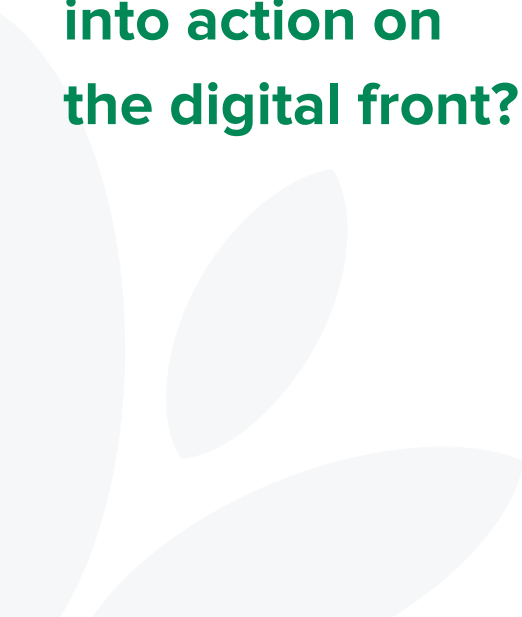
7

The lawn and garden category feels like a guessing game

Most consumers shopping this section actively talked about how finding a product to solve their problem feels like a guessing game. Unsure of what to purchase and if it will get them the results they are desiring.



Recommendations



How can we take these in-store findings and put them into action on the digital front?

How might we...

Show site users what curbside options and in-store pick up options there are when shopping online

The consumer coming to the store is looking to grab their product and apply it that same day. If we can show our on-site users where they can grab their product immediately, they can still shop online AND apply same day!

Educate site users on time in-between applications

Consumers in-store were sharing how they just applied the product and were purchasing the same product to apply again with no knowledge of the time needed in between applications. Making this information known for users will help mitigate potential lawn damage.

Education consumers on tips and tricks for application for best success

Consumers in-store were sharing how they just applied the product and were purchasing the same product to apply again due to the product not working as they expected. If we educate consumers on the best application process and tips/tricks for applying, they will have better success and not have to reapply a short time later.



How can we take these in-store findings and put them into action on the digital front?

How might we...

Educate consumers on Halts and WeedEx for preventative use

Consumers in-store were looking for a product to kill existing crabgrass and were looking at Halts and WeedEx products for this issue, not realizing that they're preventative products. Therefore the purchase and usage of this product wouldn't help solve their problem leading to consumer frustration.

Educate consumers on the best grass seed for their seeding project

Consumers in-store struggled to know which grass seed to select and struggled with confusion at the shelf. By educating consumers on the Scotts grass seed lines and what each product line is best for will help with consumer confusion.

Highlight back of pack easier online

The back of pack is highly looked at in-store; by bringing that information in a more consumable way will increase consumer confidence when making a purchasing decision.

Market the Scotts Lawn Care Plan as “taking the guesswork out of lawn care”

Consumers in-store stressed that the lawn and garden category is “a guessing game”. We have a tool/offering to help consumers know exactly what they need, but they might not realize it.

How are we
actioning on
some of these
“how might
we’s” today?

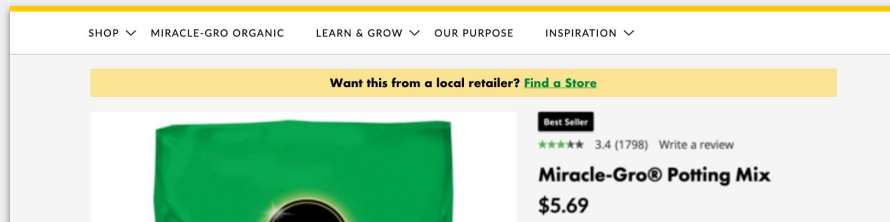
Items we are A/B testing

Theme

Show site users curbside
options and in-store availability
when shopping online

A/B Test

Promoting find a store
functionality on all PDPs

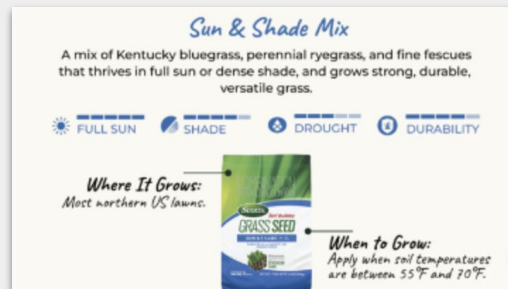


Theme

Educate consumers on the best
grass seed for their seeding
project

A/B Test

Featuring grass seed education
from CRM on the website



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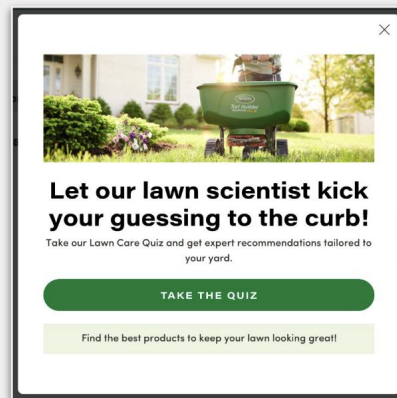
Items we are A/B testing

Theme

Market the Scotts Lawn Care Plan as “taking the guesswork out of lawn care”

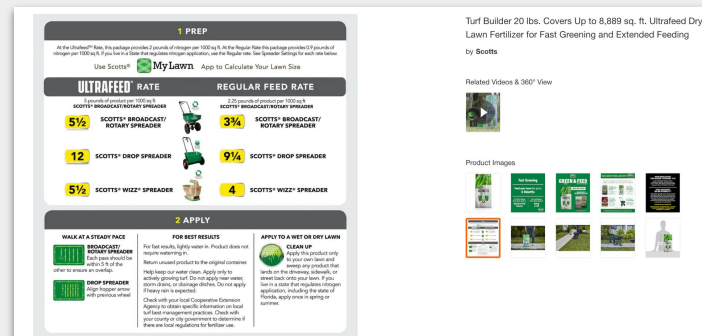
A/B Test

Highlight “no guessing” RTBs




Things we are seeing on retailer sites

Highlight back of pack easier
online



**But there is still
work to be
done...**



How can we continue plugging this work into ADP, SFRA 7.0, and SMG 2.0?

Need to continue these in-store studies to stay plugged into what consumers are confused about and where there are opportunities for improvement.