Grow That Local

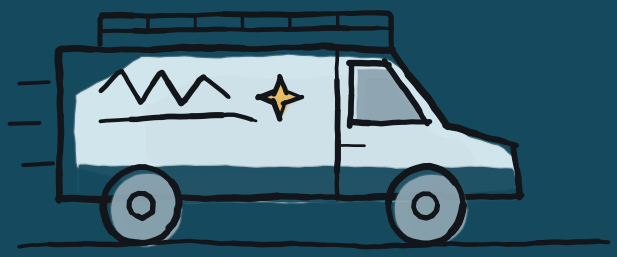
a free guide

Is landscaping growing? The 2026 numbers for landscapers

How many lawn and landscaping companies the US has, how fast they've grown in ten years, where the crowding is worst, and what more competitors mean for your routes and your marketing.

For landscaping business owners planning ahead.

- 13 short sections in 6 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Every spring there seem to be more trailers on the road and more door hangers on the porch. We wanted to know how many more. So we went to the government's own counts.

We used three free public sources:

- **Census County Business Patterns** counts every landscaping business location with paid employees, and how many people work there, every year. The newest year is 2023 (Census Bureau, census.gov).
- **Census Nonemployer Statistics** counts businesses with no paid employees: the owner with a mower and a trailer. The newest year is 2024 (Census Bureau, census.gov).
- **Bureau of Labor Statistics Employment Projections** says how many landscaping jobs the government expects in 2035 (BLS, bls.gov).

We pulled the US, all 50 states and DC, and 10 Southeast metro areas. We also added our own Google search data to show demand.

The headline findings:

- The US had 117,969 landscaping businesses with paid employees in 2023, up 11% in five years and 25% in ten. All businesses grew 6% in five years.
- Landscaping grew every year from 2013 to 2023, but growth nearly stopped in 2023 (+0.7%).
- Their payroll grew faster than their number: 803,000 people in 2023, up 18% in five years. Crews are getting bigger.
- Firms with 20 or more employees grew fastest. Firms with fewer than 5 grew slowest.
- There were 537,970 one-person landscaping businesses in 2024: more than four for every business with staff.
- The government projects landscaping jobs will grow about 5% from 2025 to 2035. That's a projection, not a fact.

The limits, in plain words:

- **Census counts lag.** The newest business counts are for 2023, and one-person counts for 2024. Nothing here shows 2025 or 2026.
- **Two kinds of business.** County Business Patterns counts locations with paid employees, measured in March, before the spring hiring. One-person businesses are counted separately (section 7).
- **Landscaping is counted on its own,** under industry code 561730, Landscaping Services. It covers lawn care, design, installation and grounds upkeep together.
- **Small cities have small numbers.** Montgomery had 81 landscaping businesses with staff in 2023.
- **Projections are not facts.** We say "projected" every time.

Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

How big landscaping is

1 How many landscaping businesses and workers there are

The idea. In 2023, the US had 117,969 landscaping business locations with paid employees. Together they had 802,899 people on the payroll in March (Census County Business Patterns 2023, census.gov). That's about 35 landscaping businesses with staff for every 100,000 people, more than any of the other trades we studied.

Measure	2013	2018	2023
Landscaping businesses with paid employees	94,299	106,257	117,969
People on their payroll in March	547,533	681,024	802,899
Employees per business	5.8	6.4	6.8
People in the US per landscaping business	3,352	3,076	2,855

Source: Census County Business Patterns, 2013, 2018 and 2023; population from Census population estimates.

The last row is your market. In 2013 there was one landscaping business with staff for every 3,352 people. By 2023 it was one for every 2,855. And that's before counting the one-person outfits in section 7.

Example (sample numbers). A made-up landscaper serves a suburb of 40,000 people. At the national rate, that's about 14 landscaping businesses with staff. They count 22 trailers with logos on their route days. Their suburb is crowded, so they stop dropping price and start selling reliability.

Do it in 24 hours

- [ ] Write down the population of the towns you mow.
- [ ] Divide it by 2,855. That's how many landscaping businesses with staff an average US town that size has.
- [ ] Count the landscapers you see in the Google map for "lawn care near me". More than the average means a crowded market.

2 Ten years of growth, year by year

The idea. Landscaping grew every year from 2013 to 2023. Businesses grew 25% and payroll grew 47% in that time. All US businesses grew 12% (Census County Business Patterns, census.gov).

Year	Landscaping businesses	People on payroll
2013	94,299	547,533
2014	96,352	568,397
2015	98,741	586,989
2016	101,567	631,995
2017	104,337	663,818
2018	106,257	681,024
2019	108,024	697,513
2020	109,224	719,161
2021	115,196	741,293
2022	117,109	774,028
2023	117,969	802,899

Source: Census County Business Patterns, 2013 to 2023. Industry code 561730 means the same thing in every year shown.

Two things stand out. 2021 was the biggest jump, +5.5% in one year, probably as people stayed home and spent on their yards. And 2023 barely grew, +0.7%, while payroll still rose 4%. The number of companies is leveling off. The companies that exist are hiring.

Example (sample numbers). A made-up landscaper started in 2016 with one truck. Since then, about 16,000 more landscaping businesses with staff have opened across the US. Their spring flyers pull half the calls they used to. Same flyer, more trailers on the street.

Do it in 24 hours

- [ ] Find the year you started in the table. Note how many more landscaping businesses there are now.
- [ ] List what you've changed in your marketing since then.
- [ ] Pick one thing to change before next spring.



Part 2

Where landscaping is growing

3 The fastest and slowest growing states

The idea. Landscaping grew in 49 of the 50 states with at least 100 landscaping businesses in 2018. Only Maryland shrank, and barely. The Mountain West grew fastest. The Northeast grew slowest (Census County Business Patterns, 2018 and 2023, census.gov).

	State	Change, 2018 to 2023	Landscaping businesses, 2023
Fastest	Idaho	+37%	1,166
	Alaska	+37%	215
	Utah	+30%	1,471
	South Dakota	+28%	376
	Montana	+21%	694
Slowest	Maryland	-0.1%	2,052
	New Jersey	+3%	4,734
	Connecticut	+3%	2,170
	Kentucky	+6%	1,130
	New York	+6%	7,725

Source: Census County Business Patterns, 2018 and 2023. Only states with at least 100 landscaping businesses in 2018 are ranked.

In the six states around our metro areas: Alabama +20%, Tennessee +19%, Arkansas +14%, Oklahoma +13%, Mississippi +10% and Kentucky +6%. The US grew 11%.

Example (sample numbers). A made-up landscaper in Alabama sees their state at +20%, nearly double the US rate. New crews are moving into the same neighborhoods. They decide to win whole streets now, before the newcomers do.

Do it in 24 hours

- [ ] Find your state in the table, or in the full list in our data report.
- [ ] If your state grew more than 11%, plan for more crews on your streets next spring.
- [ ] Write down your three best streets, where you already mow several yards.

4 How crowded your state is

The idea. We counted landscaping businesses per 100,000 people, and Google searches per business, to see where demand is spread thinnest.

New England is the most crowded: Vermont has 80 landscaping businesses with staff per 100,000 people, New Hampshire 73, Rhode Island 72, Maine 69 and Massachusetts 65. The least crowded are Texas (18), New Mexico (19), Mississippi (20) and Louisiana (21). The US average is 35 (Census County Business Patterns 2023, census.gov and Census population estimates (census.gov)).

Now demand. Across the US, people make about 1,110,627 landscaping and lawn care searches a month on the searches we track. That's about 9 searches a month for every landscaping business with staff.

State	Landscaping searches a month per business
US	9.4
Tennessee	11.0
Alabama	10.2
Oklahoma	10.0
Arkansas	9.6
Kentucky	9.6
Mississippi	9.4

Source: GTL analysis of Google Ads search estimates, November 2022 to September 2026, divided by Census County Business Patterns 2023 landscaping businesses. Searches aren't jobs, and one-person landscapers share them too.

The most searches per business are in Texas (17.4), Georgia (13.1) and Arizona (11.8). The fewest are in Vermont (2.8), Montana (3.7) and Maine (4.0).

Example (sample numbers). A made-up landscaper in Tennessee sees 11 searches a month per business, above the US. Demand is there. Their problem isn't finding people, it's answering them fast in April when every crew is out mowing.

Do it in 24 hours

- [ ] Find your state in the table or the lists above.
- [ ] If it's below 9.4 searches per business, lean on your own customer list and referrals. Google alone won't fill your routes.
- [ ] If it's above, set up a way to answer quote requests from the truck.

5 The 10 Southeast metro areas

The idea. Landscaping grew in 8 of the 10 metro areas we checked. Montgomery and Jackson, MS grew fastest. Lexington and Little Rock shrank slightly, even as businesses overall grew there.

These are Census metro areas: the city plus the counties around it, using the same counties in both years.

Metro area	Landscaping businesses, 2018 to 2023	Change	People on payroll, 2023	Per 100,000 people	All businesses, change
Montgomery	63 to 81	+29%	311	21	+4%
Jackson, MS	146 to 180	+23%	654	30	+3%
Nashville	581 to 686	+18%	5,849	33	+15%
Huntsville	138 to 163	+18%	1,245	31	+11%
Tulsa	275 to 319	+16%	2,317	30	+4%
Birmingham	312 to 354	+13%	2,814	30	+5%
Memphis	275 to 295	+7%	3,372	22	+2%
Louisville	443 to 471	+6%	2,822	34	+4%
Lexington	175 to 174	-1%	1,470	33	+8%
Little Rock	219 to 216	-1%	1,514	28	+5%

Source: Census County Business Patterns, 2018 and 2023, summed by county using the July 2023 Census metro area county lists. People on payroll is from the Census 2023 metro file. Per 100,000 people uses Census population estimates for 2023.

Louisville and Lexington have the most landscaping businesses for their size, about 34 and 33 per 100,000 people. Montgomery and Memphis have the fewest, 21 and 22. But Memphis has the most one-person landscapers per business with staff of any metro we checked (section 7).

Example (sample numbers). A made-up landscaper in Lexington sees the count flat at 174 for five years. Few new crews, but no room to spare either. Growth there has to come from taking customers from other crews, so they focus on being the one that shows up on the same day every week.

Do it in 24 hours

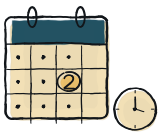
- [ ] Find your metro area in the table, or the nearest one.
- [ ] Compare its change with the "All businesses" column.
- [ ] Look up your own county in section 12 for an exact count.

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Free sample: A preview of your new site

Built for the neighborhoods you mow, so you can see how you'd stand out before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Solo operators and crews

6 The big crews are growing fastest

The idea. Of the 117,969 landscaping businesses with staff in 2023, 83,241 (71%) had fewer than 5 employees (Census County Business Patterns 2023, census.gov). But the big ones grew fastest.

Employees	Landscaping businesses, 2023	Share	Change since 2018
Fewer than 5	83,241	71%	+9%
5 to 9	17,046	14%	+13%
10 to 19	9,491	8%	+14%
20 to 49	5,814	5%	+25%
50 or more	2,377	2%	+20%

Source: Census County Business Patterns, 2018 and 2023. Size is by employees in March, before most seasonal hiring, so many firms are bigger by May.

Firms with 20 to 49 employees grew 25%. Firms with fewer than 5 grew 9%. Landscaping is splitting in two: many tiny outfits, and a growing group of multi-crew companies with office staff, trucks and ad budgets.

Example (sample numbers). A made-up landscaper with two crews is losing commercial bids to a 40-person firm and residential mowing to solo operators. They pick a lane: homes in four neighborhoods, with design and installs on top of weekly upkeep. That's work the big firm doesn't chase and the solo mower can't do.

Do it in 24 hours

- [ ] Find your row in the size table.
- [ ] Write down who you lose work to most: smaller outfits (price) or bigger firms (reach).
- [ ] Write one line for your website that answers them, and put it on your home page.

7 One-person landscapers

The idea. Landscaping is full of owner-operators. In 2024, the US had 537,970 landscaping businesses with no paid employees, up 2.8% from 2022 (Census Nonemployer Statistics 2022 and 2024, census.gov). In 2023 there were 4.4 of them for every landscaping business with staff. The average one took in $37,227 in 2024, per the same source. Many are part-time or side work.

In our metro areas, the ratio of one-person landscapers to businesses with staff in 2023 ranged widely:

Metro area	One-person landscaping businesses, 2023	Per business with staff
Memphis	5,131	17.3
Montgomery	1,189	14.7
Jackson, MS	1,974	10.8
Birmingham	2,790	7.9
Huntsville	1,159	7.1
Little Rock	1,491	6.8
Tulsa	1,919	6.0
Nashville	3,820	5.5
Louisville	2,025	4.3
Lexington	639	3.7

Source: Census Nonemployer Statistics 2023 and County Business Patterns 2023, Census metro areas.

The BLS says about 20% of landscaping and groundskeeping workers are self-employed (BLS Employment Projections 2025-35, bls.gov).

Example (sample numbers). A made-up landscaper in Memphis competes with 17 one-person outfits for every company with staff. They can't win on price against someone with no payroll. So they sell what a solo mower rarely offers: a set day every week, a text the day before, insurance and a crew that can handle a storm cleanup.

Do it in 24 hours

- [ ] Put your insurance, your service days and your crew photo on your website.
- [ ] Write one sentence on what happens if it rains on route day. Solo operators rarely say.
- [ ] Decide which small jobs you'll pass to a solo mower you trust, and ask them to send you the installs.



Part 4

The next ten years

8 What the government projects for landscapers

The idea. The Bureau of Labor Statistics projects landscaping and groundskeeping jobs will grow from 1,188,600 in 2025 to 1,244,200 in 2035. That's 4.7%, against 3.5% for jobs overall (BLS Employment Projections 2025-35, bls.gov). The BLS calls the 5% outlook for grounds maintenance workers as a whole "faster than average". It expects about 149,500 job openings a year, mostly to replace people who leave. The median worker in this job earned $39,150 in 2025, per the same table.

The BLS points to "increasing demand for lawn care and landscaping services from homeowners", and to towns adding green space (BLS Occupational Outlook Handbook, Grounds Maintenance Workers, bls.gov).

These are projections, not facts. They count landscaping jobs in any business, including golf courses, schools and cities.

Example (sample numbers). A made-up landscaper loses two crew members every fall and scrambles each March. With about 149,500 openings a year across the country, every crew is hiring at the same time. They start recruiting in January and offer a winter bonus to anyone who comes back.

Do it in 24 hours

- [ ] Add a "We're hiring" page to your website, with your pay range and season dates.
- [ ] Text last season's best crew members to ask if they're coming back.
- [ ] Write down how many people you'll need by April.

9 Demand: when and how much people search

The idea. Across the US, people make about 1,110,627 landscaping and lawn care searches a month on the searches we track. Landscaping is the second most seasonal of the 70 trades we measured, with a swing of 3.45: the top month gets about three and a half times the searches of the slowest. Searches peak in April, May and March and are quietest in December, November and January.

We don't quote whether searches went up or down from one year to the next. Google's yearly totals fall for almost every trade. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our landscaper busy season calendar has your region and metro area.

Example (sample numbers). A made-up landscaper fills their routes by mid-April and turns away calls in May. With more crews competing, they now sign their regulars for the year in February, so the April rush is all new customers.

Do it in 24 hours

- [ ] Write the date six weeks before your first busy month on your calendar.
- [ ] Draft your re-sign message to last year's customers.
- [ ] Compare with last year's invoices. Your own phone is the final word for your town.



Part 5

What it means for your business

10 More landscapers: what to change in your marketing

The idea. More businesses, more one-person outfits and bigger crews all chase the same yards. Homeowners pick the company that shows up when it says and looks like it will stick around. Four things matter most.

- **Win the street, not the town.** Each yard on a street you already mow costs you less to serve. Market where your trailer already parks.
- **Show the yard at its best.** Take before-and-after photos from the same spot, with the neighborhood in the caption.
- **Re-sign before spring.** With more crews knocking in March, your customers get offers. Lock them in first.
- **Answer from the truck.** In April, the first crew to reply often gets the job.

Example (sample numbers). A made-up landscaper in Nashville has 686 competitors with staff, up from 581, plus about 3,800 one-person outfits. They stop mailing the whole county and leave door hangers only on streets where they mow three or more yards. Their cost per new customer drops and their route gets tighter.

Do it in 24 hours

- [ ] Mark every street where you mow three or more yards.
- [ ] Hang a door hanger on the neighbors on your next route day there.
- [ ] Upload five before-and-after photos to your Google profile, each with the neighborhood name.
- [ ] Turn on missed-call text-back on your business phone.

11 Fast-growing or crowded: two plans

The idea. Read your state and metro numbers from Part 2, then pick a plan.

If landscaping grew fast where you work (like Montgomery, Jackson or Nashville): newcomers are hunting for routes. Claim your streets first. Ask every customer for one neighbor's name. Get onto the HOA and property manager lists before the new crews do.

If your area is flat or crowded (like Lexington, Little Rock or Louisville): new customers mostly come from other crews. Win them on reliability and add work for the customers you have: mulch, aeration, leaf cleanup, holiday lights. Text last year's one-time customers in February.

Example (sample numbers). A made-up landscaper in Little Rock sees the count flat. Instead of chasing new mowing customers, they offer fall aeration and leaf cleanup to their 90 regulars. Twenty say yes. That's new revenue without a single new competitor to beat.

Do it in 24 hours

- [ ] Decide which plan fits your town, using sections 3 to 5.
- [ ] List three extra services you could sell to your current customers.
- [ ] Call one HOA board member or property manager in your best neighborhood.

12 Check your own county

The idea. Our metro areas are wide. Your county may differ. The Census publishes the same count for every county, free, on data.census.gov (data.census.gov).

1. Open the County Business Patterns 2023 table on data.census.gov.
2. Under Geography, choose your county.
3. Under Industry, search "561730" (Landscaping Services).
4. Read "Number of establishments". For an earlier year, change the table year to 2018 and repeat.

Counties with very few landscaping businesses may be left out of the table to protect privacy.

Example (sample numbers). A made-up landscaper finds 120 landscaping businesses in their home county and 18 in the growing county to the south. They plan their next new route there.

Do it in 24 hours

- [ ] Look up your county for 2023 and 2018.
- [ ] Do the same for the next county over.
- [ ] Plan new routes where there are fewer landscapers for the number of homes.

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Free sample: A preview of your new site

With your service days, your before-and-after photos and a quote form that works from a phone. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 6

How we did it

13 What we counted, and the limits

The idea. These are the facts behind every number in this report.

- **Businesses with staff:** Census County Business Patterns, 2012 to 2023, industry code 561730 (Landscaping Services). A "business" is one location with paid employees. People on payroll are counted in the week of March 12, before most spring hiring.
- **Same code every year:** the Census code lists for 2012, 2017 and 2022 map 561730 one to one (Census NAICS concordances, census.gov), so 2013 and 2023 compare like for like.
- **Metro areas:** the counties in each Census metro area as of July 2023, used for every year. Since 2017, the Census leaves out county counts under 3 businesses, so our metro totals can run a few below the official metro figure.
- **One-person businesses:** Census Nonemployer Statistics, 2022 to 2024. The Census changed its method in 2018 and its cutoffs in 2022, so we only compare 2022 onward.
- **The outlook:** BLS Employment Projections 2025-35, for the occupation "Landscaping and groundskeeping workers".
- **Demand:** GTL analysis of Google Ads search estimates, November 2022 to October 2026. Searches, not jobs.

Limits: the Census counts lag one to two years. Small metro numbers swing a lot. Projections can be wrong.

Example (sample numbers). A made-up local reporter quotes: "The US had 537,970 one-person landscaping businesses in 2024, according to Census Nonemployer Statistics, as analyzed by Grow That Local."

Do it in 24 hours

- [ ] If you quote a figure, name the Census or BLS source and the year.
- [ ] If you're an owner, check your county (section 12). Your own count beats ours for your town.



Your first 24 hours, in one list

If you do these today, you'll know how crowded your market is and what to do about it:

- [ ] Divide your town's population by 2,855 and compare with the landscapers you see (section 1).
- [ ] Find your state and metro area in sections 3 to 5.
- [ ] Look up your county on data.census.gov (section 12).
- [ ] Mark the streets where you mow three or more yards and plan door hangers there (section 10).
- [ ] Draft your re-sign message for last year's customers (section 9).



Where to go next

For the whole job of getting more landscaping calls, read The Landscaper Marketing Playbook. To see when your town searches for a landscaper, read When Your Town Searches for a Landscaper. To see what it takes to beat the crews around you on reviews, read How many reviews a landscaper needs to win.

To see how landscaping compares with 24 other local trades, read Which Local Trades Are Growing: 2026.



If you'd rather hand it off

Grow That Local does this work for landscapers every month. Each service starts with a free sample, so you see the work before you pay.

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Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. US Census Bureau, County Business Patterns, 2013 to 2023, industry 561730 Landscaping Services, for the US, every state and the counties of 10 metro areas: census.gov (data files: census.gov). (sections 1 to 7, 10 to 13)
2. US Census Bureau, County Business Patterns, all industries, same years, for the "all businesses" comparisons. (sections 2, 5)
3. US Census Bureau, Nonemployer Statistics, 2022 to 2024, industry 56173 Landscaping Services, US and metro areas: census.gov (sections 5, 7, 10)
4. US Bureau of Labor Statistics, Employment Projections 2025-35, occupational projections and worker characteristics, Landscaping and groundskeeping workers (37-3011): bls.gov (sections 7, 8)
5. US Bureau of Labor Statistics, Occupational Outlook Handbook, Grounds Maintenance Workers: bls.gov (section 8)
6. US Census Bureau, population estimates for 2013, 2018 and 2023 (states, counties and the US): census.gov (sections 1, 4, 5)
7. US Census Bureau, metro area county lists, July 2023: census.gov (section 5)
8. US Census Bureau, NAICS concordances 2022 to 2017 and 2017 to 2012: census.gov (section 13)
9. GTL analysis of Google Ads search estimates, November 2022 to October 2026: 28 landscaping and lawn care searches, for the US and every state; trade ranking across 70 trades. (sections 4, 9)

Tools cited (not statistics), checked on 2026-11-13:

- data.census.gov, County Business Patterns 2023 table: data.census.gov (section 12)

GTL estimates

These are our own judgment, not measured facts:

1. The 2021 jump came from people staying home and spending on their yards (section 2). Reasoning: 2021 was the single biggest one-year rise in the ten years, and it lines up with the pandemic years when home projects rose.
2. Landscaping is splitting into many tiny outfits and a growing group of multi-crew companies (section 6). Reasoning: firms with 20 or more employees grew two to three times as fast as firms with fewer than 5 from 2018 to 2023, and employees per business rose from 5.8 to 6.8 in ten years.
3. Many one-person landscapers are part-time or side work (section 7). Reasoning: their average takings were about $37,000 in 2024 (Census Nonemployer Statistics, census.gov), before fuel and equipment, which is less than the $39,150 median wage of an employed landscaping worker (BLS, bls.gov).
4. Homeowners pick the crew that shows up when it says (sections 7, 10). Reasoning: with more than four one-person outfits for every company with staff, price alone doesn't separate you; dependable service and clear communication do.
5. Each extra yard on a street you already mow costs less to serve (section 10). Reasoning: drive time between yards is unpaid, so a tighter route means more paid hours per day.

6. Re-signing regulars before March protects them from newcomers' offers (sections 9, 10). Reasoning: searches climb from March, and that's when new crews knock doors and drop flyers.

want it done for you?

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Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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