



IRRIGATION &  
**green industry**

# 2021 **Chemical Products** SURVEY



# By the numbers

Chemical products, including fungicides, fertilizers, herbicides and insecticides, are some of the most important tools for landscape professionals in dealing with the common pests that plague lawns. We asked our readers for feedback to uncover the larger trends of how they choose which inputs to purchase and apply.

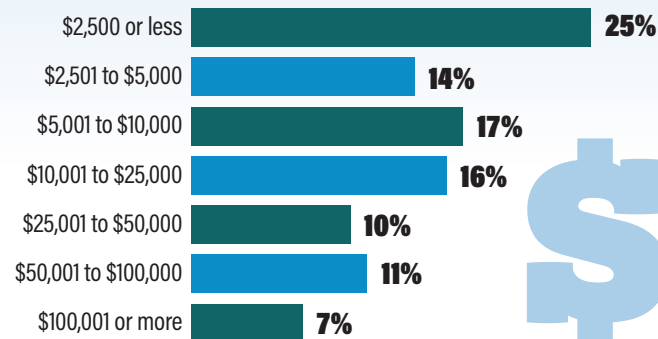
Our survey tracked contractors across specialties, with slightly more covering residential properties than commercial. Across the board, the total annual budget for chemical products generally wasn't a major chunk of the company's overall spend, with a quarter dedicating \$2,500 or less. A total of 33% spend between \$5,000 and \$25,000 annually on chemical products, and slightly fewer respondents (28%) spend more than \$25,000.

Authorized distributors and dealers of chemical products should feel proud of their market saturation, as 85% of respondents go straight to them for what they need. Big box stores might seem like a potential threat when it comes to purchasing equipment, but they only pulled 6% here.

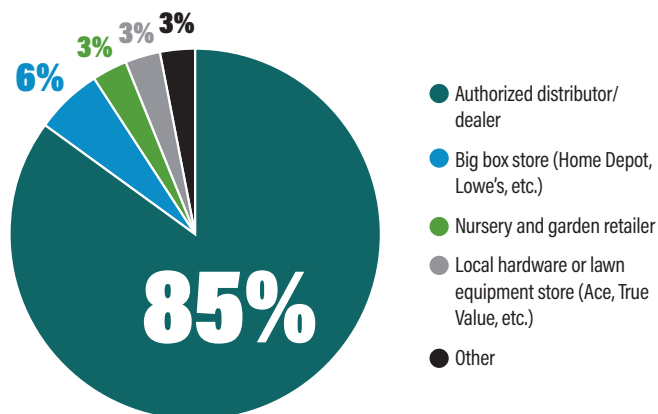
In choosing the right chemical product for the job, respondents most often look for quality (92%) and reliability (91%) as the most important factors. Rounding out the top three is the product's safety at 81%.

While chemical regulations have been a struggle for a fifth of respondents, three-quarters have found ways to continue operations alongside those rules. That's encouraging, as chemical regulations continue to be enacted across the country with different levels of stringency. Just 5% of respondents are facing no regulations on chemical products at all.

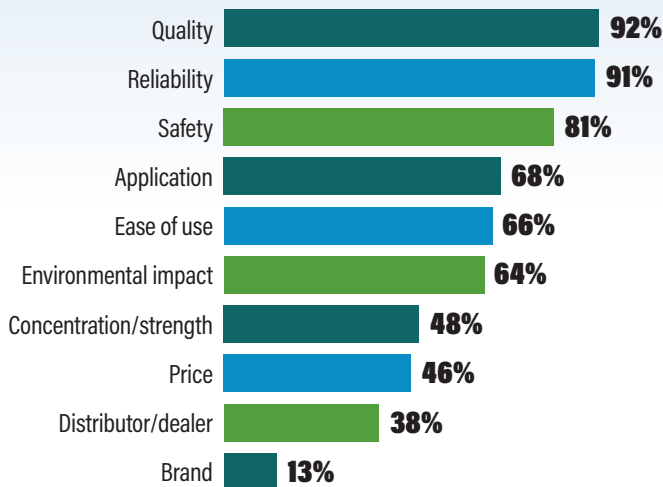
## What is your business's total annual budget for turf and ornamental management chemicals, including fungicide, fertilizer, herbicide and insecticide?



## Where does your business typically buy turf and ornamental management chemicals?



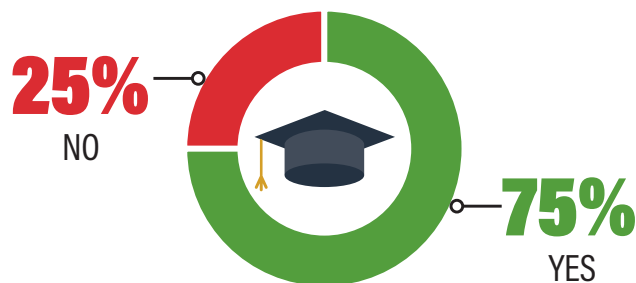
## What's most important to you when deciding which turf and ornamental management chemical products to buy?



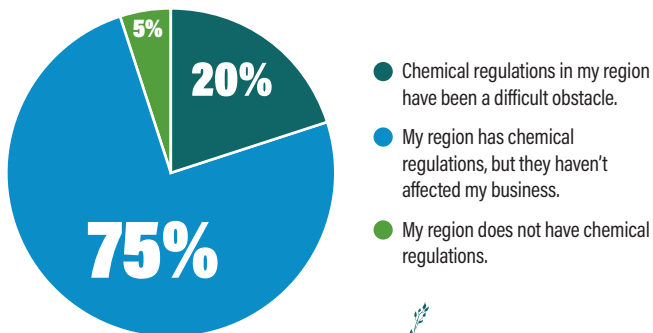
## Does your business bundle chemical applications with other services?



## Does your business educate clients on how it uses chemical applications?



## In the past year, how have chemical regulations affected your business?



## METHODOLOGY

This survey was developed in SurveyMonkey, with three email invitations including individual, anonymous links sent to respondents between Feb. 1 and Feb. 5. Each invitation included information on a drawing for one of three \$50 Home Depot gift cards. Survey results were closed Feb. 5 with 276 responses. Irrigation & Green Industry staff analyzed the survey results.



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[www.igin.com](http://www.igin.com)

Phone: 703.536.7080 | Fax: 703.536.7019

8280 Willow Oaks Corporate Drive, Suite 630, Fairfax, VA 22031