New residential business expected to grow by 11.5%

WASHINGTON—New residential installation is the hot ticket in the landscape maintenance market, according to members of the National Landscape Association.

NLA members, in this spring’s annual survey, predicted a sales increase of 11.5% this year. Residential renovations are predicted to be up 8.9% and commercial maintenance up 8.8%.

The toughest market this year, NLA members believe, will be commercial renovation, predicted to grow just 1.4%.

Overall, NLA members expect sales in their industry to grow 11.6% over 1992 figures. Last year, they predicted an increase of 8% over 1991, but business actually grew just 7%.

The recently-depressed Northeast predicted the largest overall increases this year, 14%, followed by the Great Plains (10.3%), the Southeast (9.4%) and the Great Lakes (9.3%).

(Complete chart above.)

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