



EMERGING ARTIFICIAL GRASS MARKETS



Our guide to the most promising franchise locations across the U.S.



We're Happy to Help!

So you're thinking of opening a Purchase Green franchise? Congratulations! We'll be here for you every step of the way. We've done extensive market research to help you figure out where you could put your very own Purchase Green franchise.

In this guide, we have ranked more than twenty of the most promising artificial grass markets in the United States. If any of these locations would be a great fit for you, let us know! We're happy to get you more information about any of these regions and walk you through how we rate each of them.



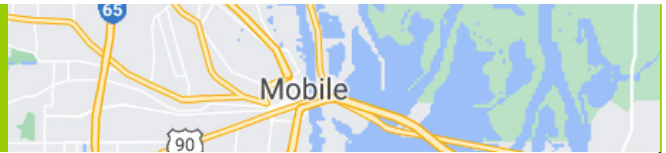
Our Rating System

We've rated each city out of 5 stars based on Google searches for the term "artificial grass." This metric gauges interest and demand for artificial grass in that specific region.



..... Let's Dive In!

MOBILE, AL



artificial grass demand defined by Google searches

Population: 583,334

Income: \$48,547

Mobile is in southern Alabama on the Mobile River and is home to Alabama's only saltwater port. It's the wettest city in the lower 48 states, so artificial grass products with superior drainage capabilities will likely be very popular here.



Other Alabama Markets and artificial grass demand

Birmingham, AL



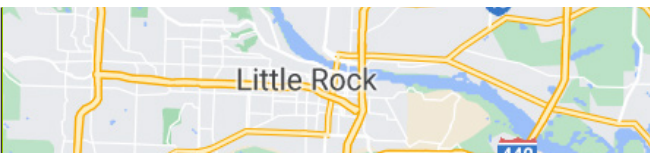
Huntsville, AL



Montgomery, AL



LITTLE ROCK, AR



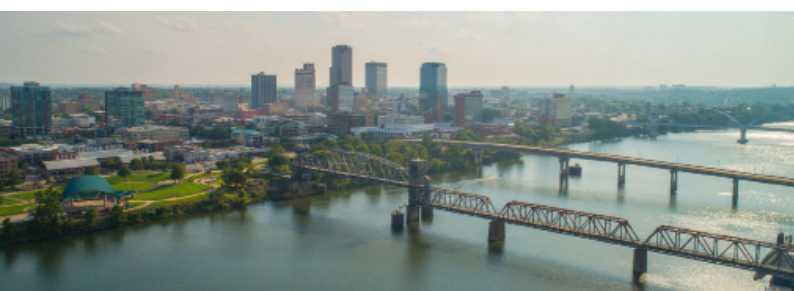
artificial grass demand defined by Google searches

Population: 716,309

Income: \$52,597



Little Rock is the most populous city in Arkansas, as well as the state's capital. Little Rock is home to the University of Arkansas at Little Rock and the Arkansas Travelers minor league baseball team. A hot southern climate with little to no snow makes artificial grass installation a possibility year-round.



TUCSON, AZ

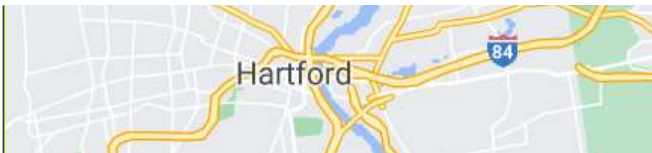


artificial grass demand defined by Google searches

Population: 1,058,096

Income: \$54,572

Tucson is the second largest city in Arizona and home to the University of Arizona. Located in southern Arizona, the area's dry climate and high temperatures make artificial grass a "hot commodity." A bilingual team would be key to interfacing with contractors and customers due to Tucson's proximity to the southern border.



HARTFORD, CT



artificial grass demand defined by Google searches

Population: 2,075,223

Income: \$74,023



The Hartford area boasts the 4th highest median income out of all the cities on our list, and US News and World Report gives it the 12th spot when it comes to "Quality of Life." A northern climate would make artificial grass installation tough during the winter months, so a franchise owner here would look to focus on indoor installations once the weather turns.



WASHINGTON, DC

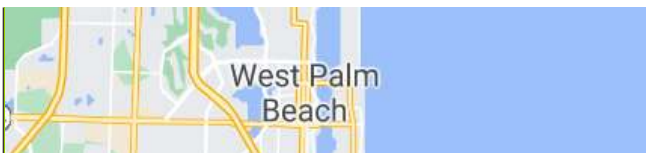


artificial grass demand defined by Google searches

Population: 3,857,831

Income: \$102,760

The Nation's Capital has the highest median income on this list at \$102,760. These high earners devote a fair share of their income to lawn care, spending upwards of \$700 per year – by far the highest figure on this list.



PALM BEACH, FL



artificial grass demand defined by Google searches

Population: 1,423,519

Income: \$58,417



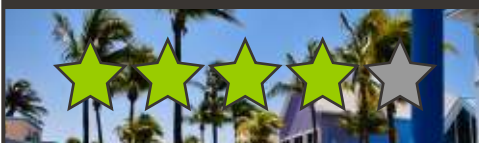
The Palm Beach area ranks #5 on this list for “artificial grass” searches on Google. Its residents are also ready to spend, as they rank #8 on this list for average lawn care spend. Palm Beach, and Florida as a whole, is known for its high number of retirees, so artificial grass will be seen as an attractive, low-maintenance option.

Other Florida Markets and artificial grass demand

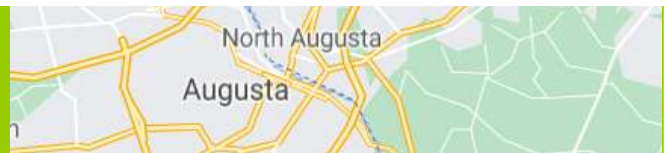
Fort Myers, FL

Orlando, FL

Tampa Bay, FL



AUGUSTA, GA



artificial grass demand defined by Google searches

Population: 600,110

Income: \$54,413

Augusta ranks #6 on this list for “artificial grass” searches on Google. It’s home to the famous Augusta National Golf Club which hosts the Masters every year. Backyard putting greens could certainly be very popular here!

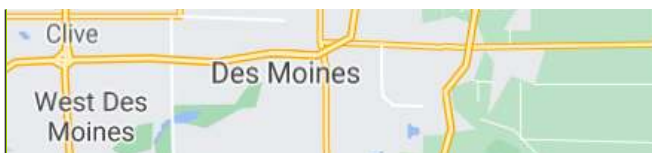
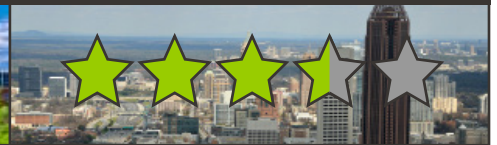


Other Georgia Markets and artificial grass demand

Savannah, GA

Columbus, GA

Atlanta, GA



DES MOINES, IA



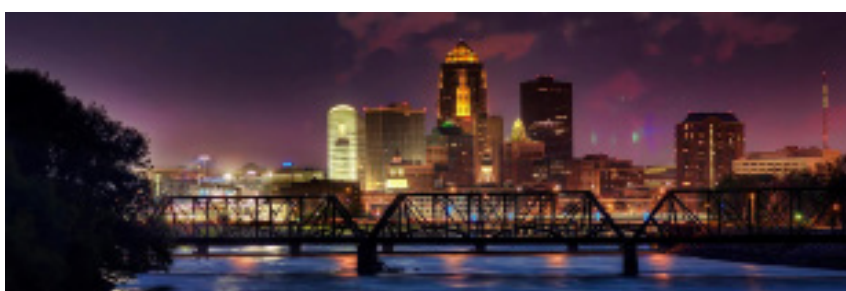
artificial grass demand defined by Google searches

Population: 783,005

Income: \$68,476



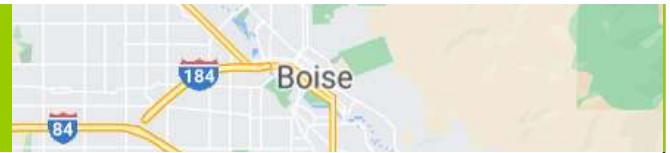
US News and World Report ranks Des Moines very highly: #13 in Best Places to Live and #5 in Cheapest Places to Live. Des Moines is a growing city with a strong job market – leading to a young population of homeowners. An artificial grass franchise here would find success focusing on backyard playgrounds and play areas.



BOISE, ID



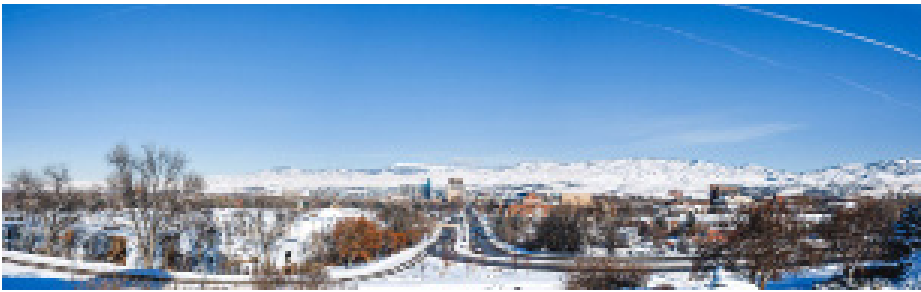
artificial grass demand defined by Google searches



Population: 744,585

Income: \$61,538

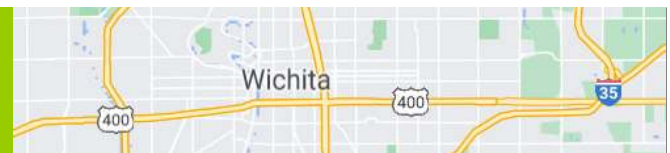
US News and World Report ranks Boise, ID as the #5 Safest Place to live in the US. Perhaps as a result, the population of Boise has grown 2.3% since 2010, and is projected to grow another 2.2% by 2025. With only 0.7 inches of average rainfall during the summer, Boise's dry climate makes the city an attractive location for an artificial grass franchise.



WICHITA, KS



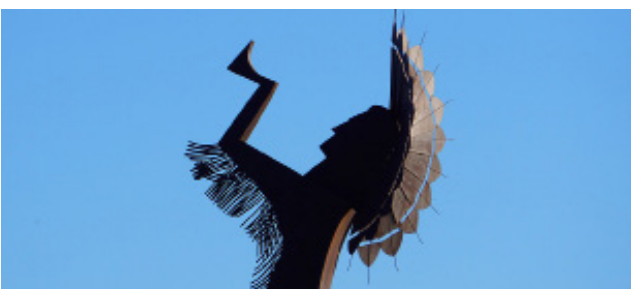
artificial grass demand defined by Google searches



Population: 652,661

Income: \$55,111

Wichita is the largest city in Kansas as well as a significant hub of the state's industry. It's home to Wichita State University, and its major industries are healthcare, manufacturing, and oil.





LOUISVILLE, KY



artificial grass demand defined by Google searches

Population: 1,295,986

Income: \$58,662



Louisville is the largest city in Kentucky and home to the University of Louisville, the Kentucky Derby and three Fortune 500 companies. Its citizens are focused on their curb appeal, spending an average of \$450 annually on lawn care. By 2025, Louisville is projected to grow its population of almost 1.3 million by 0.6%.

Other Kentucky Markets and artificial grass demand

Lexington, KY



SHREVEPORT, LA



artificial grass demand defined by Google searches

Population: 468,548

Income: \$44,019

Shreveport serves as a hub for the Ark-La-Tex region and is the junction for I-20 and I-49, making it an ideal stop for any routes from Dallas to Atlanta. Shreveport tends to avoid major weather events that can barrage the southern end of the state. Shreveport's positioning and fair weather make it a great option for an artificial grass franchise.

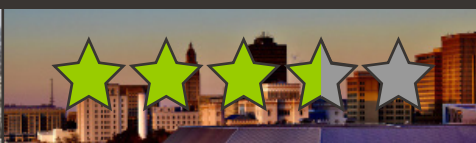


Other Louisiana Markets and artificial grass demand

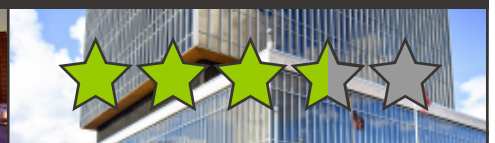
New Orleans, LA



Baton Rouge, LA



Lafayette, LA



KANSAS CITY, MO



artificial grass demand defined by Google searches

Population: 2,138,147

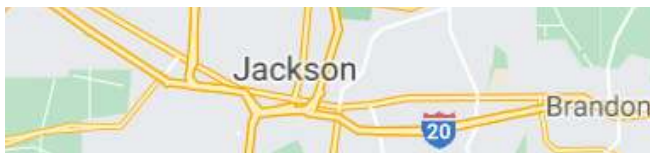
Income: \$66,910

Kansas City is one of the nation's largest logistical hubs, and the abundance of major highways results in a lack of congestion that will make acquiring and moving products relatively easy. It's also the nation's 23rd cheapest city to live, but residents are certainly ready to invest in their homes, as the area ranks #7 on this list in dollars spent on lawn care.



Other Missouri Markets and artificial grass demand

St. Louis, MO



JACKSON, MS



artificial grass demand defined by Google searches

Population: 552,437

Income: \$56,003



Jackson ranks 10th on this list for "artificial grass" searches on Google. It has a healthy mix of younger families and retirees, and the southern climate would allow for year-round installations of artificial grass.



BILLINGS, MT



artificial grass demand defined by Google searches

Population: 170,637

Income: \$57,000

Billings ("The Magic City") is the largest city in Montana and continues to grow faster than any city in the state. It's certainly a dry area, with only 13 inches of rain per year, which would bode well for an artificial grass franchise – and the interest is certainly there. Billings ranks #4 on our list when it comes to Google searches for "artificial grass."



CHARLOTTE, NC



artificial grass demand defined by Google searches

Population: 2,255,245

Income: \$66,782



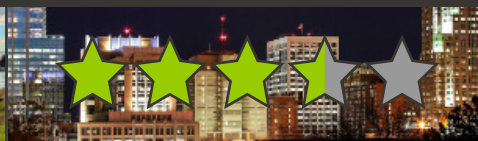
Ranked the #6 Best Place to Live by US News and World Report, Charlotte grew in population 2.06% between 2010 and 2020, and is projected to grow another 1.93% by 2025. Its citizens are focused on their curb appeal, spending an average of \$500 annually on lawn care. Charlotte also happens to be the second-largest banking center in the US.

Other North Carolina Markets and artificial grass demand

Wilmington, NC

Raleigh-Durham, NC

Greensboro-High Point, NC



RENO, NV



artificial grass demand defined by Google searches

Population: 578,536

Income: \$61,965

US News and World Report ranks Reno as having the #17 Best Quality of Life in the US. The population of Reno has grown 1.5% since 2010 and is projected to grow another 1.5% by 2025. Artificial grass is very clearly a topic of interest here. In the US, Google ranks Reno as behind only El Paso and Tucson in searches for the term “artificial grass.”



TULSA, OK



artificial grass demand defined by Google searches

Population: 974,097

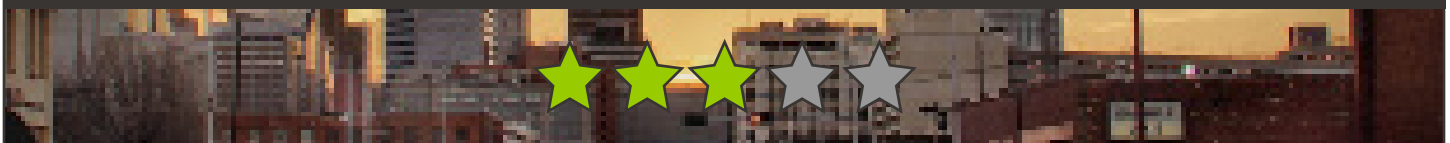
Income: \$56,883



Tulsa certainly has the climate for an artificial grass store. A yearly average temperature of 61 degrees and only 16 inches of rainfall will drive up demand and make year-round installations a possibility. Tulsa also cracks the Top 100 list of Best Places to Live.

Other Oklahoma Markets and artificial grass demand

Oklahoma City, OK



PORTLAND, OR



artificial grass demand defined by Google searches

Population: 2,437,096

Income: \$75,806

US News and World Report ranks Portland as the 9th best place to live in the nation. The population of Portland has grown 1.2% since 2010 and is projected to grow another 1.2% by 2025. Its citizens are focused on their curb appeal, spending an average of \$520 annually on lawn care. Moderate temperatures make year-round grass installation a possibility.



Other Oregon Markets and artificial grass demand

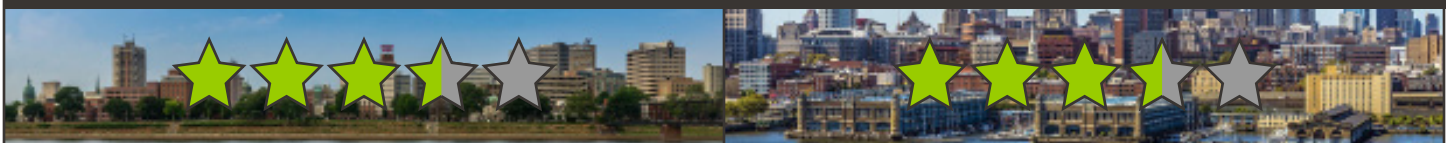
Medford-Klamath Falls, OR



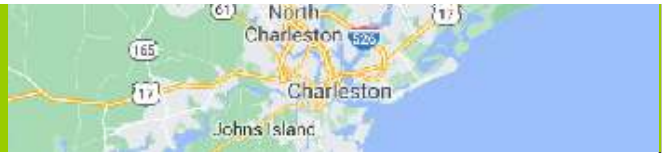
Other Pennsylvania Markets and artificial grass demand

Harrisburg-Lancaster, PA

Philadelphia, PA



CHARLESTON, SC



artificial grass demand defined by Google searches

Population: 721,896

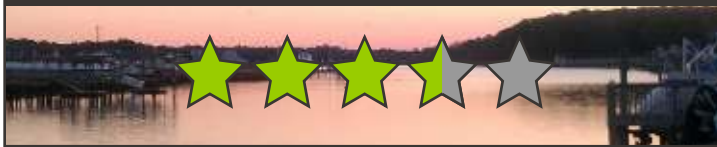
Income: \$66,564

Charleston has grown almost 2% since 2010 (and is projected to grow another 2% by 2025). This rapid population growth landed Charleston at #16 on the US News and World's list of Fastest Growing Places. The southern climate is certainly conducive to an artificial grass business, with an average temperature of 67 degrees, one could certainly install outdoors all year long.

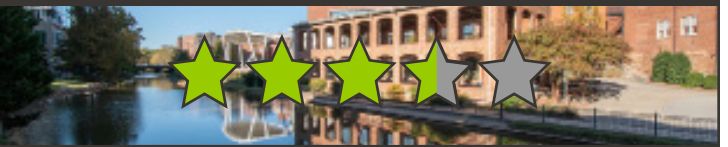


Other South Carolina Markets and artificial grass demand

Florence-Myrtle Beach, SC



Greenville-Spartanburg, SC



CHATTANOOGA, TN



artificial grass demand defined by Google searches

Population: 765,323

Income: \$52,940



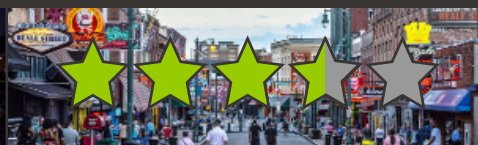
US News and World Report ranks Chattanooga as the #19 Best Place to Retire in the US. Interstates 75 and 24 run through the city, connecting Chattanooga to Atlanta, Birmingham, and Knoxville. The southern climate would allow for artificial grass installations year-round, as winter temperatures average 42 degrees.

Other South Carolina Markets and artificial grass demand

Knoxville, TN



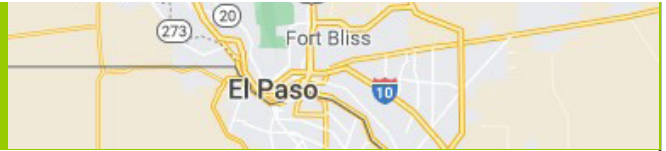
Memphis, TN



Nashville, TN



EL PASO, TX



artificial grass demand defined by Google searches

Population: 979,008

Income: \$41,693

The climate in El Paso is certainly ripe for artificial grass. Its hot desert climate and annual rainfall of under 9 inches make outdoor artificial grass installation possible all year long. As a result, demand for artificial grass is incredibly high. In the US, Google ranks El Paso as behind only Tucson in searches for the term "artificial grass."



Other Texas Markets and artificial grass demand

Odessa-Midland, TX



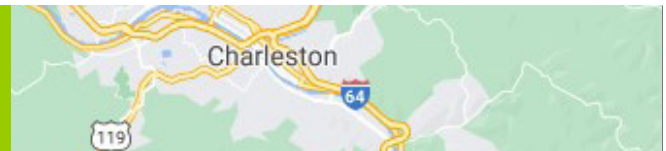
Laredo, TX



San Antonio, TX



CHARLESTON, WV

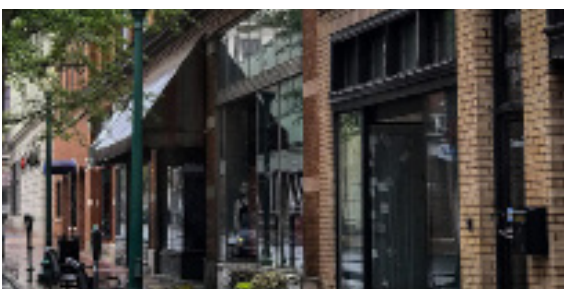


artificial grass demand defined by Google searches

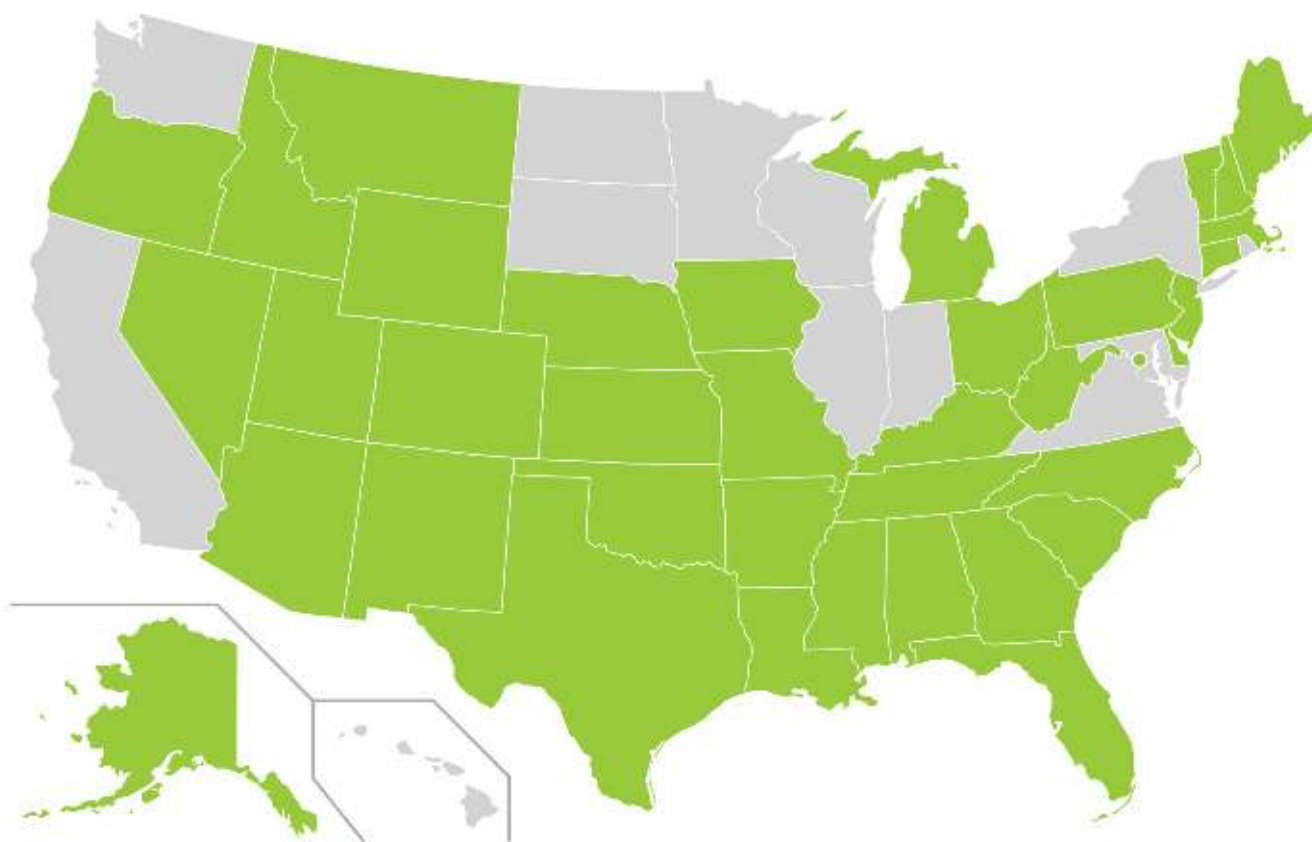
Population: 398,092

Income: \$43,743

Charleston is the capital and most populous city in West Virginia. It's also conveniently located at the intersection of interstates 79, 77, and 64. Additionally, Charleston is home to the University of Charleston and Yeager Airport.



Don't see a location you're interested in? No problem! We have tons more locations that are viable for a franchise. We'd be happy to discuss other options with you and get you all the information you need to feel confident in your choice of territory.



Book a Meeting with Us!
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franchising@purchasegreen.com



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