DUNVEGAN
GARDEN & GIFT

Itsy™ Magenta Petunia - New For 2026!

Petunia 'Itsy Magenta'

Height: 6 inches

Spread: 24 inches

Spacing: 18 inches

Sunlight: ○ ◐

Hardiness Zone: (annual)

Group/Class: Itsy Series

Description:

A trailing variety perfect for garden landscapes, patio containers and hanging baskets; small, bold and vibrant magenta trumpeted flowers blanket compact, well branched plants; low maintenance, deadhead to encourage new blooms

Ornamental Features

Itsy Magenta Petunia is covered in stunning fuchsia trumpet-shaped flowers at the ends of the stems from mid spring to mid fall. Its pointy leaves remain green in colour throughout the season.

Landscape Attributes

Itsy Magenta Petunia is a dense herbaceous annual with a trailing habit of growth, eventually spilling over the edges of hanging baskets and containers. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.



Itsy Magenta Petunia flowers
Photo courtesy of NetPS Plant Finder



Itsy Magenta Petunia in bloom
Photo courtesy of NetPS Plant Finder

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This plant will require occasional maintenance and upkeep. Trim off the flower heads after they fade and die to encourage more blooms late into the season. It is a good choice for attracting bees, butterflies and hummingbirds to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Itsy Magenta Petunia is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting
- Hanging Baskets



Itsy Magenta Petunia in bloom
Photo courtesy of NetPS Plant Finder

Planting & Growing

Itsy Magenta Petunia will grow to be only 6 inches tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. Its foliage tends to remain low and dense right to the ground. This fast-growing annual will normally live for one full growing season, needing replacement the following year.

This plant does best in full sun to partial shade. It does best in average to evenly moist conditions, but will not tolerate standing water. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Itsy Magenta Petunia is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. Because of its trailing habit of growth, it is ideally suited for use as a 'spiller' in the 'spiller-thriller-filler' container combination; plant it near the edges where it can spill gracefully over the pot. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.

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