



What do consumers use their gardens for?

Market Insights

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Introduction

The UK’s 20 million domestic gardens are used for many purposes depending on the customer demographic. This factsheet outlines how consumers use their gardens to identify triggers for engaging with gardening and garden products.

Uses of the garden

Majority of people with their own private garden use them as a place to relax (72%). This is unsurprising given that 84% of UK adults agree that gardens and public green spaces benefit their state of mind. Almost two-thirds (62%) grow plants, trees or flowers in their gardens, whilst 34% grow their own food. For many, the garden is a place to spend leisure time, entertaining family or friends (42%), dining outside (40%), or somewhere the children can play (22%).

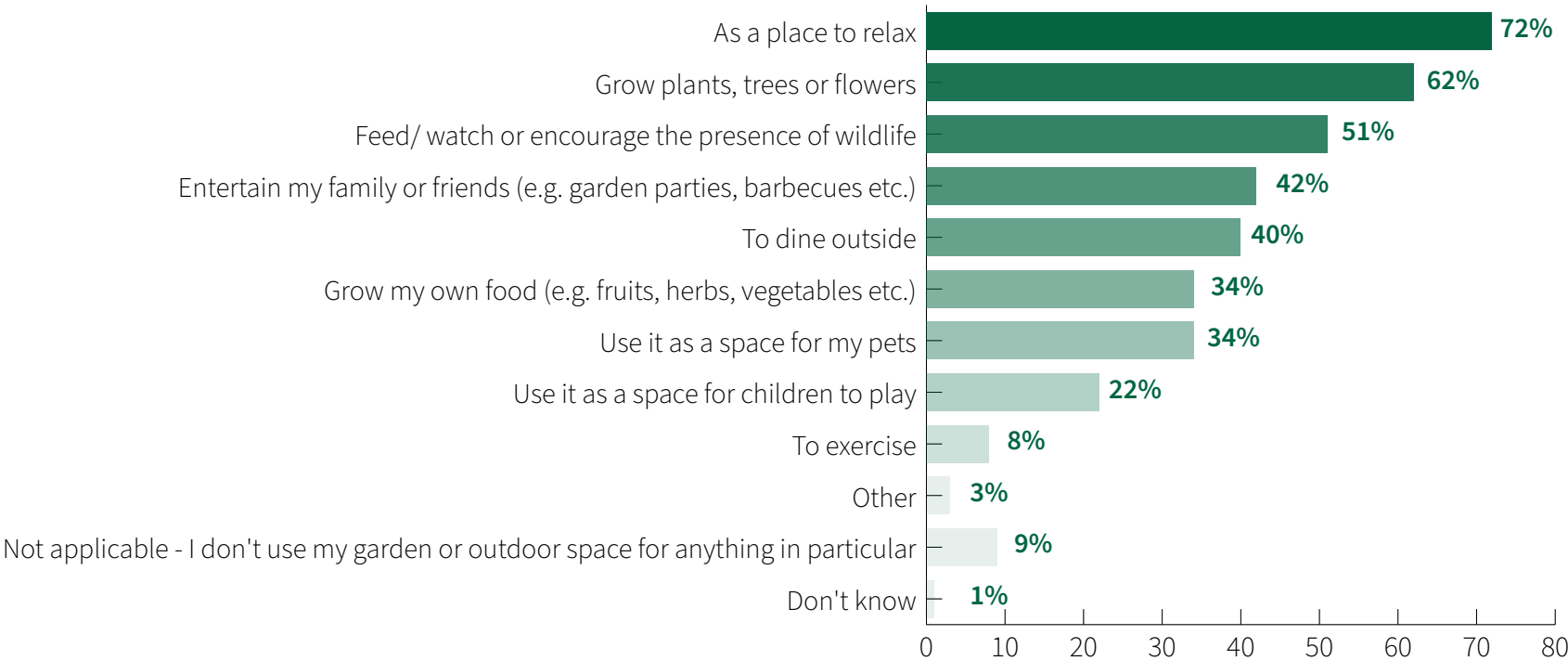


Figure 1. Activities that consumers use their gardens for

Uses of the garden by age

Across all age groups, gardens are most commonly used as a place to relax. Over 45s tend to use their gardens for more purposes generally, likely a result of greater home ownership, larger homes/gardens and greater leisure time once the children have grown up or retirement age is reached. Most notably, older age groups are significantly more likely to encourage wildlife in their gardens (61%), grow plants (74%) and their own food (39%). Whilst for younger consumers, the garden is more likely to be given over to the children to play in, and the garden as a place for entertaining/socialising is more important.

Table 1. Ways the garden is used by age group.

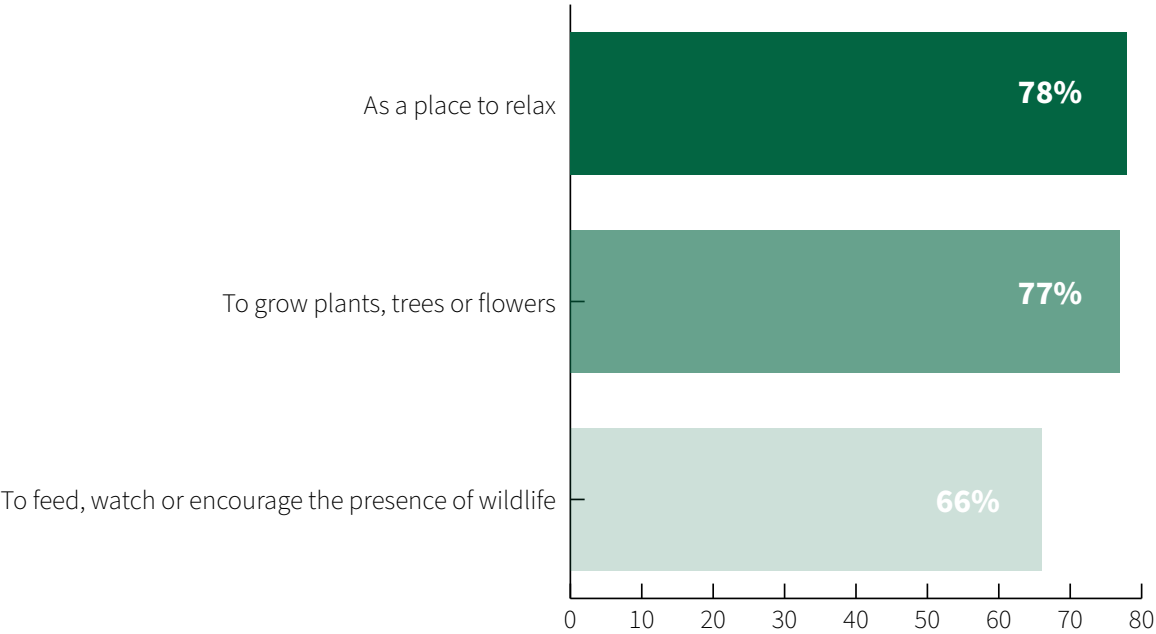
Garden Use	Under 45s	Over 45s
Feed/ watch or encourage the presence of wildlife	37%	61%
Entertain my family or friends (e.g. garden parties, barbecues etc.)	40%	43%
Use it as a space for children to play	25%	19%
Use it as a space for my pets	34%	33%
Grow my own food (e.g. fruits, herbs, vegetables etc.)	28%	39%
Grow plants, trees or flowers	47%	74%
To exercise	8%	7%
As a place to relax	62%	80%
To dine outside	35%	43%
Other	2%	3%
Don't know	1%	0%
Not applicable - I don't use my garden or outdoor space for anything in particular	13%	6%

Green highlighted text shows where there are statistically significant differences by age group.

Top 3 uses of the garden by Garden Consumer Segment

Here we look at the top 3 uses of the garden amongst the 3 biggest spending garden consumer groups according to HTA's Garden Consumer Segmentation.

Gardening Elders



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-  12% of UK households
-  18% outdoor plant spend

Gardening Elders are mainly retired and aged over 65, and have lived in their houses for a long time. They're the keenest gardeners with lots of disposable leisure time who turn to 'expert' sources for information, and like to share their knowledge with family and friends.



Garden Prouds

-  22% of UK households
-  29% outdoor plant spend

Garden Prouds are wealthy mid-to-late life professionals in large houses with moderate interest in gardening and high spend. Their garden is a space to be proud of, where they like to host family and friends. Quality is really important to them as well as time-saving amid their busy lives.

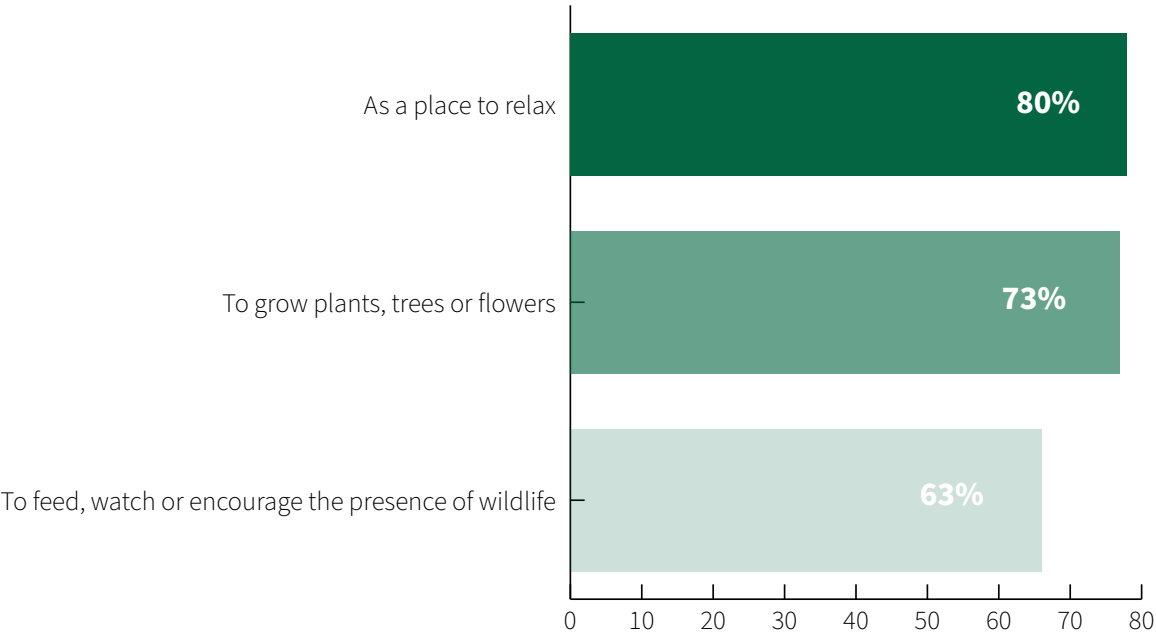


Family Focus

-  10% of UK households
-  12% outdoor plant spend

Family Focus' gardens are a place for adults to socialise and children to play. They like to grow plants and edibles, but are not particularly expert gardeners. They spend highly on garden leisure and visit garden centres a lot, both for the garden and seasonal events.

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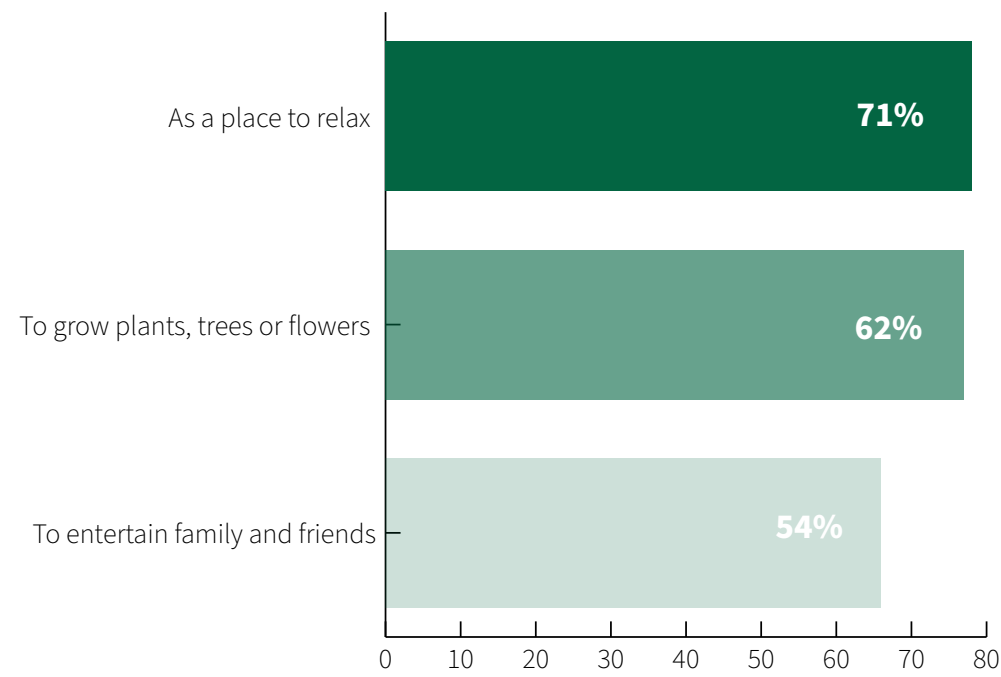


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References: YouGov for HTA (December 2023)



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