



# Domestic Garden Size and Contents

## Market Insights

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## Garden Size and Contents

### Introduction

In the UK, **78% of adults aged 16+ have access to a private garden**. There are approximately **20 million domestic gardens across the UK**, containing a variety of things and used for many purposes depending on the customer demographic.

This factsheet describes the **average garden size and garden contents of all UK gardens and those of under 45s and over 45s separately**.

Whilst the keenest of gardeners and core garden centre customers are likely to be older, understanding younger customer garden sizes and compositions could mean opening up to more sales opportunities and understanding a wider range of customer needs.



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All UK Gardens

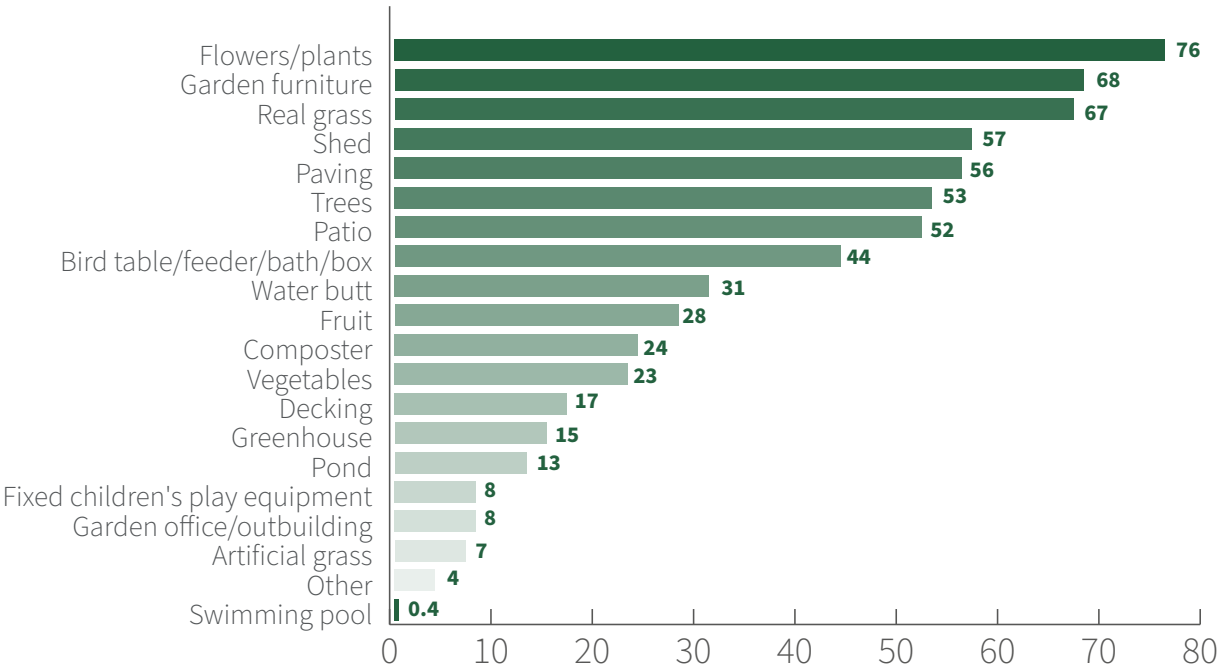
The average garden size (front, back and sides) is 15 x 15 metres squared, which is approximately half the size of a basketball court!

The most common items in UK gardens are flowers and plants (76%) and real grass (68%), despite the 5th most popular option being paving (56%). The garden is a popular place to entertain and relax, with over two thirds (68%) of gardens containing garden furniture. Trees (53%) and fruits (28%) are also plant-based contents within UK gardens, whilst 44% have a bird table/bath/box to encourage wildlife.



Items in the Garden (%)

Base: 3,147 UK adults aged 16+ with access to a private garden



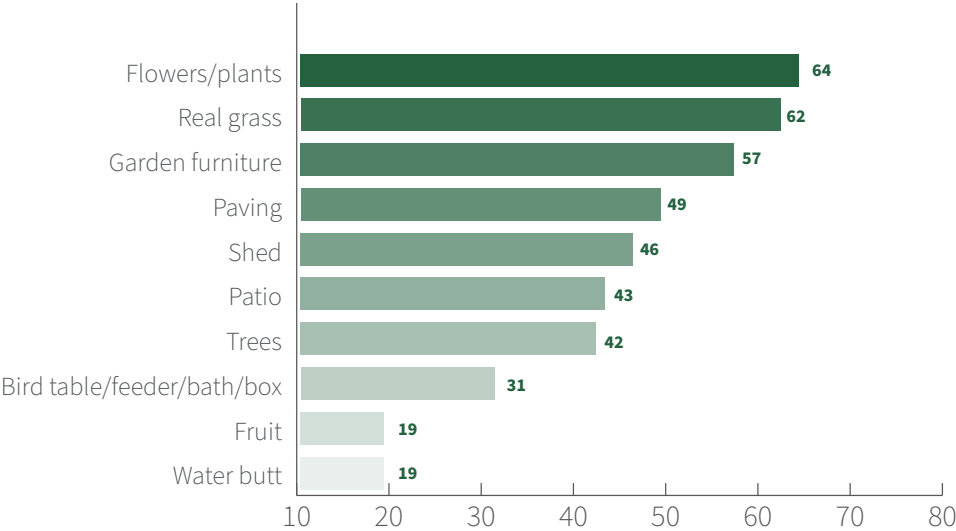


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Under 45s

Gardens of under 45s are slightly smaller than average, at 14.2 x 14.2 metres squared. Younger generations are more likely to be renting or earlier on in the property ladder, and so are likely to have smaller homes and gardens, and may not have the space for a lot of garden items. Overall, gardens of under 45s have less in them than gardens of over 45s. Once again, flowers/plants were the most popular item in the garden (64%), followed by real grass (62%). Paving (49%) comes in 4th position versus 5th position compared with all gardens. The composition of the garden is similar to the overall UK figures, with flowers/plants and trees and fruit grown, showing that despite the smaller size of gardens, there is still appeal for plants and trees, possibly as more ‘portable’ solutions in pots and containers.

Top 10 items in the garden for under 45s with a private garden (%)



1,327 16 – 44 year olds with access to a private garden



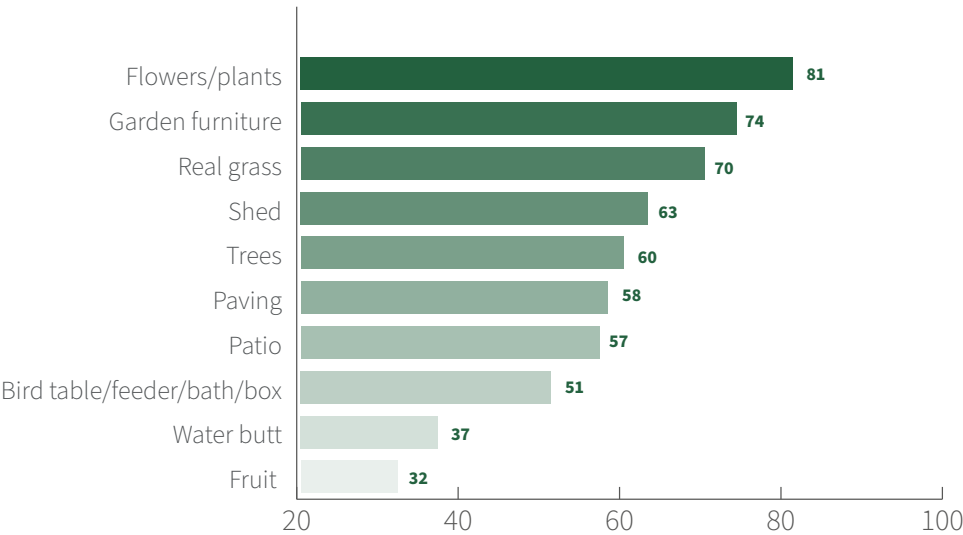
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Over 45s

Gardens of over 45s average at 15.6 x 15.6 metres squared. They also generally have more items in them, likely due to a keener interest in gardening. Older generations tend to be wealthier and with larger homes and families. Paving is lower down the top 10 than both average and under 45s gardens, with potentially more garden space dedicated to grass and plants. Gardens of over 45s are also conscientious towards the environment. For example, 37% claim to have water butts in their garden, higher than 19% of under 45’s gardens. This difference was statistically significant.



Top 10 items in the garden for over 45s with a private garden (%)



1,821 aged 45+ participants with access to a private garden



Reference: YouGov for HTA (December 2023), Base: 4,023 UK adults aged 16+