



Where do consumers get their ideas for the garden from?

Market Insights

December 2024

hta.org.uk

marketinfo@hta.org.uk



Introduction

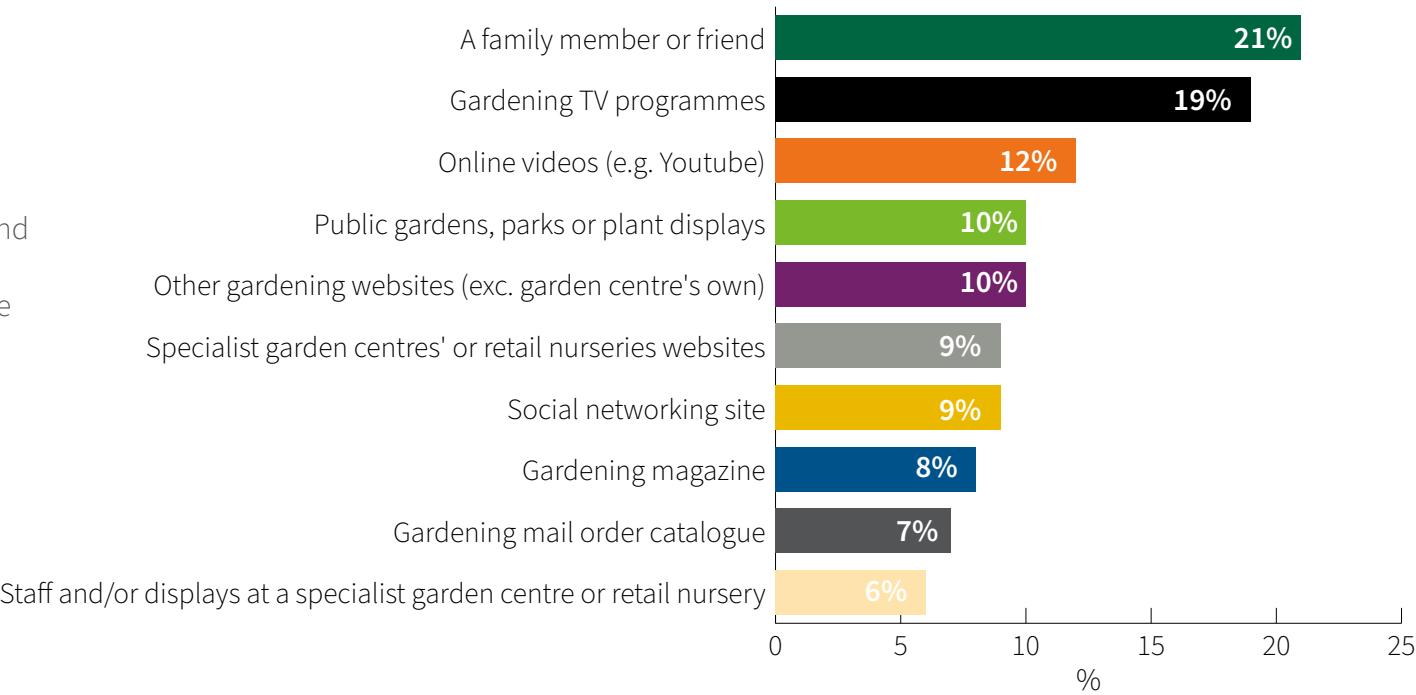
In the UK, **78% of adults aged 16+ have access to a private garden**. That’s approximately 20 million domestic gardens across the UK, in a variety of styles and garden designs depending on the customer demographic. This factsheet explores how consumers find their ideas for gardening. As a garden business providing the products and services that can be used to make these ideas a reality, knowing the key sources of inspiration could be advantageous. You can then use those sources of inspiration to your benefit, especially those from your three main customer segments, Family Focus, Garden Prouds and Garden Elders.

Top 10 Sources of Ideas

Overall, the most popular source of inspiration for the garden is family & friends, used by 21% of UK adults with a garden. This highlights the opportunities around referral schemes and the value of family that gardening has.

This is followed by Gardening TV programmes (19%). Keeping abreast of what type of plants and landscaping are used in gardening shows can help improve sales as consumers look to imitate trends seen on screen. Sources of inspiration however does differ by age.

Figure 1. The top 10 sources of ideas to improve the garden or outdoor space



Age Impacts Sources of Inspiration

Younger people are more likely to use social media or speak to their relatives i.e. parents or friends to gain inspiration for their gardens. But, older generations use TV shows and specialist garden centres and their websites to find ideas. Depending on who your target market and core customer demographic is, these differences are important to understand as different consumers engage with different types of gardening content. Here we look at the 3 biggest spending garden consumer groups according to **HTA's Garden Consumer Segmentation**.

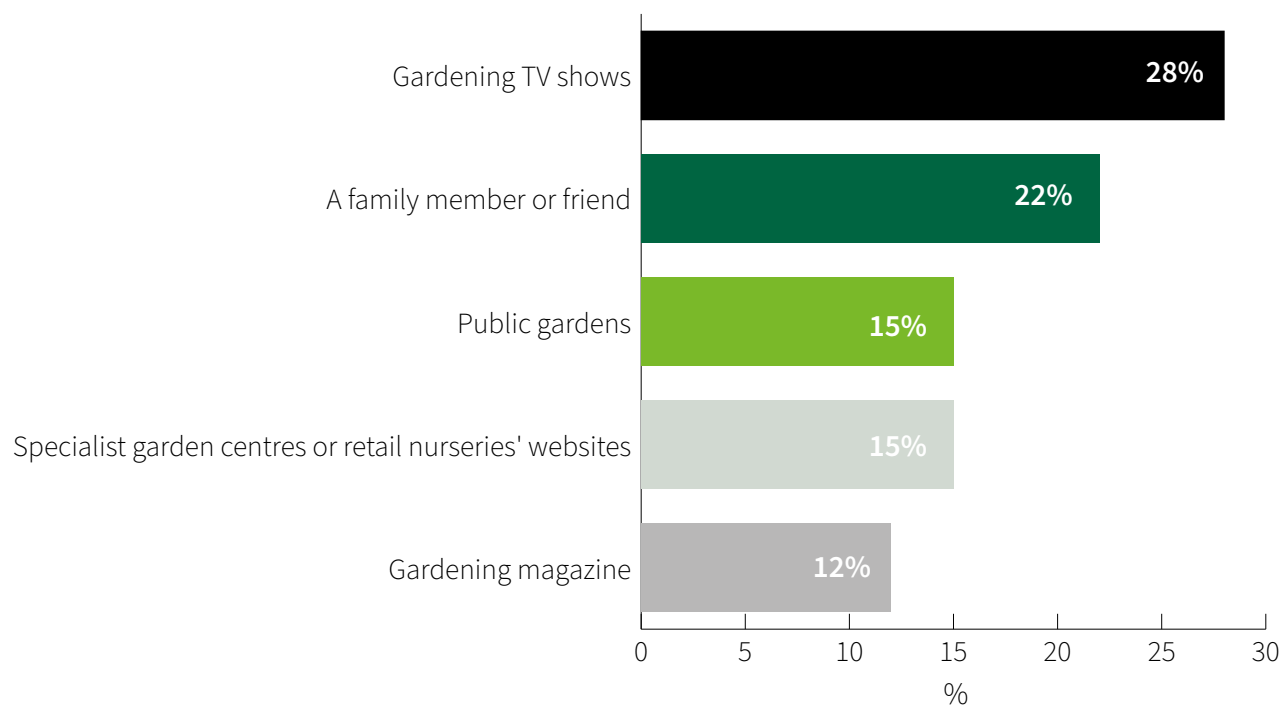
Source of Ideas	16-24	25-34	35-44	45-54	55-64	65-74	74+
A family member or friend	16%	25%	24%	21%	21%	20%	19%
A social networking site (e.g. Facebook, Instagram etc.)	5%	16%	11%	10%	8%	5%	2%
Online videos (e.g. YouTube tutorial)	9%	16%	14%	13%	11%	9%	6%
Gardening TV programmes	5%	9%	14%	20%	26%	31%	25%
Gardening radio programmes	1%	2%	3%	4%	5%	8%	8%
Gardening magazines	3%	5%	5%	8%	10%	12%	11%
Home/ lifestyle magazines	2%	4%	4%	6%	6%	7%	3%
The staff and/ or displays at a specialist garden centre or retail nursery	2%	3%	4%	7%	7%	9%	7%
Public gardens, parks or plant displays	7%	8%	10%	9%	13%	14%	9%
A gardening club	1%	1%	1%	1%	0%	2%	4%
A gardening mail order catalogue	2%	2%	2%	5%	10%	14%	14%
Other gardening websites (excluding garden centre's websites)	2%	9%	9%	11%	12%	12%	9%
Specialist Garden Centres' or retail nurseries' websites	3%	4%	6%	8%	14%	15%	15%
Other	1%	2%	2%	2%	2%	2%	1%

Table 1. Sources of ideas to improve the garden or outdoor space by age

Key: Yellow = the most popular source of idea for each age group

MARKET INSIGHTS

Garden Consumer Segments: Gardening Elders Top 5 Inspirations



Roughly a quarter of the older garden segments (Gardening Elders and Garden Prouds) find their inspiration from gardening TV shows. They also are more likely to use garden centre or other gardening websites to get ideas.



Gardening Elders



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

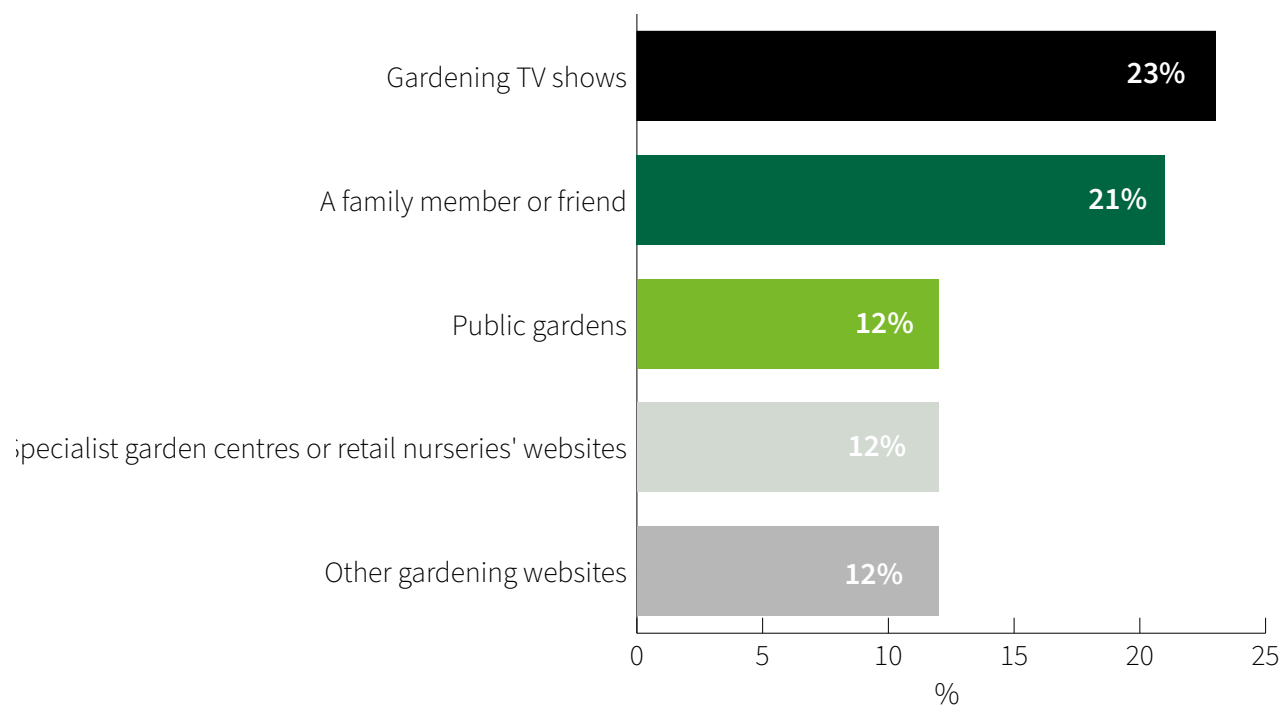


12% outdoor plant spend

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.

MARKET INSIGHTS

Garden Consumer Segments: Garden Prouds Top 5 Inspirations



Roughly a quarter of the older garden segments (Gardening Elders and Garden Prouds) find their inspiration from gardening TV shows. They also are more likely to use garden centre or other gardening websites to get ideas.

Gardening Elders



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 best gardeners with lots of disposable leisure time, which turn to expert gardeners 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



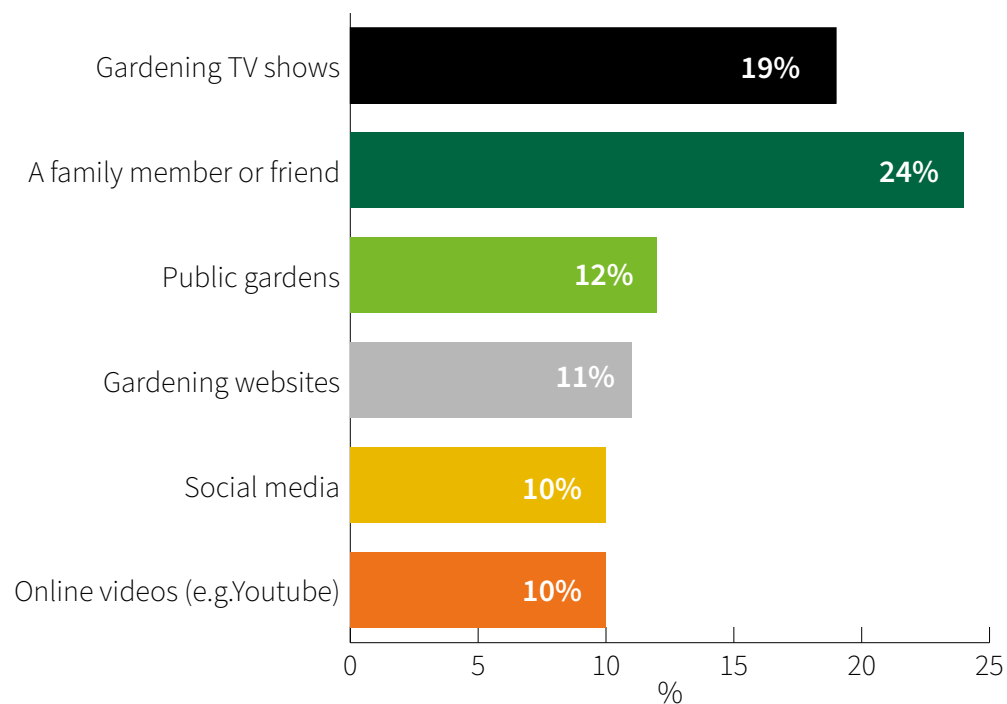
12% outdoor plant spend



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.

MARKET INSIGHTS

Garden Consumer Segments: Family Focus Top 5 Inspirations



Family focus, who are middle-aged, ask family for advice, and are more inclined to be inspired by social media and online videos.



Gardening Elders

 **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 best 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.

MARKET INSIGHTS

Garden Consumer Segments: More Information

Please [click here](#) for more information on all 9 consumer segments.



Gardening Elders

- 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.

References

YouGov for HTA (October 2022), Base: 6,105 UK adults aged 16+