

# What Garden?

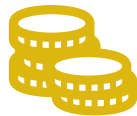


Younger than average renters with low incomes who have a very small garden or none at all



**15%**

**GB households**



**5%**

**Garden market spend**



**Keeness on gardening**

## About What Garden?

The What Garden? segment spans all age groups but tends to be young couples living in rented flats with very little or no outdoor gardening space. They aren't particularly interested in gardening or home DIY as they tend to move frequently, so unsurprisingly they are the lowest spending segment. They have stretched incomes too, so spending what little they have on gardening is a low priority. Low-cost, low-effort, high-impact, portable solutions are likely to appeal to these consumers who if they get ideas for their gardens at all, tend to get ideas from family and friends, social media, and non-gardening specific TV. They say they like to buy new products before their friends do and find they're often swayed by the views of others when deciding whether or not to make a purchase.



**Jordan & Francesca**



**Under 45**

**27%**  
**Finding it difficult  
on present income**

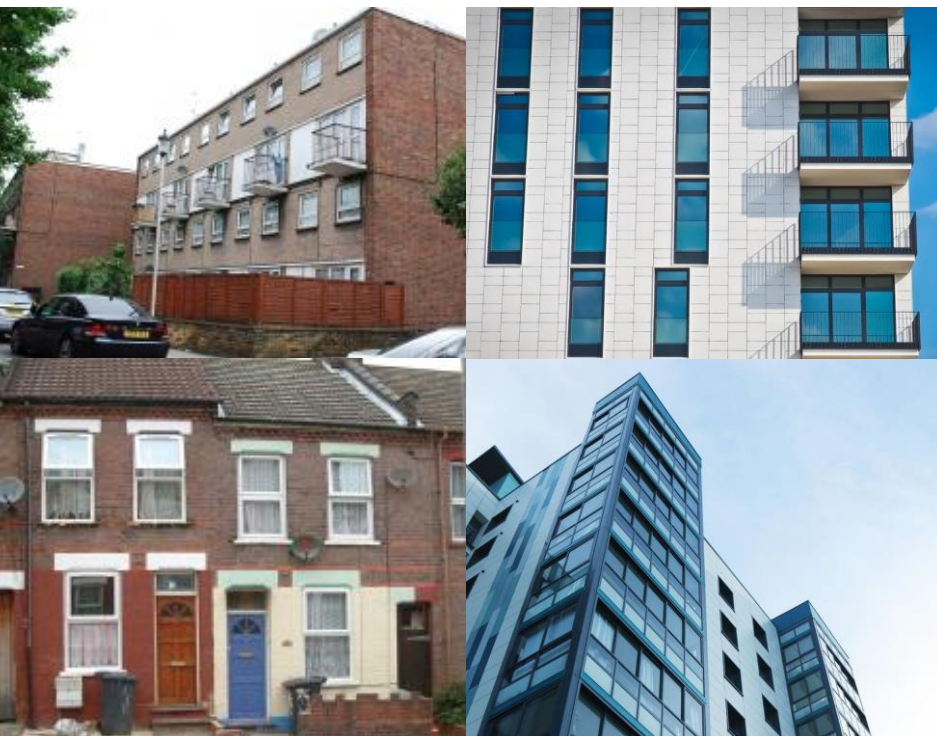


**32%**  
**Have a Garden  
(incl. communal)**

**58%**  
**Look for the  
lowest prices  
when shopping**



**22%**  
**Easily swayed by  
others' views**



# What Garden?

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## Character profile



**57%**  
aged under 44  
18% are 65+



**62%** rent their homes  
**58%** live in a flat/maisonette



**55%**  
Household  
income <£29,999



**22%** have children aged under 11  
**18%** have grandchildren



**37%** work full-time  
**14%** work part-time (<30hrs)  
**18%** retired

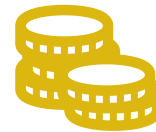
## Their gardens & garden spend



**32%** have a  
Garden  
2% an allotment

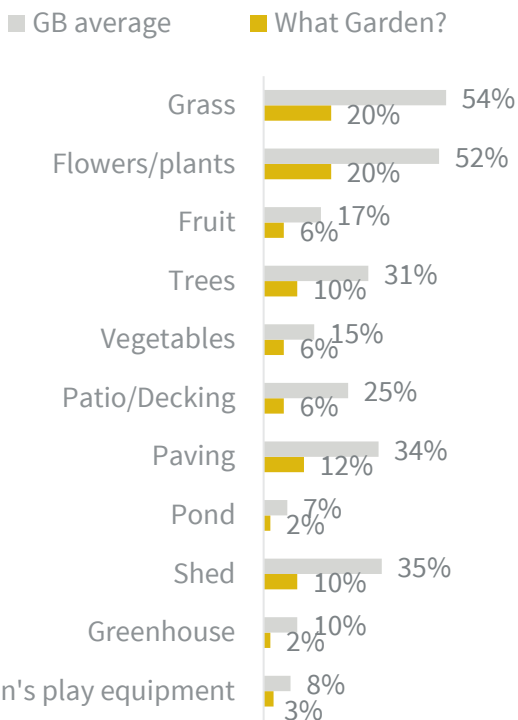


**16.1million**  
Visits to garden  
centres /yr.  
(8% of total visits)



**£57**  
average total  
garden spend /yr.

### What's in their gardens?



	GB avg	What Garden (15% GB households)	
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Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	<b>£17</b>	<b>5%</b>
Garden leisure	£42	<b>£13</b>	<b>4%</b>
Garden care & tools	£74	<b>£27</b>	<b>5%</b>

What Garden?s spread the age groups but tend to be young couples under 45. They primarily live in rented flats with virtually no garden space – any space they have may be communal, a window box/balcony or very small; and as such they have much less in them than the average household. They make up 15% of British households, however they make up only 5% of garden retail market spending, reflecting their lack of garden and interest in gardening.

Note: average spend figures are based on average household spend. Garden retail spend excludes spend on garden buildings and professional services.

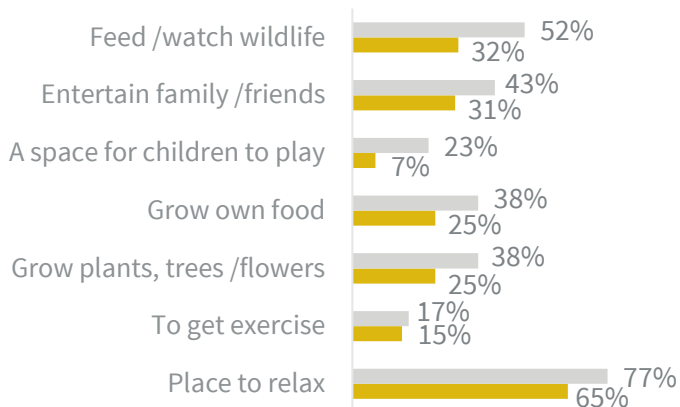
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## Key garden hooks

What do they use their garden/outdoor space for?

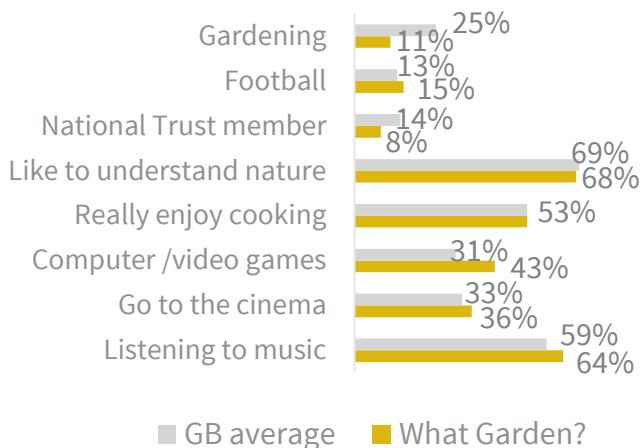
■ GB average ■ What Garden?



## Other interests & hooks



### Hobbies & interests



■ GB average ■ What Garden?



**84%**  
Agree gardens/green spaces benefit their state of mind



**80%**  
Agree gardens/green spaces benefit their physical health



**83%**  
Agree access to a gardens/green spaces is important to them



**89%**  
Agree gardens /green spaces help to support wildlife

## Promotions & messaging likely to appeal to What Garden?:

- > Low price, value/budget ranges
- > Low-effort ideas for small or shared gardens and balconies
- > Indoor/container gardening & houseplants for small spaces
- > Impulse purchase opportunities in store

Consumers in the What Garden? segment most frequently use their gardens or outdoor spaces to relax. Watching /feeding wildlife and entertaining family/friends are a priority for one third, whilst one quarter like to grow their own food, plants and flowers. They enjoy cooking, video games, listening to music and going to the cinema. They're often keen to keep up with trends being easily swayed by the views of others and they often buy new products on the spur of the moment before their friends do. Due to their restricted disposable income, low price budget ranges are likely to appeal and particularly portable solutions as many are in rented flats and move frequently.



**42%**  
Agree they often do things on the spur of the moment vs 36% GB



**22%**  
Find they're easily swayed by the views of others vs 17% GB



**21%**  
Say they buy new products before most of their friends vs 18% GB



**58%**  
Say they look for the lowest prices when shopping vs 54% GB

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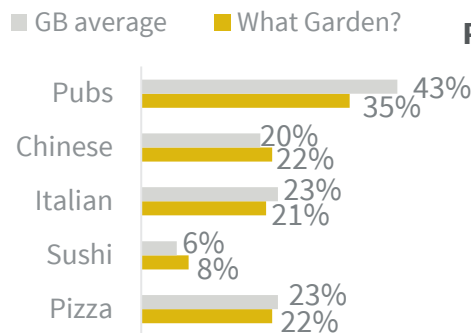
## Garden centre catering

What Garden?s are more likely than average to prefer eating vegetarian or vegan diets and buy organic fruit and vegetables more regularly than average too. They make up 11% of people who say they've visited a garden centre café/restaurant in the last 3 months, though their lower income means they likely don't eat out often. When they do they also like to eat foreign cuisines such as Chinese and Sushi.



**23%**  
Prefer to eat vegetarian foods  
vs 19% avg.

### Restaurants visited in last 12mths



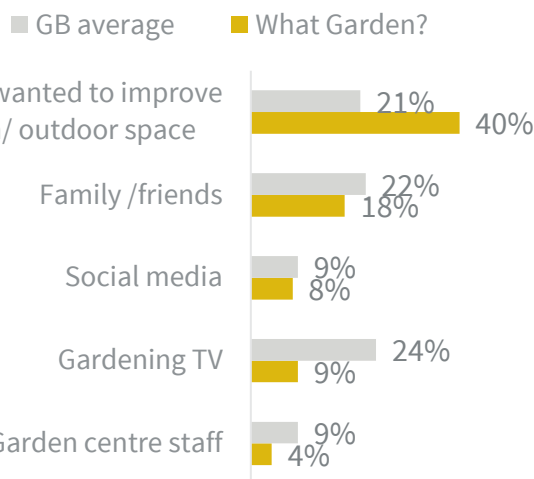
**18%**  
Prefer to eat vegan foods  
vs 13% avg.



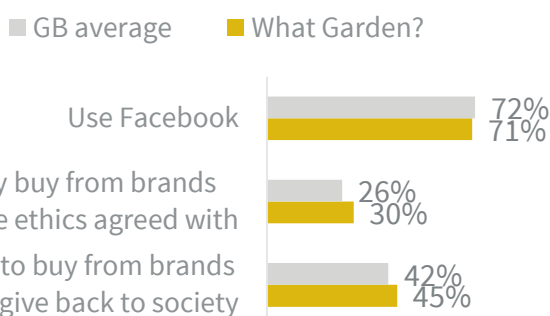
**25%**  
Say you can't trust ingredient labels on food products  
vs 19% avg.

## How to reach them

### Where do they get ideas for the garden?



### Media consumed & expectations from brands



## How to act



### Core expectations from brands, products or services:

- Low cost
- Minimise the amount of gardening they have to do
- Solutions for small spaces, balconies or flats

### Preferred marketing tone:

- Reassurance about not having gardening knowledge, time or passion to commit
- Feeling of a bargain/value for money
- A space/products to make friends jealous

### Preferred information channel:

- Not gardening-specific media
- Family & friends
- Social media

### Most responsive to:

- Special offers/budget ranges
- New product releases

**Find out more about how you can use this pen portrait to target consumers on social media, in the segmentation User Guide**