



UK Garden Centre and Café visits

Market Insights

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Introduction

There are an estimated 1,500 garden centres and retail nurseries in the UK, making up a substantial part of the UK’s retail and leisure sector.

This factsheet covers the number of visits made to UK garden centres and their café’s in 2024, and looks at how each of these vary by different age groups.

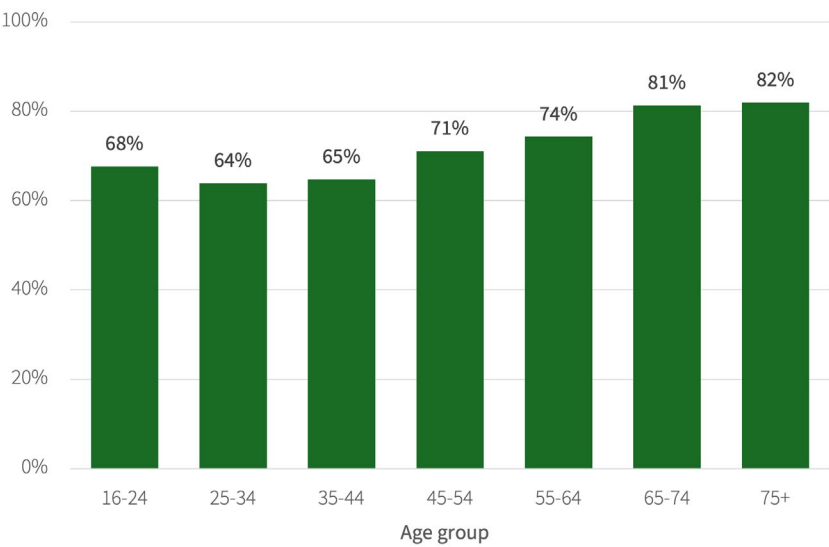


Figure 1. Proportion of UK adults who have visited a garden centre in the last 12 months split by age group

Visits to Garden Centres and Cafes

An estimated 203 million visits were made to UK garden centres in 2024. Of these visits, 148 million also include a visit to the garden centre café or restaurant, demonstrating the significance and value that catering provides to garden centres.

Most UK adults visited garden centres in 2024, with 71% claiming to have made at least one garden centre visit. Amongst over-45s, this rises to 78% who said they visited a garden centre at least once in 2024.

Meanwhile, adults under 45-years-old were less likely than the average UK adults to make a visit to a garden centre in 2024. However, a majority of under-45s (65%) still made at least one visit in 2024 to a garden centre.

Throughout 2024, garden centre cafes attracted 56% of UK adults. This means that 82% of garden centre visitors used the cafe at least once during a visit in 2024, indicating that cafes are now an integral part of a customer’s garden centre experience.

Frequency of Visits

The average UK adult visited a garden centre 3.8 times in 2024. This figure increases to 4.7 visits among those who made at least one visit to a garden centre. Meanwhile, garden centre cafes and restaurants received an average of 2.8 visits per year from UK adults across 2024.

As the most likely group to visit a garden centre at least once, over-45s are also the most frequent visitors, having averaged 4.9 garden centre visits in 2024 – approximately one more visit per year than the national average. Over-45s were also more likely to visit garden centre cafes than the UK average in 2024, with 3.4 café visits made on average.

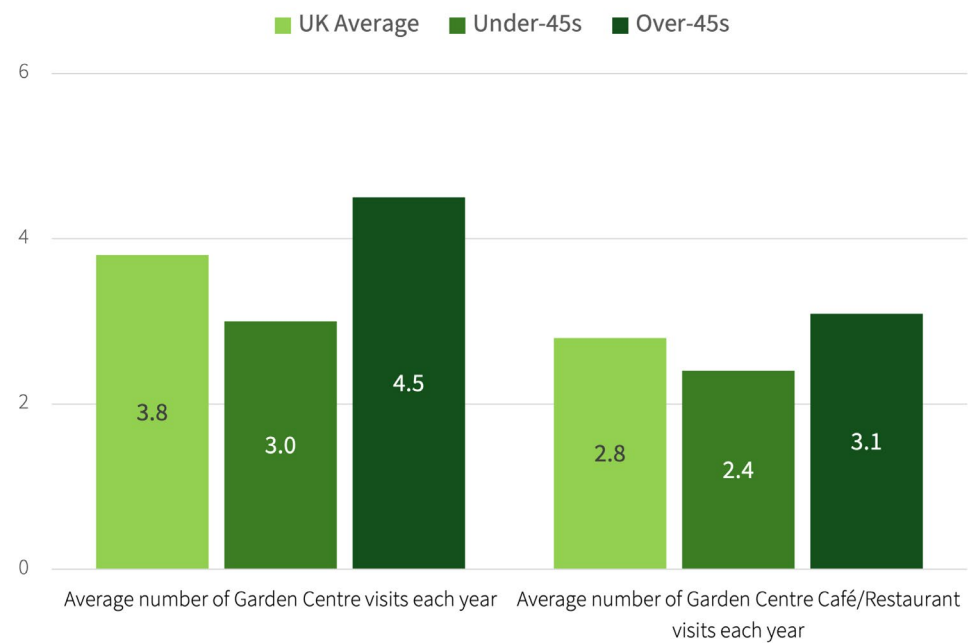


Figure 2. Average number of visits to garden centres and café/restaurants, split by broad age group

References

YouGov for HTA (December 2024)