HTA

Seasonality of different category sales in Garden Centres

Market Insights

October 2025

Introduction

Garden centres sell many products that span a range of different categories. Demand for different products fluctuates throughout the year, and a diverse range of goods enables Garden Centres to maintain a stable income outside of the core gardening season.

This factsheet highlights the effect of seasonality on the sales of product types throughout the annual year, using data collected via HTA's Garden Retail Monitor since 2022. The analysis in this report is split into two sections between the sales of gardening products and non-gardening products.

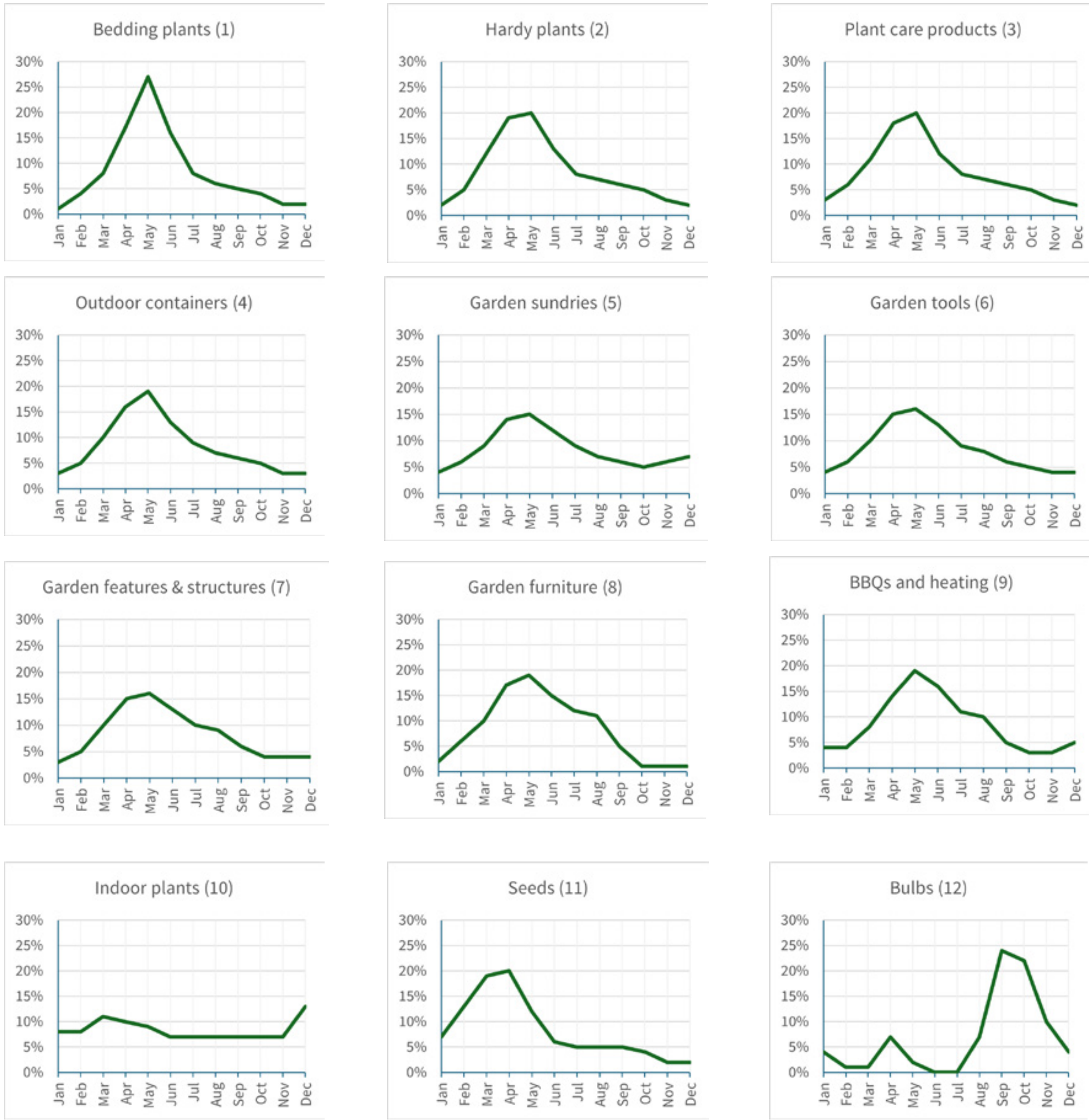
Gardening products

Most gardening products follow the same monthly trend (see Figures 1-8): sales start to rise rapidly between February and March, before peaking in May. Then, sales typically fall each month until the end of the year.

There are a couple of gardening products that exhibit different monthly trends to the majority of gardening categories. For example, sales of seeds begin earlier in the year, with sales starting to rise from January onwards (Fig. 11). Seed sales then peak in April rather than May (20% of annual seeds sales). Given that most seeds need to be sown at the start of the gardening season, this explains the earlier peak in annual sales.

Furthermore, monthly bulb sales exhibit a very different trend to other gardening categories (Fig. 12). Although a small peak occurs in April for sales of spring and summer bulbs, most bulb sales occur in September (24% of annual bulb sales) and October (22% of annual bulb sales). Similarly to seeds, this trend revolves around the seasonal planting requirements of bulbs.

Lastly, sales of indoor plants remain largely flat throughout the year (Fig. 10). A small peak occurs in March, following the start of the gardening season and the initial rise in garden centre footfall. The main peak for indoor plants occurs in December (13% of annual indoor plant sales). This is partially a product of Christmas gifting, but is primarily driven by sales of flowering houseplants, likely poinsettias.



Figures 1-12: Proportion of annual sales by month for various gardening product categories (2022-2024). See Table 1 for monthly data points by gardening category.

	Proportion of annual sales within a gardening category that fall into each month (%)											
Product category	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
Bedding and other plants	1%	4%	8%	17%	**27%**	16%	8%	6%	5%	4%	2%	2%
Plant care products	3%	6%	11%	18%	**20%**	12%	8%	7%	6%	5%	3%	2%
Hardy plants, shrubs and trees	2%	5%	12%	19%	**20%**	13%	8%	7%	6%	5%	3%	2%
Outdoor containers	3%	5%	10%	16%	**19%**	13%	9%	7%	6%	5%	3%	3%
Seeds	7%	13%	19%	**20%**	12%	6%	5%	5%	5%	4%	2%	2%
Indoor plants	8%	8%	11%	10%	9%	7%	7%	7%	7%	7%	7%	**13%**
Bulbs	4%	10%	10%	7%	2%	0%	0%	7%	**24%**	22%	10%	4%
Garden sundries	4%	6%	9%	14%	**15%**	12%	9%	7%	6%	5%	6%	7%
Garden features and structures	3%	5%	10%	15%	**16%**	13%	10%	9%	6%	4%	4%	4%
Garden tools and equipment	4%	6%	10%	15%	**16%**	13%	9%	8%	6%	5%	4%	4%
Garden furniture	2%	6%	10%	17%	**19%**	15%	12%	11%	5%	1%	1%	1%
BBQs and heating	4%	4%	8%	14%	**19%**	16%	11%	10%	5%	3%	3%	5%

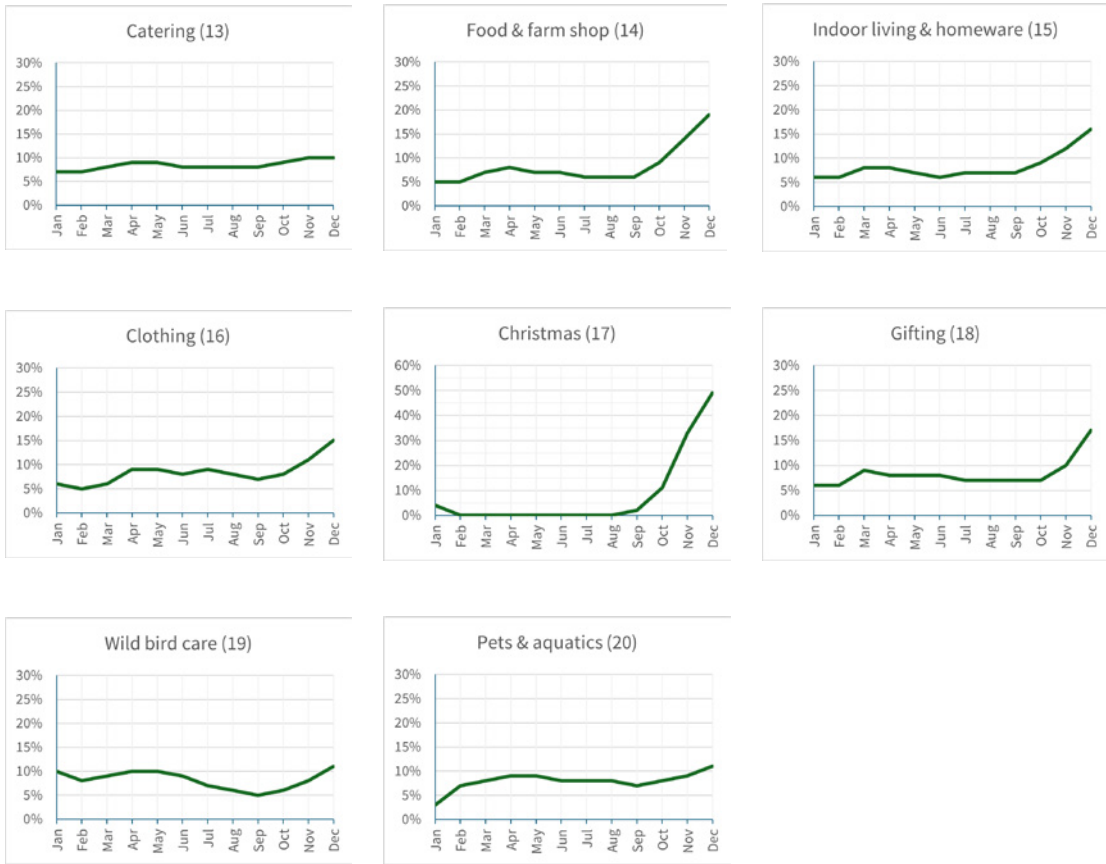
*Table 1 – Proportion of annual sales for different garden/gardening products by month (2022-2024) – peak months **highlighted in bold.***

Non-gardening products

Among non-gardening products sold in garden centres, slightly more variation in monthly trends can be seen. Catering sales (Fig. 13) remain largely even throughout the year, not appearing to be subject to any major seasonal variation. Wild bird care (Fig. 19) is also largely stable month-to-month but displays slight peaks in December-January (21% of annual wild bird care sales) and April-May (20% of annual wild bird care sales).

Most non-gardening products have their peak in sales in December, however the extent of this peak is dependent on categories' sales throughout the rest of the year. For example, sales of Christmas products are non-existent for most of the year (Fig.17), before spiking rapidly in December, which features 49% of annual Christmas sales. Most other non-gardening categories maintain a stable level of sales throughout the year, before peaking in December for around 10-20% of each category's annual sales.

Other smaller peaks can be observed for certain categories throughout the rest of the year. Gifting shows a slight peak of 9% of total annual gifting sales in March (Fig. 18), which is likely caused by the combination of Easter and Mothering Sunday. Meanwhile, the small April peak of 8% for food and farm shop could also be attributable to Easter sales (Fig. 14).



Figures 13-20: Proportion of annual sales by month for non-gardening product categories (2022-2024). See Table 2 for monthly data points by non-gardening category

	Proportion of annual sales within a gardening category that fall into each month (%)											
Product category	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
Catering	6%	7%	8%	9%	9%	8%	8%	8%	8%	9%	**10%**	**10%**
Food and farm shop	5%	5%	7%	8%	7%	7%	6%	6%	6%	10%	14%	**19%**
Indoor living and homewares	6%	6%	8%	8%	7%	6%	7%	7%	7%	9%	12%	**16%**
Clothing	6%	5%	6%	8%	9%	8%	8%	8%	7%	9%	12%	**14%**
Xmas	4%	0%	0%	0%	0%	0%	0%	0%	2%	11%	33%	**49%**
Gifting	6%	6%	9%	8%	8%	8%	7%	7%	7%	8%	10%	**17%**
Wild Bird Care	10%	8%	9%	10%	10%	9%	7%	6%	5%	6%	8%	**11%**
Pets	6%	6%	7%	8%	8%	7%	7%	8%	9%	10%	10%	**13%**

Table 2 – Proportion of annual sales for different non-garden/non-gardening products by month (2022-2024) – peak months ***highlighted in bold.***

References

HTA Garden Retail Monitor (GRM)