



The value of UK ornamental plant and tree production in 2024

Market Insights

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Summary and Introduction

- The value of UK ornamental horticulture production was estimated at around £1.7 billion in 2024.
- UK ornamental tree and plant production increased in real terms by 9% over the last ten years, from £1.54 billion in 2015 to £1.7 billion in 2024.
- However, the 2024 production data (£1.7 billion) marked the third consecutive year of a fall in value.
- In 2023, the ornamental production sector supported contributions of £2billion to UK GDP.
- Hardy Ornamental Stock production made up nearly £1.2 billion of the total production value.



Introduction

Ornamental horticulture is an important industry that generates sales revenue of billions and employs thousands of people. This is a factsheet that aims to show light on the current value of ornamental plant production in the UK to the economy and in terms of goods produced in a time series dating back to 2015.

Table 2 below shows that the ornamental plants and flowers produced in the UK were worth £1.7 billion in 2024, comprising £1.2 billion of Hardy Ornamental Stock production, £343 million of Pot Plants, and £175 million of Flowers and Bulbs (see Table 2).

Table 1. The economic contributions of UK ornamental horticulture production (2023).

	Direct Impact	Total impact (direct, indirect and induced)
UK GDP	£1 billion	£2 billion
Tax revenues	£120 million	£380 million

Table 2: Value of UK production of plants and trees in 2024 constant prices

Value in GBP (millions)	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Flowers and Bulbs		128	170	155	156	157	155	181	183	175
Pot plants		405	388	388	394	349	390	313	334	343
Hardy ornamental nursery stock		1,189	1,208	1,150	1,166	1,205	1,403	1,240	1,210	1,183
UK Total	1,538	1,722	1,766	1,693	1,716	1,711	1,948	1,734	1,727	1,701

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Figure 1 shows that, removing the impacts of inflation, the value of UK ornamental tree and plant production has increased in real terms by 9% over the last ten years, from £1.54 billion in 2015 to £1.7 billion in 2024. However, the value of production (£1.7 billion) in 2024 marks the third consecutive year of decline in value and indicates a downward trend. This fall appeared to be driven by a fall in production of the Hardy nursery stock category (down £300 million in 2024 as compared to 2023). This fall could be due to various factors, such as a plateau in demand for plants following the boom during/post-COVID, and bad weather during the last two years, where the higher than average rainfall in the Spring months suppressed demand for plants.

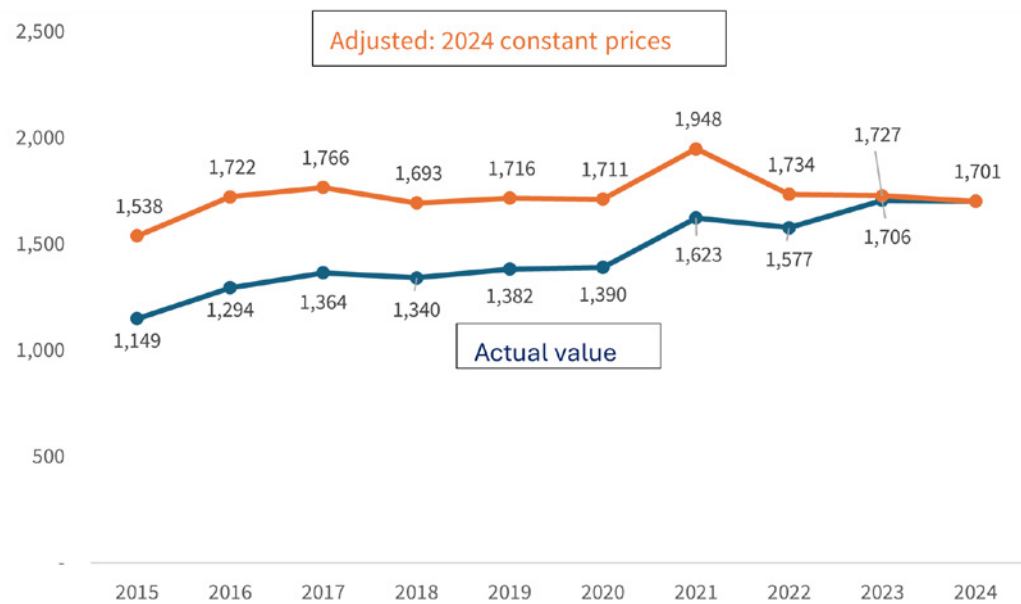


Figure 1. The Value of UK Ornamental Plant and Tree Production (2015 to 2024)

References

1 Horticulture Statistics, DEFRA (2024)
2 The economic impact of ornamental horticulture and landscaping in the UK, EHG (2024)