Garden Retail Market

Spend & channel share

Market Insights

October 2025

MARKET INSIGHTS

Garden Retail Market

Summary

- Overall, UK consumers spent an estimated £9.3billion on garden retail in 2023
- Garden centres represent around £3 billion of overall consumer garden spend in the UK
- Garden centres (34%), DIY stores (22%) and the internet (20%) are the leading channels for garden retail spend
- Garden centres were the largest channel for core gardening-related spending such as pots, plants and compost while the internet was the largest channel for garden furniture, tools and BBQs

Garden Retail Market – spend & channel share

This factsheet presents a snapshot of consumer spend on different garden categories across six different sales channels within the UK. Figure 1 shows the total spend in 2023 across different garden product categories. In 2023, UK adults spent almost £2billion on outdoor plants, and a further £700million on houseplants. These core categories underpin the sale of other related gardening products such as tools, pots and containers. Table 1 shows that in 2023, garden centres were the largest channel for buying gardening-related products such as compost, plant pots and plants. Meanwhile, the internet was the largest channel for consumers spending on garden leisure or maintenance products such as furniture, tools, lawnmowers and BBQs. Table 2 shows the cumulative spend in each sales channel across all of the product categories, with garden centres leading the way accounting for 34% of total garden retail spend in 2023.

Figure 1: Total spend on garden retail by product category (£millions)

Table 1: Channel share of the estimated UK Garden Retail consumer spend per category

Category	Total Spend (£millions)	DIY	Garden centre	Supermarket	Internet	Mail Order	Elsewhere
Outdoor plants		16%	56%	8%	11%	4%	5%
	£1,975	£307	£1,097	£164	£218	£86	£103
Compost		26%	46%	12%	7%	1%	8%
	£790	£205	£362	£94	£55	£11	£63
Garden Furniture		17%	15%	4%	39%	7%	18%
	£1,021	£176	£154	£38	£402	£71	£180
Houseplants		20%	37%	23%	9%	2%	10%
	£692	£137	£255	£157	£62	£13	£68
Powered and non powered tools		29%	18%	6%	32%	3%	13%
	£1,115	£319	£205	£62	£357	£30	£142
Garden chemicals		31%	25%	13%	19%	2%	12%
	£545	£165	£137	£68	£103	£9	£64
Barbeques		26%	13%	17%	31%	2%	12%
	£415	£109	£52	£69	£127	£8	£50
Lawnmowers		25%	11%	3%	30%	2%	28%
	£446	£112	£49	£15	£134	£10	£126
Plant Pots and Containers		20%	46%	6%	13%	3%	12%
	£823	£166	£376	£49	£110	£24	£98
Bulbs*	**£124**						
Seeds*	**£200**						
Wild bird feed**	**£1,133**						
Total Spend	**£9,284**						

Key: yellow highlights indicate the leading sales channels for that category
**Market size estimates for Bulbs and Seeds use multiple methods triangulated, due to recall biases associated with consumer surveys*
***Channel share data is not available for Wild Bird Care*

Table 2: Channel share of the estimated UK Garden Retail consumer spend across all categories (excluding wild bird feed, bulbs and seeds)

Average share of the channel across all categories	DIY stores	Garden centre	Supermarket	Internet	Mail Order	Elsewhere
Percentage share	22%	34%	9%	20%	3%	11%
Estimated value (£millions)	£1,698	£2,689	£716	£1,568	£262	£894

Note: The above values do not include wild bird seed, bulbs and packet seeds channel shares

Methodology

The data in the tables and charts is based on HTA's Annual Consumer Survey, 2023, with a nationally representative sample of 4,023 UK adults.
As survey data is based on respondent recall, data triangulation was carried out with the final numbers produced across various sources such as Mintel's Garden Product Retailing 2023 report and the HTA's Garden Retail Monitor data of sales in the garden centre channel. Data comparison with 2022 Annual Consumer Survey was also carried out to sense check-the category market sizes and shares.

Notes on Methodology

As the market size figures are based on consumer recall via a survey, £ figures reported are likely are inclusive of VAT.
A garden centre was defined in our consumer survey as a specialist garden centre/retail nursery, not including any garden section of DIY/ supermarket stores.

References

YouGov for HTA (December 2023), Base: 4,023 UK adults aged 16+