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living trade show

# glee

## UK Garden Retail Market

March 2020

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# UK Garden Retail Market

The UK Garden Products market\* is currently valued at £5.7billion and is expected to benefit from a 2% annual increase until 2023.\*\*

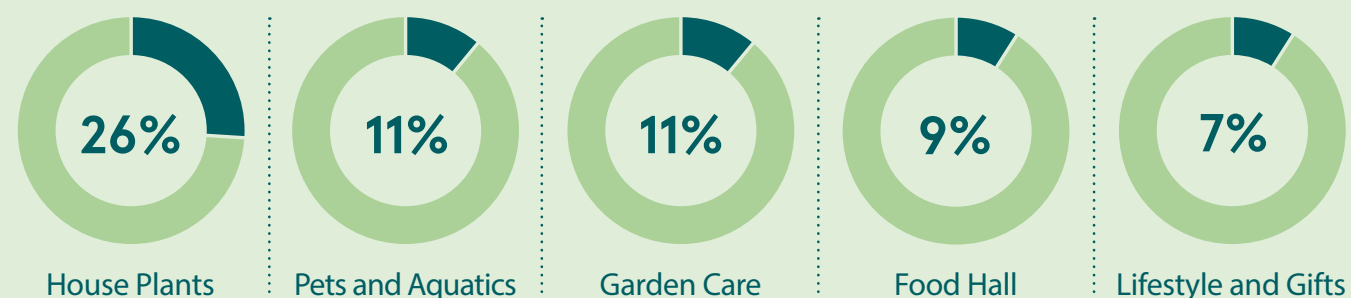


Garden centre retail was up 8% in 2019 – a strong year of growth for garden centres nationally\*\*\*

+8%

## Garden centre category sales increase

Percentage increase 2018 vs 2019\*\*\*



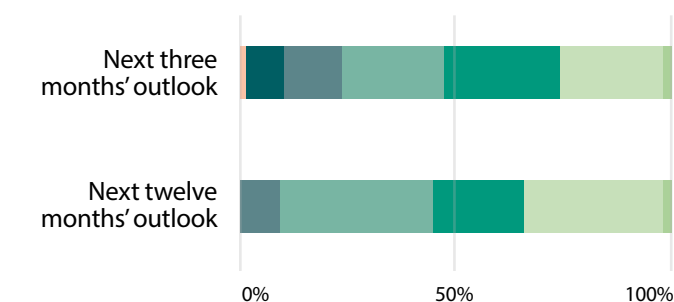
## Outlook for the UK economy is bright

The April 2020 increase to the national living wage is likely to bring a boost to consumer spending with an average pay growth of 3.3%.\*\*\*

## HTA members are optimistic

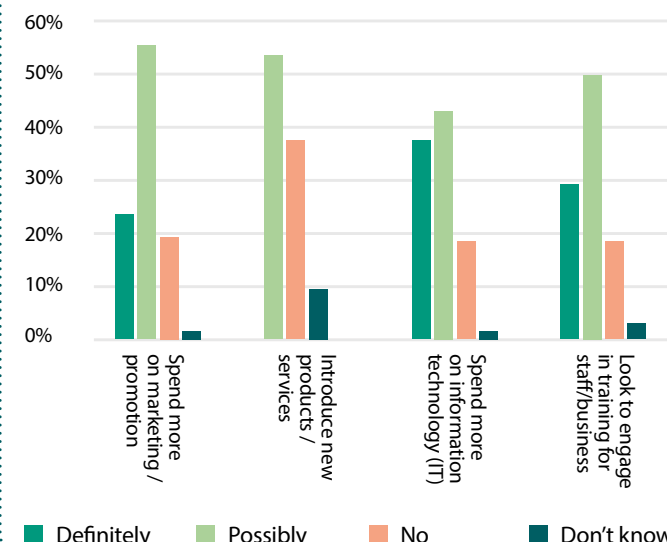
57% are 'definitely' looking to introduce new products or services.\*\*\*

Overall, how do you feel about the outlook for your business(es) for the next three months and twelve months?



Very negative  
1 2 3 4 5 6 7 8  
Very positive  
Don't know

Will your business do any of the following in the next year?



Overall, business outlook for the next three and twelve months is very optimistic, with one third of HTA members scoring 7 for the feeling 'very positive' about their business outlook in the next year. Meanwhile, 57% are 'definitely' looking to introduce new products or services.

## What consumers are talking about

Hot topics among Grow Your Own magazine's forum of readers:



Gardening repairs of polytunnels and greenhouses, crop protection from the elements and pests.



Environmentally aware eco-friendly growing options, cutting down on chemicals and plastics.



Gardening for wellbeing, the positive impact of getting outside and getting your hands in the dirt.

### Source:

\*Euromonitor – UK garden products marketing includes garden care, garden equipment, pots and planters, other gardening, barbecues, outdoor furniture

\*\*AMA Research's 2017 Garden Market Analysis

\*\*\*HTA Market Update January 2020