

# Garden Products Retailing - UK - 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The continuing impact of COVID-19 on consumer behaviour and the garden products sector
- How UK consumers shop for garden products and what they buy
- The performance and popularity of key channels for garden product retailing
- Attitudes towards gardens and outdoor spaces

Research for this report shows that in a year of uncertainty the UK's gardens and outdoor spaces have become more important than ever. 63% of those with access to gardens or outdoor spaces say that they were spending more time in them than before the outbreak, and 32% said that they had taken up gardening as a hobby.

The COVID-19 pandemic has led to considerable changes in consumer behaviour, some of which are here to stay. With national lockdowns keeping the UK's population at home and travel bans stopping international holidays, many consumers turned to their gardens for relaxation and stress relief in 2020. The extension of restrictions into 2021 and continued uncertainty around international travel will likely see the sector experience further growth in the year to come. Garden centres, however, will be keen to fully reopen their profit-generating cafes and restaurants as soon as possible.

Overall, the future looks rosy for the garden product sector but there are potential areas of concern. As with all sectors, online retail has had a disruptive influence on garden product retailing. Online-only non-specialists like Amazon are making in-roads and new digital specialists like Patch Plants are proving popular with younger consumers in particular. Traditional garden product retailers would do well to develop multichannel strategies to compete in the digital space.



"With consumers staying at home like never before, home improvement and new hobbies have been on the agenda for many. As a result, interest in gardening has experienced a boom over the last year. New gardeners have more purchasing options than ever before with online retailers, garden centres, supermarkets and DIY stores all active in the market."

– Piers Butel, Retail Analyst

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The influx of new consumers into the garden product sector represents a huge opportunity for retailers. The 32% of respondents who said they had taken up gardening as a hobby tend to be younger and, if a fraction of these consumers continue gardening for the rest of their lives, they represent a significant source of income. Retailers should look at ways to encourage these newcomers through easy-to-follow advice and support. Schemes focusing on easy-care plants and gardens designed for urban dwelling will likely do particularly well.



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- **Vast majority of UK adults are potential garden product customers**
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- Younger shoppers focus on entertaining in the garden
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