



Market Report

A Snapshot of your Market Sector

Gardening

This pack has been designed to provide information on setting up a business in the **Gardening** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **October 2024**.

What do I need to know about the Gardening market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The recovery of the housing market will encourage more to invest in their gardens/outdoor spaces. Mintel reports **consumer spending on garden products to be £8.5m in 2024**, anticipated to grow at 9.2% for the period 2024-28. (Mintel, *Garden Product Retailing UK*, May 2024).
- ◆ Growing demand for **flowers and plants** boost revenue. Despite inflationary pressures in the past years, flower and plant growers are seeing significant sales growth. Revenue is anticipated to grow at a compound annual rate of 1.2% over the five years through **2024-25 to £1.8 billion**, and at 1.7% through the five years to 2029-30 to £1.9 billion. (IBISWorld, *Flower & Plant Growing in the UK*, August 2024).
- ◆ Over the five years **through 2023-24**, revenue is forecast to slump at a compound annual rate of 1.4% to **£5.5 billion**, in spite of a slight growth recovery of 2.1% in 2024. Weak business confidence and inflationary pressures limit the industry's revenue growth. Many public-sector entities outsourced landscaping services to cut costs and raise efficiency. Restrictions on labour movement between the UK and the EU will likely make it more difficult for UK operators to hire employees and push up wage costs, which will weigh on the industry's average profit margin. Revenue is expected to grow at 3.1% over the five years **through 2028-29 to £6.5 billion**. (IBISWorld, *Landscaping Services in the UK*, October 2023).
- ◆ Planting and gardening enthusiasts tend to be older - **40% are part of Generation X** (people born between 1965 and 1980). **59% of consumers in this market are female**. There are planting and gardening enthusiasts throughout all income brackets. (Statista, *Target Audience: Planting & Gardening Enthusiasts in the UK*, September 2024).
- ◆ According to the **Horticultural Trades Association** in a 2023 survey, consumers use their gardens for a wide range of activities, with 51% feeding and/or encouraging wildlife into their gardens. 34% grow their own fruits, herbs, vegetables, while 62% grow plants, trees, or flowers. 8% use their garden as space to exercise in, with the most common use people have for their gardens being to relax (72%). (<https://rb.gy/4e83k>)
- ◆ The national organisation for this industry is [The Horticultural Trades Association](#). Other industry bodies include [Royal Horticultural Society](#), [The Gardeners Guild](#), [Professional Gardeners' Guild](#), [British Association of Landscape Industries](#) and [Chartered Institute of Horticulture](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ HTA (Horticultural Trades Association) - Scottish Environmental Horticulture Growth Strategy (2023). With over 1 million regular gardeners in Scotland and millions more utilising green spaces, our industry has a positive impact on people's lives and has huge potential to go further. 89% of Scottish adults have access to a garden/outdoor space for gardening (e.g. window box/balcony, allotment etc.).
- ◆ IBISWorld - Flower & Plant Growing in the UK (August 2024). Independent growers are increasingly selling their wares directly to consumers online, cutting the need for wholesalers. Growers can reach various niche markets by producing premium flowers and plants, for which customers are willing to pay a higher price. This can boost revenue and help growers mitigate rising import competition.
- ◆ Statista – Gardening in the UK (2023). In 2020, the estimated total value sales of garden products in the United Kingdom (UK) was £4.92 billion. By 2025, the total value sales of garden products was forecast to reach £6.66 billion. In 2021, adults in the United Kingdom were surveyed on garden spending over a year by spend type. The type of garden spending adults spent the most on was renovations, at an average of £241 for the year. The average total spending over the year per adult with a garden was £670.

There are also a number of online resources you may find helpful:

- ◆ **Skills Development Scotland** – offers a job profile for Gardener which includes some information about salaries and useful links for training. (<https://www.myworldofwork.co.uk/my-career-options/job-profiles/gardener>).
- ◆ The **Horticultural Trades Association** has a page on their website dedicated to garden industry statistics, facts, and trends (<https://hta.org.uk>).
- ◆ The **Royal Horticultural Society** have a range of useful resources on their website; the careers section (<https://www.rhs.org.uk>) contains a wealth of information on different professions as well as links to further sources of information on their specific subsectors and industries. There are also sections on new scientific research (<https://www.rhs.org.uk/science/research>).
- ◆ Industry news stories can be found on websites such as **Go Landscape** (<https://www.golandscape.co.uk>); **Garden Forum** (<https://www.gardenforum.co.uk>); **Garden Trade Specialist** (<https://www.gardentradesspecialist.com>) **Garden News Magazine** (<https://www.greatmagazines.co.uk>). Regularly checking sites like these can provide valuable insight into new trends in your industry.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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