



Market Report

A Snapshot of your Market Sector

Gardening

Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

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 **September 2023**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

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:

- ◆ Many consumers are now returning to the office, and with the cost-of-living crisis they are looking for low cost and convenience. **47% of consumers** work full time and gather information via online channels, so blending online and in-store offerings into a single purchasing journey for consumers will be important. **88% of consumers** have access to some sort of outdoor space but this can vary greatly from private gardens to balconies and allotments. This variety of spaces allows retailers to cater to a wide range of needs, and **62% of consumers** will choose retailers based on who has the lowest prices. (Mintel, *Garden Product Retailing UK – 2023*)
- ◆ Industry revenue is expected to expand at a compound **annual rate of 3.7%** over the five years through 2027-28 to reach **£6.3 billion**. Consumer confidence will remain constrained in the short term, which will place pressure on revenue generated through the residential sector. Government consumption expenditure has increased in 2022-23 to aid the economy, and this represents a potential opportunity for the industry as many public-sector entities outsource landscaping services to reduce their costs. These contracts contribute a sizeable chunk to landscapers' revenue. (IBISWorld, *Landscaping Services in the UK*, March 2023)
- ◆ According to the **Horticultural Trades Association**, consumers use their gardens for a wide range of activities, with 49% feeding and/or encouraging wildlife into their gardens. 42% enjoy hosting events like garden parties or barbecues while 35% grow their own food/ 31% and 23% respectively use their gardens as a space for either their pets or children. 15% use their garden as space to exercise in, but the most common uses people have for their gardens is to grow flowers (62%), or simply to relax (70%). (<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.

- ◆ **IBISWorld – Flower & Plant Growing in the UK (July 2023)**. Revenue is expected to climb at a compound annual rate of 2.4% over the five years through 2028-29 to **£1.9 billion** when the average profit margin is set to be 11.3%. International competition and pricing pressures will affect profitability. As a result of the cost-of-living crisis and high inflation, households will be managing their budgets more tightly which will affect the purchase of discretionary goods such as flowers and plants.
- ◆ **IBISWorld – Flower & Plant Wholesaling in the UK (June 2023)**. In part due to the growing dominance of supermarkets, the number of flower and plant wholesalers is declining. This combined with intense price competition and inflated purchase costs are pushing wholesalers out of the industry. However, technological innovations have presented wholesalers with new markets they can specialise in.
- ◆ **Statista – Target audience: Planting and gardening enthusiasts in the United Kingdom (June 2023)**. Planting and gardening enthusiasts tend to be older - **40% are part of Generation X** (people born between 1965 and 1980). **60% of consumers** in this market are female. 64% of planting and gardening enthusiasts do research online before making a major purchase.

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

- ◆ The **Horticultural Trades Association** has a page on their website dedicated to garden industry statistics, facts, and trends (tinyurl.com/48m6d3nx).
- ◆ The **Royal Horticultural Society** have a range of useful resources on their website; the careers section (tinyurl.com/ysa7dvme) contains a wealth of information on different professions as well as links to further sources of information on their specific subsectors and industries. There's also sections on new scientific research (tinyurl.com/4nwnb9d9).
- ◆ Industry related news stories can be found on the websites for **GoLandscape** (tinyurl.com/5da8rr4d); **The B.A.L.I** (tinyurl.com/2yapr7a2); **Garden Forum** (tinyurl.com/36n46rvn); **Garden News Magazine** (tinyurl.com/3ppf7zv6); and **Garden Trade Specialist** (tinyurl.com/2p8ukafc). Keeping an eye on 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 website, 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.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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