



# 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

## 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:

- ◆ In 2020, the estimated total value of sales of garden products in the United Kingdom (UK) was 4.92 billion British pounds. By 2025, the total value of sales of garden products were forecast to reach 6.66 billion British pounds. (Statista, *Total value sales of garden products in the UK 2020-2025*, November 2025).
- ◆ According to the **Horticultural Trades Association** in a 2024 survey, nearly six in ten UK adults (55%) said that they participate in gardening as a hobby. This is equivalent to 18.1 million UK adults who said that they gardened on a regular basis in 2024, highlighting the widespread appeal of gardening as a leisure activity across the UK. With one-third of UK adults (33%) considering themselves regular gardeners, gardening is a more popular hobby amongst adults than attending music concerts (24%), going to the cinema (29%) and participating in sport and exercise (26%). ([state-of-the-market-report-gardening-as-a-hobby-amongst-uk-adults.pdf](#))
- ◆ Landscaping services are the largest subsector of the UK environmental horticulture industry, contributing £17.9 billion to UK GDP in 2023. This is more than double the total of any other subsector, making landscaping services responsible for around 47% of the industry total. (Hillarys, [Garden Industry Statistics 2025](#))
- ◆ HTA (Horticultural Trades Association) - The UK environmental horticulture sector is a significant and growing part of the economy, contributing around £38 billion and supporting approximately 722,000 jobs, with projections indicating growth to over £51 billion by 2030. Consumer engagement with gardening remains strong, demonstrated by an estimated 203 million visits to garden centres in 2024 and participation from around 68% of UK adults. The report also highlights a clear shift towards more sustainable consumer behaviour, with many individuals avoiding excess packaging and a substantial proportion willing to pay more for environmentally friendly products. ([environmental-horticulture-and-industry-insights-2025-digital-aw300124-compressed.pdf](#))
- ◆ 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](#).

## 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](mailto:info@bgateway.com).

- ◆ Statista – *Consumer spending on garden, plants and flowers in the United Kingdom (UK) from 2005 to 2025 (2026)*. This report shows total consumer spending on garden, plants and flowers in the United Kingdom (UK) from 2005 to 2025. In 2025, consumers in the UK spent nearly 7.7 billion British pounds on garden, plants and flowers.

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

- ◆ [COBRA Reports](#), Accessed from National Library of Scotland, have several Business Opportunity Profiles. These contain key market issues and trends, trading, commercial and legal issues and legislation. Titles available include:
  - **Gardening and Horticulture Services**
  - **Landscaping and Gardening**
  - **Garden Designer**
  - **Garden Centre**
  - **Garden Maintenance Service**
  - **Garden Consultant**
- ◆ **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.gardentradespecialist.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](mailto:info@bgateway.com) or by calling **0300 013 4753**

## 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](mailto: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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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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**Updated by: Rachel**

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