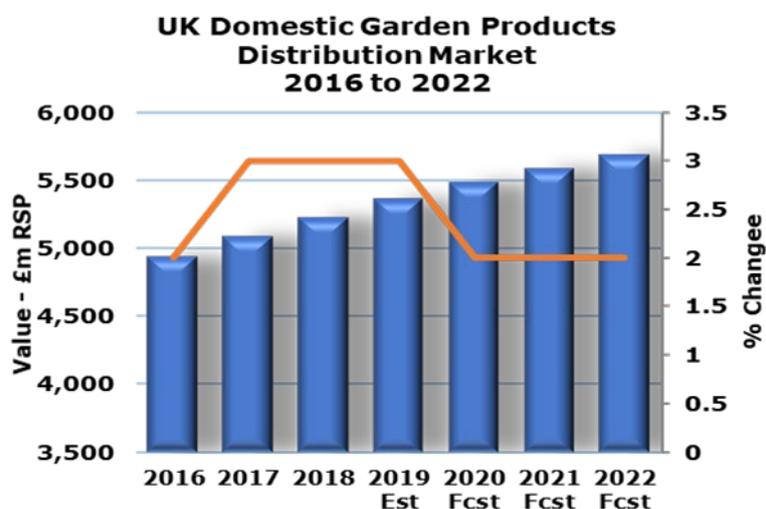


## Focus Sustainability and vertical gardening are key aspects in 2019



Recording estimated growth of 3% in 2019, the domestic garden products market is worth around £5.4bn according to AMA Research. The recently published Domestic Garden Products Distribution Report shows that garden products sales remain relatively robust in the face of the uncertainty surrounding the Brexit process and continued pressure on prices as the cost of imported products is affected by Sterling exchange rates.

The market comprises several sub-sectors including horticulture, garden leisure, garden buildings, garden sundries and chemicals. Whilst all sectors have generally performed well, a desire to maximise use of the garden for both recreation and entertainment purposes has driven strong demand for garden leisure products. Sales of garden sundries have been influenced by tastes in modern styling of the home, including a desire to 'decorate' the garden; the exterior is increasingly viewed as a blank canvas to reflect one's personality and also to maximise comfort, as is the interior of the home.

Other influential factors which have supported the performance of the market include an interest in healthy eating, with herbs and vegetables grown in containers and smaller plots, helping to maintain the 'grow your own sector'. Environmental concerns are also very much at the fore, with a trend towards creating 'wild' gardens which support nature, rather creating a purely manmade look. Demand for more 'natural', organic fertilisers and control products has therefore risen accordingly, with wildlife gardens becoming more popular to support insect and wildlife, including pollination planting which attracts bees.

Market innovation has encouraged purchase of products for smaller gardens and apartments, with a rise in sales of container planting, stands for balconies and creative systems for vertical planting, all of which support demand for plants, as well as growing media. The garden equipment sector also remains resilient, with interest in robotic products at one end of the marketplace and the emergence of fashion orientated hand tools at the other.

The DIY sector continues to account for a significant proportion of sales of garden products, given the ability to hold a broad number of ranges and also vast stock of each product; however, this sector has faced increased competition. Despite a degree of market consolidation, with numerous acquisitions taking place, garden centres have reinvented themselves as a destination for both older consumers and younger families, with improvement of facilities, catering and the range of concessions offered. The sector remains strong in horticulture and equipment, as well as more premium garden leisure products. They also offer specialist advice.

Whilst overall market value has undoubtedly grown, it has also been restricted by increasing competition from internet pricing. Online sales as a whole have increased in the market, both across specialist e-commerce sites and omni-channel sales from retailers with physical stores, the latter offering a more blended approach between online and offline.

*"The wide diversity of pricing in the garden products market means that there is something to cater for all tastes, with the internet increasing competition"* comments Jane Tarver, Senior Market Research Analyst at AMA Research. *"However, tastes are now more aspirational, which has also resulted in some trading-up to better quality products, such as garden furniture and barbecues which have continued to underpin market value".*

The domestic garden products distribution market is expected to remain resilient, despite Brexit. The possibility of Sterling continuing to affect the cost base within the sector could have implications for rising import prices as well as seasonal labour shortages particularly affecting UK based plant production. Market forecasts remain optimistic, with moderate growth of 1-2% per annum from 2020-23 when market value is forecast to be around £5.8bn. Strong underlying demand for housing, a desire for additional space for multi-generational homes and for entertainment and work, as well as sustained interest in garden refurbishment and decoration, are all likely to sustain interest in the market.

To find out more our [Garden Products Distributors Market Report](#) is available to purchase now at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.

### **Editors Note:**

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### **About AMA Research**

AMA Research is a leading provider of market research and consultancy services with over 25 years' experience within the construction and home improvement markets. For more information, go to [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or follow us on Twitter [@AMAResearch](https://twitter.com/AMAResearch) for all the latest building and construction market news.

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