



 Wyevale garden centres

# GARDEN TRENDS REPORT

2018



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# Introduction

The past year has seen exciting and unprecedented growth in gardening, with the overall garden retail market now worth over £5bn annually. More and more Brits are picking up their spades and forks, spurred on by the many rewards that having a garden brings, like the benefits of growing their own vegetables, or the thrill of nurturing their favourite plants and flowers.

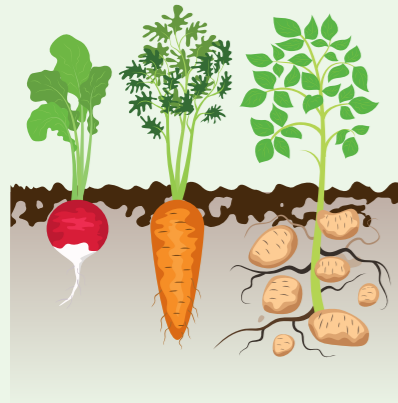
Traditional and experienced gardeners have been met with a young and enthusiastic generation of new gardeners, encouraged by the media and online platforms. In recent years there has been a huge sea-change as 67% of Brits now get their gardening knowledge from the internet and social media.

Wyevale Garden Centres is the largest garden centre retailer in the UK, with 147 centres nationwide. Its senior horticultural team boasts over 200 years' experience between them, making the retailer completely tuned in to these exciting new developments.

This report has gathered the thoughts and opinions of these horticultural buyers, conducted a survey of over 15,000 British garden-lovers and sifted through sales and online data in order to define the gardeners of today. It discusses which plants are growing in popularity, and which are losing ground, and uncovers the trends and stories that will drive gardening in the years to come.

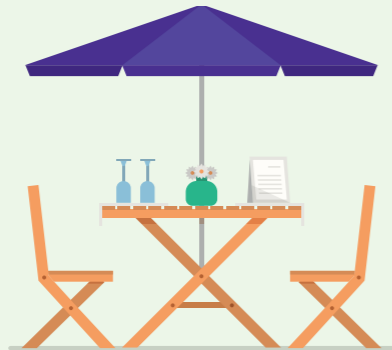
This is Wyevale Garden Centres' snapshot of UK gardening in 2018.

# British Garden Barometer



## Plot to Plate

With more than 90,000 Brits on allotment waiting lists the Grow Your Own trend shows no signs of abating.



## Small Space Entertaining

The space squeeze has not stopped Brits from making the garden the 'fifth room'. Bistro sets accounted for 34% of outdoor furniture sets sold in 2017, with the category offering increased by 58% for 2018.



## Plant Remedy

68% of British gardeners consider the health & wellbeing properties of a plant before purchase, with aloe vera being the top-selling cacti variety at Wyevale Garden Centres.



## Wildlife Care

82% of Brits would like to attract more wildlife into their gardens, while 37% deem wildlife to be the most appealing garden feature.



## Digital Gardening

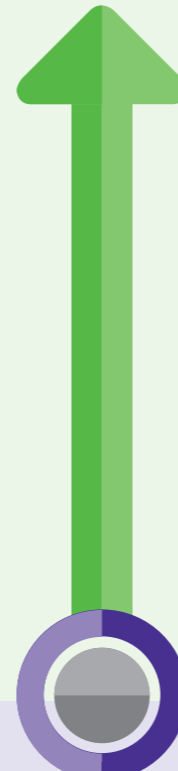
67% of gardeners now turn to the internet for gardening advice.



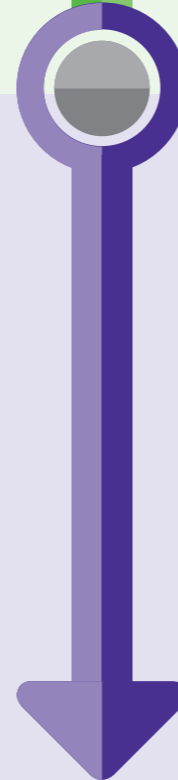
## Easy Gardening

Sales of grown-to-maturity plants are up 25% over the last three years, with pre-planted containers and baskets up 14% YoY as customers opt for instant colour bursts.

## Going up



## Going down



## Environmental Baddies

Traditional metaldehyde-based slug pellets are the greatest losers; they are now no longer in the top three, replaced by products certified for organic use.



## Back Garden Space

Changes in home ownership will see over two million homes without gardens in 2018, and many gardeners having to be creative in reduced outdoor space.



## Home Orchards

Fruit plants and trees have been losing face in the last five years to mounting sales of veg (+30%) and herbs (+21%).



## Red Roses

Demand for the romantic hue is waning as yellow, orange, pink and purple roses now fill Wyevale Garden Centres' top 10 spots for 2018 stock.



# Who are the **new** breeds of British gardeners?



## The Late Bloomers

- + This eager group of gardeners are in their 30s and 40s and have been identified by the Royal Horticultural Society as 'The Lost Generation': a missing link down through the gardening generations.
- + Their baby boomer parents - modern thinking and rejecting of their own parents' old-fashioned ways - preferred to go off effecting groovy cultural change than to stay at home sowing seeds. In doing so they failed to pass on gardening skills.
- + As the Late Bloomers have grown older they have become increasingly keen to garden, but see it as complicated and confusing, and are lacking in confidence.
- + They are most likely to have decking, paving and a barbecue in their garden, but few plants; though they can lean towards buying ready-grown larger plants and completed hanging baskets that take away the worry of growing from seed.



## The Millennial Gardener

- + Born between the early 1980s and 2000s, this trend-led, demanding crowd have discovered gardening via the internet.
- + Gardening fits in with many millennial obsessions such as self-improvement, crafts and wellbeing, but it also provides a wealth of opportunities to show off online, either with gardening skills or using the garden as a decorative backdrop.
- + They are transient and space-restricted, often living in rented homes with little to no garden and because of this they have been responsible for a huge surge in houseplant sales over the past two years. This has filtered through to the high street, with non-traditional stores such as Urban Outfitters and Topshop getting in on the horticultural action.
- + The Millennial Gardener particularly loves green, and a continued rise in sales of interesting foliage houseplants is predicted for 2018.



## The Eco-Gardeners

- + There is a rise in eco-conscious gardeners who are seeking a more sustainable, environmentally friendly way to garden, with greater consideration for wildlife and the dangers it faces.
- + The Eco-Gardeners are embracing the Grow Your Own trend, in a bid to shrink their food miles and reduce their carbon footprint, and are most likely to adopt an organic approach to their growing. This has been encouraged by pro-organic gardening media and celebrities such as Monty Don.
- + Veganism and vegetarianism are also on the rise among this group and with this comes a greater demand for fresh, beautifully grown produce.
- + They have an enterprising ethic and an interest in the alternative economy, utilising community gardens and allotment space to grow, sell or trade their produce.

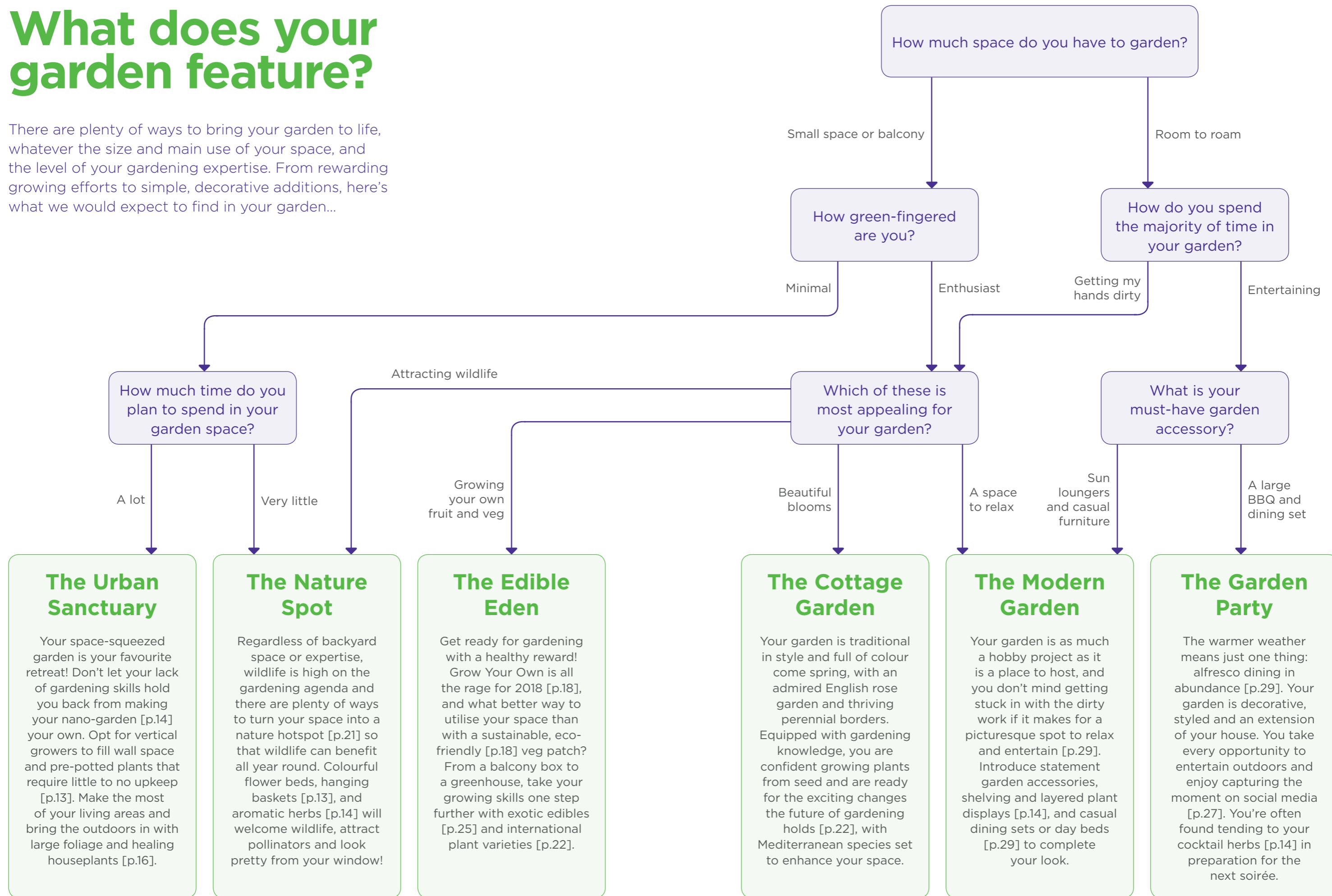


## The Entertainers

- + There is a growing desire to turn the garden into the fifth room of the house, and this group is at the heart of the trend.
- + They have caused a boost in sales across garden furniture sets, barbecues and outdoor lighting, using every opportunity to relax, socialise and dine al fresco.
- + Having space to entertain is deemed the second most appealing garden feature for Brits, regardless of backyard space, with small balconies and vast lawns proving sought-after spots for hosting.
- + The Entertainers are also taking soft furnishings outside, with an increasing demand for outdoor mirrors, cushions, ornaments, candles and decorative accessories.

# What does your garden feature?

There are plenty of ways to bring your garden to life, whatever the size and main use of your space, and the level of your gardening expertise. From rewarding growing efforts to simple, decorative additions, here's what we would expect to find in your garden...





# Nurturing the Late Bloomers

Today, a new wave of amateur gardeners are picking up their trowels and taking to the garden... but where do they begin?

With Brits becoming home owners later in life, coupled with the Late Bloomers who failed to pick up gardening skills from their baby boomer parents, there is a growing crisis of gardening confidence.

69% of under-45s believe they have fewer gardening skills than their parents.

Gardening is perceived to be complicated and worrying, and just too much responsibility – especially as 31% of British gardeners admit to feeling guilty when their plants die. While the Late Bloomers do not have family knowledge and historical expertise on their side, they are increasingly passionate about getting the most out of their garden, either as a place to encourage wildlife, to entertain guests, or to transform into a children’s play area.

“My contemporaries have had little interest in gardening, but as they get older and have children I see a growing gardening aspiration among them. However they worry about doing it wrong. We need to demystify gardening for this generation and support the less confident gardener.”

Duncan Mclean,  
Wyevale Garden Centres’ Fertilisers and  
Chemicals and Growing Media Buyer



As a result, the Late Bloomers are opting for easy, low maintenance gardens that require minimal work all year round. Their gardens are most likely to feature patios, decking, gravel, pre-planted hanging baskets, evergreens and plants that are grown to maturity before purchase (sales in this category are up 25% in the last three years).

This lack of confidence stretches further than just the Late Bloomers in their 30s and 40s, but also to the older generation, as...

...only 7% of Brits who have been gardening for more than 30 years consider themselves experts.

To help demystify the gardening process, Wyevale Garden Centres are finding new ways to guide the less confident gardener, with over 250 advice articles on their website and step-by-step ‘supermarket style’ recipe cards in centres to help them build projects around their garden.

Five quick and decorative fixes for easy gardening:

- 1 Hanging baskets 
- 2 Bedding plants 
- 3 Potted plants 
- 4 Grasses 
- 5 Topiary 

# Nano-gardening

Home ownership is changing dramatically, having knock-on effects on the way we garden. Space is at a premium and gardens of new builds are smaller than they have ever been. Many homes have little or no outdoor space, with tiny balconies or slices of garden. People are also renting for longer as house prices show little let-up: the average UK house deposit is £48,831, or £94,088 in London, with the number of first-time buyers aged 35 to 44 up 10% compared to 20 years ago as people enter the property ladder later in life.

## Going up and getting out

The space squeeze is forcing gardeners to climb the walls, and sending them out into allotments and community gardens.

The reaction to smaller gardens is a huge uptick in vertical growing; lacking square footage on the ground, gardeners are clothing their walls in climbers and hanging plants. Tall, slender trees are offering height in limited border space, while shelving and layered plant displays are popular additions for courtyards and entertainment areas.

Wyevale Garden Centres' top 10 selling climbers:

- |                         |                     |
|-------------------------|---------------------|
| 1 Clematis Montana      | 6 Black Eyed Susan  |
| 2 Common Jasmine        | 7 Evergreen Jasmine |
| 3 Evergreen Honeysuckle | 8 Bluebell Creeper  |
| 4 Everlasting Sweet Pea | 9 Boston Ivy        |
| 5 Wisteria              | 10 Passion Flower   |

Clematis accounted for over 60% of climbing plants sold at Wyevale Garden Centres in 2017.

These space-starved gardeners are also looking beyond their own tiny spaces and towards allotment plots – there are currently at least 90,000 people on allotment waiting lists – and joining the ever-increasing number of community gardening projects.

## The bijou edible garden

The kitchen garden has turned mini and chichi.

No more the muddy veg patch hidden away at the bottom of the garden; today's kitchen gardens are visually pleasing, useful and in prime place for admiring. The proficient kitchen gardeners are as likely to grow chocolate mint and Thai basil for cocktails as they are spuds for mash. If the plants are beautiful, edible and useful for entertaining, they might just earn a spot on the windowsill or countertop.

66% of people grow plants in the kitchen and many more are utilising every surface as they squeeze in their favourite edible plants.

Herbs in particular fit the bill and sales at Wyevale Garden Centres have soared 21% in the last five years. While available in abundance pre-potted, they are also easy to grow from seed, fulfilling nano-gardeners' desire to nurture in small spaces.

"Herbs do so many things in a small space - they are edible and look good in the kitchen, while in the garden they help attract pollinators. Sales are climbing because the new breed of gardener wants all of this."

Lilidh Matthews,  
Wyevale Garden Centres' Vegetable &  
Herb Buyer





# Houseplant Mania

Houseplants are the major gardening story of the moment, with sales of green and textural plants rocketing. From being considered old fashioned just a few years ago, the love for them has now reached fever pitch, spurred on by social media users, the wellbeing craze, and by millennials with little space but a desire to nurture and grow.



## Healing houseplants

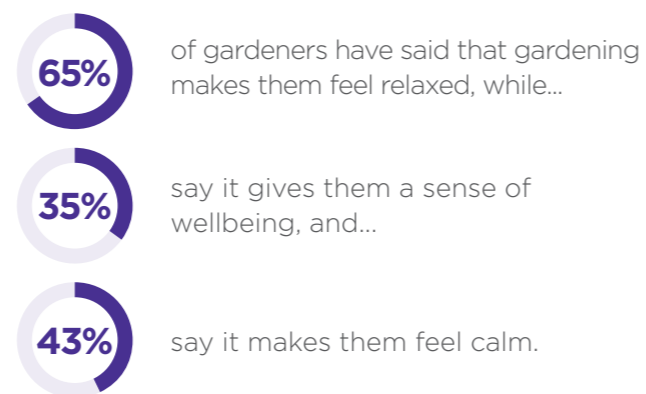
The wellness trend brings houseplant jungles into homes across the UK.

The nation's burgeoning interest in physical wellbeing and mindfulness is seeing people create interiors that mimic green, calming jungles. Sales of big, leafy houseplants are mounting at Wyevale Garden Centres, as are sales of trailing houseplants. Such plants are often juxtaposed against clean-lined, mid-century furniture and white walls.

Health conscious gardeners are also increasingly interested in the medicinal qualities of the plants they buy, with sales of soothing aloe vera and health-giving herbs also on the rise. Google searches for 'air purifying plants' and 'aloe vera' were up 550% YoY in 2017, with searches for air-cleansing 'snake plants' up 700%.

68% of gardeners will consider the health and wellbeing properties of a plant before purchasing it.

Health and healing stretches further than just the houseplant domain, as:



"Today's gardeners are bringing the outdoors in and creating natural, clean, green, jungle-like atmospheres in their homes, directly influenced by the wellbeing trend. They are buying many more large houseplants than they did in the past to help them create this calming look and feel in the home."

Ciara Sheridan,  
Wyevale Garden Centres' Houseplants Buyer

## Millennial nature nurture

Millennials are using houseplants to replace spouses, children and pets.

Millennials are denied many of the traditional markers of young adulthood – property ownership, marriage, children and even pets – and they are turning to houseplants as a way of expressing their nurturing and nesting urges. This generation also wants instant gratification and houseplants supply it in spades, creating instant atmosphere but also being easily moved from flat to flat. While older gardeners grow their houseplants in the communal areas of the house – kitchens, living rooms and dining rooms – millennials have them everywhere, including their bedrooms and bathrooms.

This trend-setting group are 88% more likely to keep plants in their bedrooms than those aged 65 and over.

In response to growing demand, a wider range of houseplants suited to the bathroom has been introduced to centres for 2018, including Boston and maidenhair ferns. These species thrive on the moisture from the bathroom, providing visually striking impact with very little upkeep.

## Cactus crazy

Cacti are making a comeback in the home, garden and beyond.

Cacti and succulents are the must-have plants of the moment: compact, visually striking and near impossible to kill – perfect for the 32% of gardeners who get upset when their plants die. Their popularity has seen them break out of the gardening ghetto and pop up in shops such as Topshop and Urban Outfitters, with their images appearing on

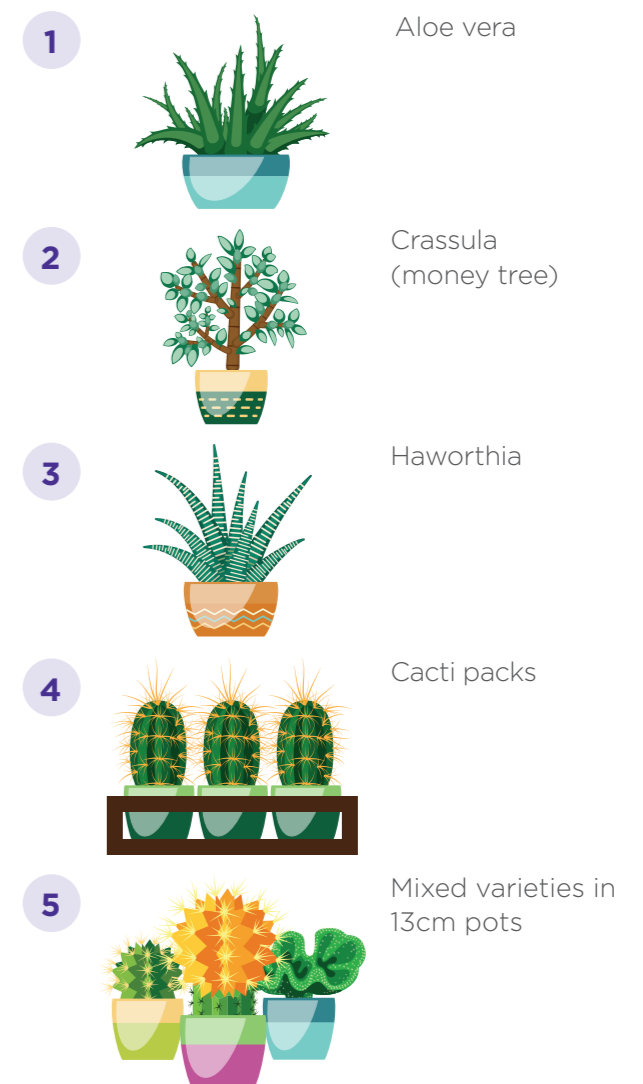
lamps, bunting, socks, crockery, and even a £30,000 Cartier bracelet. This success is partly down to their iconic looks suiting the social media age: they photograph brilliantly; the smaller specimens look great from above; and they are easy to incorporate into the Pinterest- and Instagram-friendly 'flat-lay' technique. They have also spawned a new generation of plant collectors.

"Plant collecting' is growing in popularity, even among people who have never gardened before, and cacti are behind it. They can be bought as very small and cheap specimens and each has a different but complementary look. They suit the new space-starved gardener perfectly."

Ciara Sheridan,  
Wyevale Garden Centres' Houseplants Buyer

Cacti sales are up 18% YoY at Wyevale Garden Centres...

...with the five best-selling varieties being:



# Eco-gardening

The move away from chemical use and towards a gentler, more holistic approach to problems in the garden is one of the strongest trends in gardening. It goes hand in hand with a greater awareness and consideration of garden wildlife, as well as a growing political understanding of the way Grow Your Own can decrease our food's carbon footprint and air miles.

**67% of people consider themselves to be eco-conscious when it comes to gardening: as a nation we are becoming increasingly aware that we can do good and make a difference.**

## Organic on the rise

The organic movement is gaining ground in the garden.

The environmentally aware consumers of today are rejecting the chemical compounds that have been staples of gardening for decades, and turning to organic alternatives.

More than three quarters of gardeners try to avoid using chemicals in their gardens, with 46% of them using organic fertilisers instead.

Traditional metaldehyde-based slug pellets are the greatest losers; having been the number one product for many years they are now no longer in the top three, due to the rise in eco-conscious gardeners. Pellets based on ferrous sulphate – a naturally occurring ingredient acceptable to organic growers – now sit at number one at Wyevale Garden Centres across the country.

Organic feed ranges have increased by 50% at Wyevale Garden Centres for 2018 due to increase demand from customers.

"Gardeners want a bumper crop for their efforts but they don't want to do damage to achieve it. They are increasingly leaning towards organic choices and recognising that it's not always about dumping lots of chemicals on, but instead feeding organically at the right times in the year."

Duncan Mclean,  
Wyevale Garden Centres' Fertilisers and  
Chemicals and Growing Media Buyer

The UK organic food market recently topped £2bn per year and rising, and it seems we want our gardens to be as chemical free as the food we buy. Breeders and nurseries are producing plants that are less susceptible to disease and so have fewer problems that would warrant getting the spray out. Roses in particular have developed in leaps and bounds over the past decade; while new ranges of grafted vegetables, such as tomatoes, aubergines, melons, peppers and cucumbers, grow stronger and more vigorously than seedlings, and so are less likely to suffer problems.

Wyevale Garden Centres sold over 1.5 million packs of vegetable seeds in 2017, with an increased range of organic seeds being introduced for 2018, including carrots, tomatoes, kale, spinach and sprouts.



## The vegan vanguard

Plot to plate lifestyle gains traction with the UK's vegetarians and vegans.

Today's gardeners are seeing the damage our current food system does to the environment, and are picking up their spades and doing something about it. Young gardeners are particularly eco-conscious and are the most likely to utilise community gardens, which are often hotbeds of environmental forward thinking. They enjoy an enterprising DIY ethic and stepping outside of the economic system, with the under 40s most likely to have sold plants, fruits or vegetables that they have grown in their gardens.

43% of gardeners under 40 grow their own vegetables compared to 32% of over 60s.

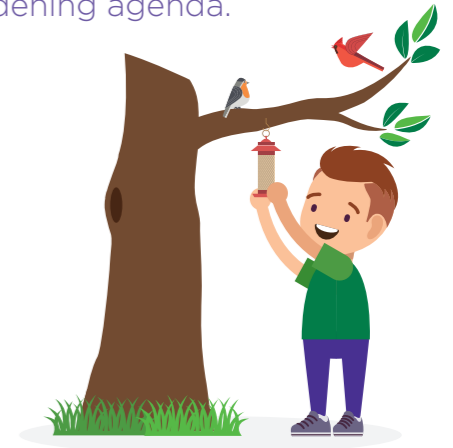
Veganism is one of the fastest growing lifestyle movements, with the number of Brits choosing a plant-based diet rising by more than 360% over the past decade. This has spurred an increased demand for really fresh, beautifully grown fruits and vegetables, which is also trickling through to households and sustaining the Grow Your Own trend.

Veg plant sales at Wyevale Garden Centres have soared 30% over the last five years.



## Wildlife watch

Brits are putting wildlife high on the gardening agenda.



Gardeners are no longer just interested in how pretty their garden is; 82% of the British public would like to attract more wildlife into their gardens and look to help the birds, bees, butterflies and hedgehogs.

'Hedgehogs: Tips For Success' is the most read wildlife advice page on [wyevalegardencentres.co.uk](http://wyevalegardencentres.co.uk).

86% of gardeners try to feed or provide a home for the birds in their garden.

These 'wildlife guardians' are seeking a more sustainable, environmentally friendly way to garden. Sales of conifers and hedging - which create a useful habitat and act as a wildlife corridor - have increased by 14% in the last three years; seed ranges have been introduced that reflect the growing interest in wildlife (for instance the 'Perfect for Pollinators' range showcases simple flowers that are packed with nectar); and membership of The British Beekeepers Association (BBKA), recently rose to 24,000 amateur beekeeper members.

37% of British gardeners claim that having more wildlife is the most appealing garden feature.

# Global Gardening

No garden is an island; and the political and environmental shifts of the wider world seep into gardens just as they do into every aspect of life. Changes in climate, an increase in travel to exotic locations, and concerns about food provenance post-Brexit are the three primary issues that are directly driving changes in the way that Brits garden in 2018.

## Climate change brings garden change

Classic English perennial borders and lush green make way for Mediterranean alternatives.

Our changing climate is the foremost challenge facing gardeners, and may see the classic English perennial border – a mainstay of country houses and cottage gardens for centuries – under threat. Such plants have thrived in our gentle, moist and temperate climate, and dislike more extreme conditions and prolonged periods of drought and heat. Lush, green lawns likewise suit the mild and predictable, and will struggle if subjected to periods of drought and flood. The plants that may replace them are Mediterranean subshrubs such as rosemary and lavender (already the most searched for plant on Wyevale Garden Centres' website), which are much more adapted to drought conditions, as well as exotics. Above all climate change brings a period of upheaval and uncertainty, and...

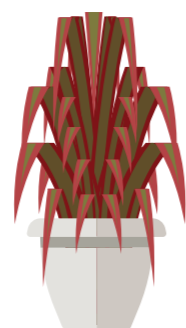
...only 2% of gardeners feel that they have the knowledge to adapt to a changing climate.

"In some ways, changes in climate conditions opens up new possibilities – gardeners in Glasgow may one day be able to grow agapanthus, phoenix palms and yuccas – but it also brings with it challenges, with new pests and diseases brought by the warmer weather."

David Mitchell,  
Wyevale Garden Centres' Buying  
Manager Horticulture

Brits are already giving their gardens a Mediterranean makeover, with increased ranges of palm trees brought into centres nationwide, along with bamboo and other exotic plants following a surge in online searches last year.

Create your own global garden in 2018 with Wyevale Garden Centres:



New Zealand Flax



Japanese Maple



Mediterranean Bay  
Trees



African Lily



## Brexit in our backyards

Burgeoning Brexit turns focus towards provenance, availability of food, and affordable eats.

National worry about food imports and a shortage of Brits' favourite fresh produce following Brexit is pushing up interest in self-sufficiency in allotments, with last year's lettuce shortage being a sign of things to come. When examining the impact of Brexit, the Food, Farming and Countryside Commission found that just one of our five portions of fruit and vegetables per day is grown in the UK, with the remaining majority being imported from EU countries. 'No deal' Brexit offers the most dramatic scenario for food shortages with food likely to be held up at ports, and supply lines disrupted. Whatever the eventual deal, food prices are likely to

increase significantly. Far-sighted gardeners are already increasing their own self sufficiency ahead of this, and we are likely to see a surge in Brexit-related edible gardening over 2018/19.

"The next few years will be fascinating as we witness a change in the way people consume their fruit and veg. The UK's love affair with Grow Your Own continued to gain momentum in 2017, along with an evolving interest in provenance, and is likely to continue with the potential impact of Brexit on fruit and veg stocks. We have simplified our compost ranges to make it easier to select the right one for your needs as well as ordering more seeds than in 2017."

Mark Sage,  
Wyevale Garden Centres' Head of Horticulture



## Exotic edibles

Growth in exotic crops fuelled by travel, restaurants and unusual supermarket fresh food ranges.

Gardeners are seeking out the unusual and more than ever want to grow the exotic alongside the traditional plot veg. This has been spurred on by experiences when travelling, eating out, and by increasingly adventurous supermarket fresh food offerings.

“The real growth in the Grow Your Own sector is in the unusual. Tamarillos, cucamelons and sweet potatoes are among the crops that gardeners are introducing to their own kitchen gardens. Chilli plant sales are also the fastest growing among all edibles.”

Lilidh Matthews,  
Wyevale Garden Centres' Vegetable & Herb Buyer

Can you handle the heat of these chillies at Wyevale Garden Centres?



Jalepeño  
(2,500-5,000 Scovilles)



Feugo  
(350,000-500,000 Scovilles)



Inferno  
(1,569,000 Scovilles)

Climate change is also likely to make it possible for British gardeners to grow more unusual crops in the future. Loquats, persimmons, kiwis, amaranth, peaches, nectarines and almonds are already viable in milder parts of the UK and their viability in more northerly and chillier parts of the country is set to increase.

# Social Side

Social media and the internet now massively influence gardening, delivering instant inspiration, information on the latest trends, and sources of advice. It is making us more open about our gardens and our gardening, and by inviting people in digitally, we are becoming more likely to invite friends into our gardens and use them as social spaces.

## The 'Megha' Effect

Social media sensation Meghan Markle will impact plant trends for 2018 – will her wedding bouquet be peonies?

Prince Harry and Meghan Markle marry in May, and their use of plants and flowers for the ceremony is likely to have a big impact on gardening trends for the near future. Meghan Markle often took to social media to share pictures of her favourite flowers: peonies in shades of white, pink and coral. These varieties will be in season in May, leading to speculation that she may include them in her bouquet. In anticipation, Wyevale Garden Centres is bracing itself for a run on peonies in the aftermath.

Myrtle is also likely to feature – it is the emblem of matrimony, symbolising love and hope, and has been used in royal brides' bouquets since the 19th century. Alternatively, Meghan may follow Kate Middleton's lead in paying tribute to Harry's late

mother, Princess Diana, by including lily-of-the-valley in her bouquet – Diana herself carried sprigs of the plant on her wedding day. In her wedding bouquet in 2011, Kate Middleton bucked the trend for flamboyant, flown-in flowers, choosing a simple, pure white bouquet of lily-of-the-valley, myrtle and hyacinths. All of the flowers and plants used on the day were UK-grown and many cut from royal estates. These choices gave a great boost to the trend for white and green and to the then-nascent UK-grown cut flower market.

Wyevale Garden Centres' best-selling peonies:

- 1 Suffruticosa (Various Colours)
- 2 Sarah Bernhardt (Rose Pink)
- 3 Karl Rosenfield (Bold Magenta)



## Social media shakedown

Carrots and clicks: the internet is replacing traditional sources of garden information.

The internet has become our primary source of gardening inspiration and information. Online buying is key for shoppers today, particularly the under-40s who are more likely to keep up with trends and much more likely to visit the website than a store.

Last year Wyevale Garden Centres saw a 108% increase in loyalty card members choosing to receive their vouchers by email.

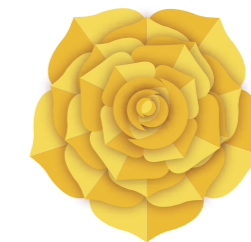
Having a presence on social media is also spanning the generations, as people turn to the internet for appreciation and affirmation of their gardening efforts. Liz Hurley, Cindy Crawford, Oprah Winfrey, Amanda Holden, Geri Halliwell and Kelly Brooks are among the celebrities jumping onto this trend and posting artful pictures of themselves gardening.

Almost a third of UK gardeners regularly share pictures of their plants on Facebook, over half of which are under 40 years old.

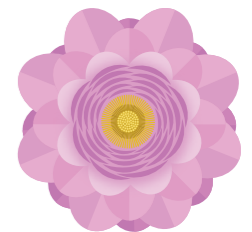
Garden centres are responding to this by making easy, pre-planted, Instagram-ready containers in subtler and greener colour ranges that keep up with the latest online trends.

47% of the UK believes that social media will influence gardening trends in 2018.

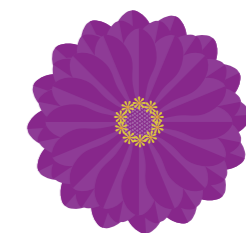
Social media's favourite flowers:



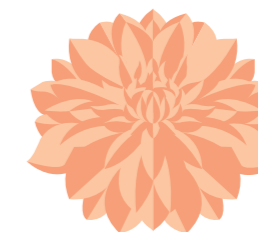
Roses



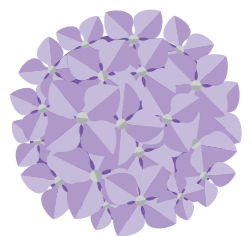
Peonies



Zinnias



Dahlias



Hydrangeas





## Outdoor entertaining

The dinner party is back...and it is going al fresco.

Staying in is the new going out as we spend more time entertaining in our homes and gardens. There is a growing desire to turn the garden into the 'fifth room' of the house, and furniture and accessories trends are following suit. Having been in vogue in Europe for some time, garden furniture in the UK has grown more fun and relaxed: casual dining sets – low slung sofa sets around tables with inserts for grills or ice buckets – are gaining ground on traditional outdoor dining tables.

'Casual Dining' constituted a third of sales across Outdoor Living ranges at Wyevale Garden Centres in 2017.

"In response to growing demand, we have introduced more casual dining options for 2018 – these offer the perfect half-way house between a sofa set and a dining table. People are generally upping their game in their homes and making them more sophisticated and smart, and they want that to carry over into their gardens too."

Caroline Mann,  
Wyevale Garden Centres' Outdoor Furniture Buyer

Garden furniture is also becoming more stylish and modern in look, with old-fashioned rattan in shades of browns and greens making way for metal and wooden sets in muted greys and paler tones.

Garden furniture sets are the second most searched for term on Wyevale Garden Centres' website and barbecues the sixth. Cooking is moving out into the garden, with a growing popularity for larger barbecues that incorporate shelving, storage and act almost as outdoor kitchens.

Sales of BBQs are up 20%  
YoY at Wyevale Garden Centres.

Gardeners are also buying candles, chimeneas and outdoor rugs to help make their gardens atmospheric and to allow them to stay outside later into the evenings. Wyevale Garden Centres has significantly increased its outdoor living proposition for 2018 to include wider ranges of mirrors, cushions, ornaments and other decorative garden accessories.

Soft furnishings for the garden are on the rise, with patterned outdoor cushion sales up 23% YoY in 2017.



## Summary

This report has captured the information, experience, and in-depth understanding that Wyevale Garden Centres has at its fingertips to form a picture of gardening and gardeners at the start of 2018. The picture is encouraging, as new waves of amateur gardeners pick up their spades in droves; whether that is the Late Bloomers, Millennial Gardeners, Eco-Gardeners or the Entertainers.

Gardening is increasingly recognised as a craft and a comfort, as a way of connecting with people either virtually or by inviting them around to enjoy your efforts, as health giving and calming, and as a form of creative and sometimes political expression.

The gardeners of today are doing it in less space and with less time

than any previous gardening generation before them, showing the attraction of getting your hands dirty and producing something beautiful or delicious.

Many gardeners have not been taught traditionally or arrived at gardening in any traditional manner, but perhaps because of this are taking gardening in new and exciting directions.

Wyevale Garden Centres is determined to keep abreast of these trends, to help demystify gardening and to provide what gardeners need in order to garden in their own unique way. The challenges are great, but 2018 welcomes new breeds of enthusiastic and demanding gardeners, and the opportunities are greater.





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