



22 January 2024

## Uncovering the top gardening trends for 2024 with British Garden Centres

As we journey into the exciting year of 2024, the world of home and garden is poised for a remarkable transformation. The shifting dynamics of modern lifestyles, the emergence of innovative technologies, and the growing focus on sustainability and well-being are driving this change. The British Garden Centres team has delved into the latest garden trends that are set to transform the way we plan, design, and nurture our outdoor spaces. Get ready to see a revolution in the way we approach our gardens!

**Sustainable Practices:** In 2024, there will be a strong emphasis on sustainability within consumer gardening. People are becoming more conscious of their environmental impact and are seeking eco-friendly solutions for their gardening endeavours. This includes the use of organic fertilisers, composting, water-saving techniques, and the incorporation of native plants to support local ecosystems. There is a renewed focus on biodiversity and the use of native plants in consumer gardening. This trend aligns with the desire to create more sustainable and resilient gardens that support local ecosystems and wildlife.

**Instant impact gardening** is becoming increasingly popular. There is a growing trend among people who enjoy gardening to create low-maintenance and instantly appealing gardens. Container gardening is becoming increasingly popular, particularly among those who do not have access to a private or shared garden. Vertical gardening and growing upwards will continue to be popular in new builds and flats with limited or no outdoor space. We also expect that lighting will play a crucial role in creating an instant and attractive outdoor environment. Solar garden lights are an excellent renewable energy option for creating a stunning outdoor ambience.

**Tropical Plants:** Head of Plants at British Garden Centres, Julian Palphramand says: "We expect to see a continued blurring of the traditional seasonal timings within the plant-selling calendar as customers continue to push for colour and interest in their garden all year around. Consumers are also very aware of the changing climate and will garden accordingly and this will bring the inevitable demand for more exotic plant varieties, and the crossover between outdoor plants and indoor plants. These include Banana plants, Canna lilies and more exotic other lilies such as Callas and Oriental lilies, large-leaved exotics such as Rheum, tetrapanax, Colocasia, Fatsia, Palms such as tree ferns



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and then the cross-over between indoor and outdoor plants such as succulents (Aloes, Agaves, Semponiums / Sempervivums, Echeveria) as well as Bougainvillea, Solanum, Trachelospermum and Lantana.

“We are likely to see continued growth in the grow your own plant sector, which has grown over 10% year on year since 2021, in part by new plant product introductions but also the continued interest in growing your own from a sustainability interest and financial perspective.”

**An extension to the home:** Homeowners no longer see gardens as just a space for plants and flowers but as an extension of their homes. People now want to make the most of our outdoor space in every way possible. Whether it's creating a play area for our children or a cosy dining space with al-fresco furniture, consumers are always looking for ways to elevate our outdoor living experience. With the rising popularity of flexible and family-friendly gardens, we expect to see an increase in sales of outdoor living products like awnings, verandas, sunrooms, and weatherproof soft furnishings. Let's make our gardens a beautiful and functional space that we can enjoy all year round!

**Indoor gardening** has become increasingly popular worldwide. People are bringing the outdoors into their homes by creating their urban jungles. It is estimated that one-third of all houseplant sales are due to the millennial generation. Social media plays a significant role in their continued success, with millions of people sharing inspiration online. Houseplants are expected to remain a big business, as more people spend more time living and working at home. Indoor pots will continue to reflect interior trends as people look for stylish and decorative products to enhance their rooms.

**ENDS:**

**WORD COUNT: 655**

**Notes to Editors:**

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.

BGC was launched in 1987 with the opening of Woodthorpe Garden Centre funded by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres Woodthorpe Leisure Park and Woody's Restaurant & Bar.

**Social Media**

Facebook: British Garden Centres

Twitter: @BGCentres



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