

# Horticultural Trades Association & Market Insights

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Horticultural Trades Association



# What is the HTA?



Business & organisation  
membership

“The promotion of  
the horticultural  
trade”



1,30

UK retailers, growers,  
landscapers, manufacturers &  
others

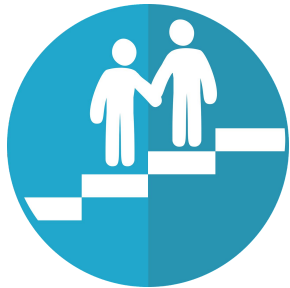
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# Core activities



Representation to  
government

Promotion & National  
Garden Gift Card scheme



Business support for  
members



# Research and insights work

Market and state  
of trade analysis



## Garden Centre Sales:

2024 year in review

2024 got off to a reasonably good start, up +3% in January comparisons. Thanks to the earlier Easter, March sales were up +17% pulling up the year to end of March figures to +6%. A cool and wet garden season affected the year-to-date comparisons after March, with trade tracking flat on 2023 from the year to end of April to year to end of July. The year finished on a positive note, up +2% on full calendar year, boosted by good Christmas sales in November 2024.



hta.org.uk

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HTA

Data to support  
campaigning activity  
for members

# Industry prospects: demographics

68,612,040 people in 2024

age 45 to 65

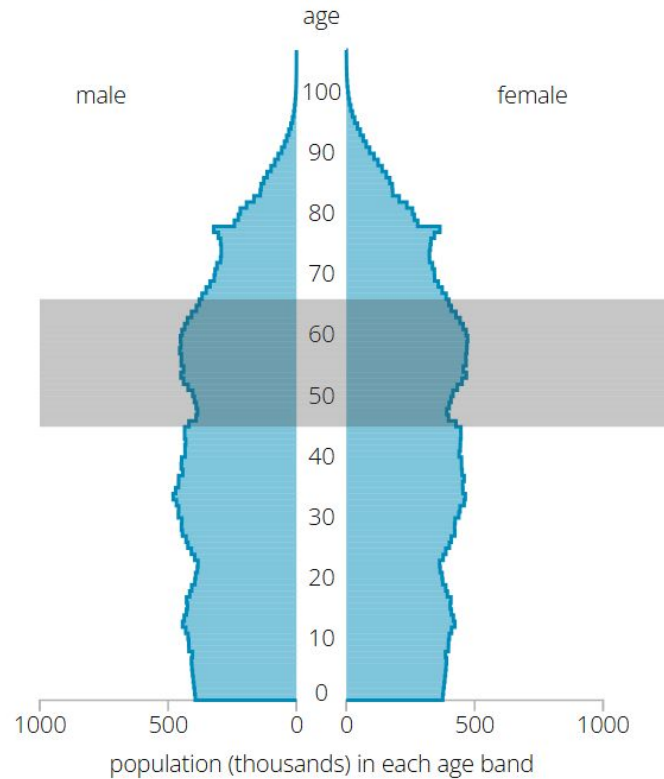
8,875,124 males

49.1%

9,188,571 females

50.9%

18,063,695 people (26.3% of total population)



70,229,420 people in 2034

age 45 to 65

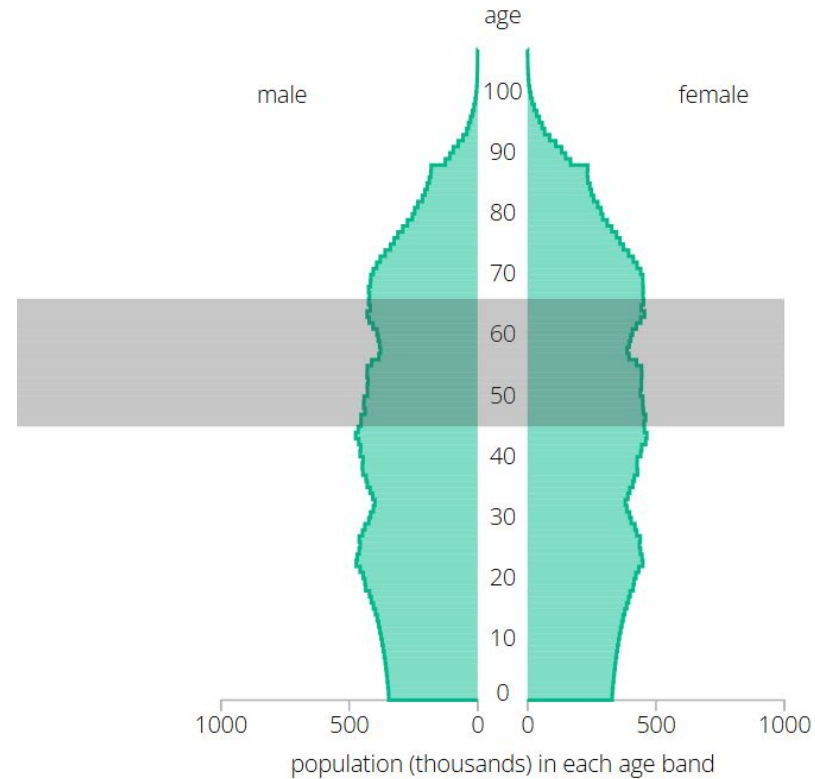
8,815,510 males

49.2%

9,106,350 females

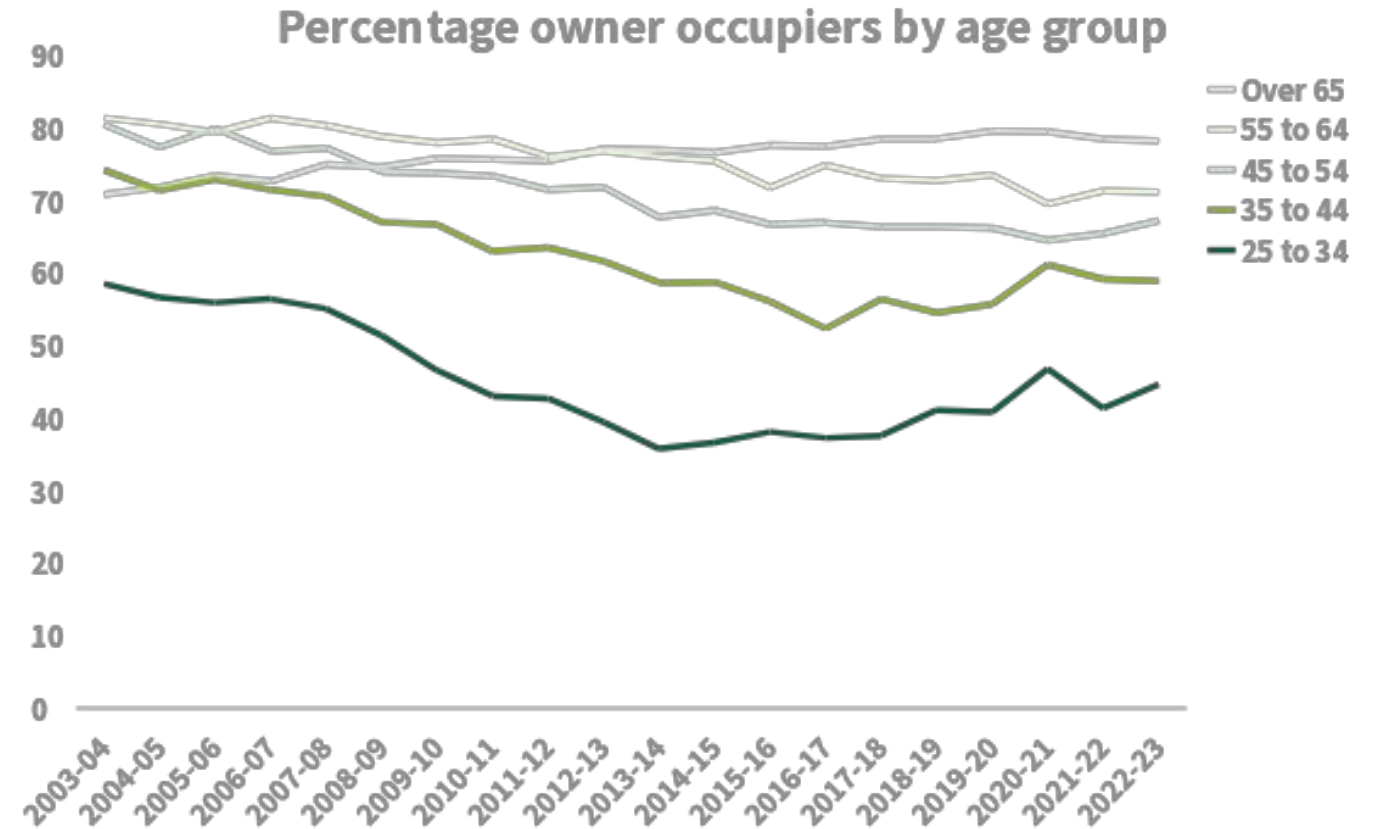
50.8%

17,921,860 people (25.5% of total population)



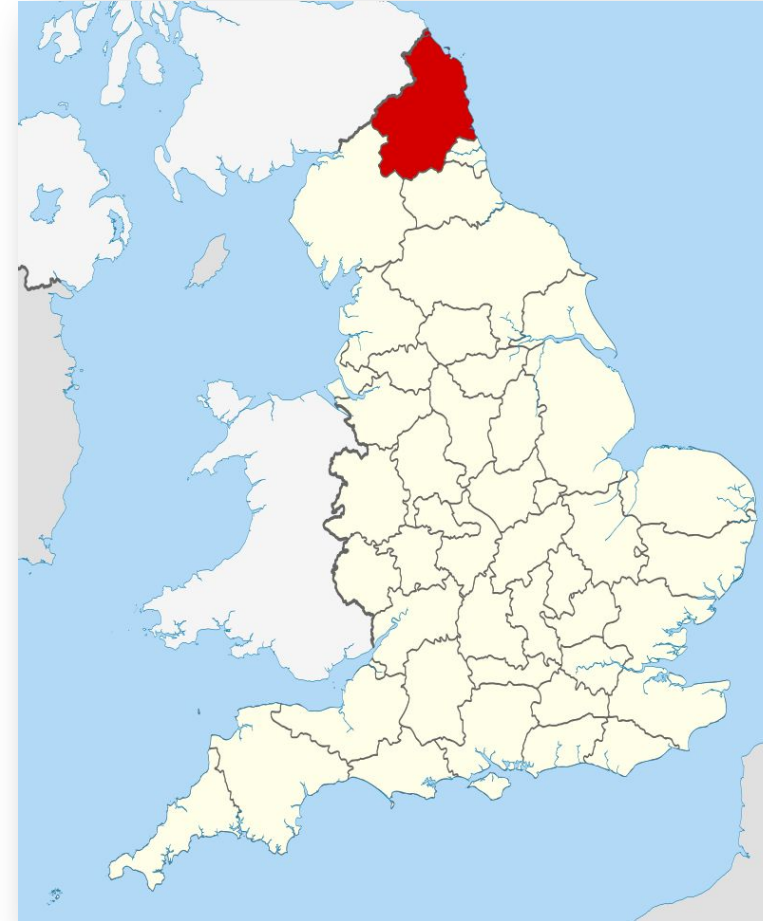
# Industry prospects: demographics

	Homeowners	Renters
16 to 24	55%	11%
25 to 34	50%	32%
35 to 44	51%	31%
45 to 54	60%	43%
55 to 64	69%	46%
65 to 74	74%	52%
75+	73%	74%





# Industry prospects: climate



# Climate change adaption: value of plants



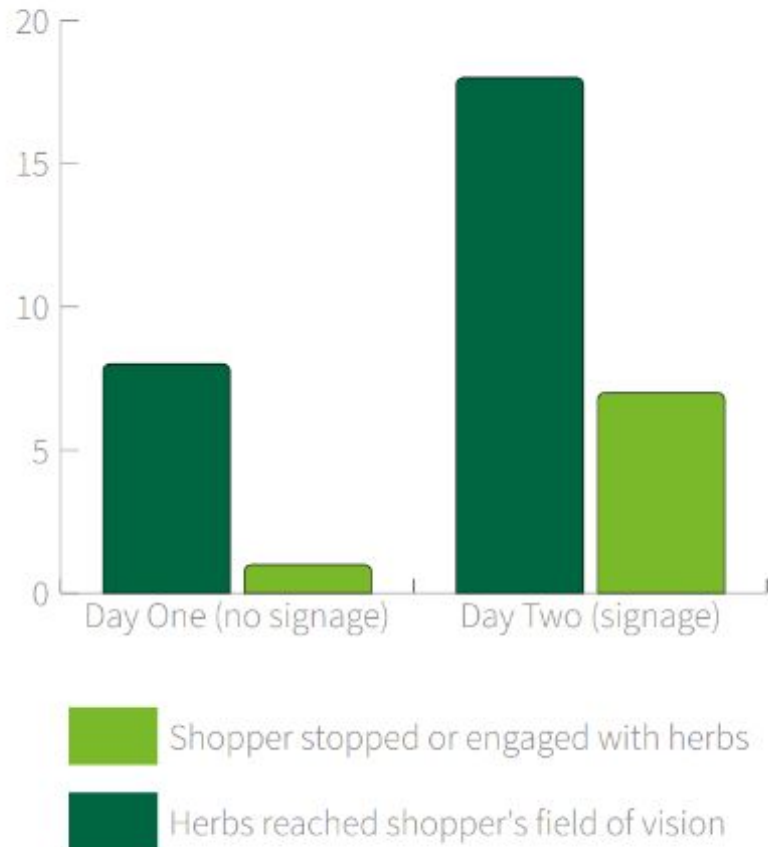
£667m value in avoided negative impacts on health from PM2.5 removal

£430m value of urban cooling services provided by vegetation in 2020





# Shopper research extracts





# Family Focus

GYO as a way into gardening

Quality time with family

Home entertaining

Newer gardens

# Link sales analysis – market basket analysis

- Garden Retail Monitor – 7 million garden centre transactions from 70 stores
- Examines the relationship between different categories within the department structure of this data
- Looks for dependent relationships: if ‘bread’ then ‘butter’
- Backed by real-life imagery and examples

# For example:

- Far higher propensity to purchase feeds, plant protection products, and garden care with grow-your own ranges
- Far stronger association between sales of GYO plants and edibles seeds than flowering plants and flowering seeds
- Suggestions/considerations:
  - Shopper journey in from the plant area to alight on veg seeds and seed potatoes
  - Lead in from plant area/GYO zone to plant care and propagation



# Examples



## COMPANION PLANTING

**Better  
Together**

### BEANS AND CORN

Beans fix nitrogen in the soil,  
which can be used by corn.  
Corn provides a trellis for  
beans to climb.



### CARROTS AND RADISHES

Radishes help to break up the  
soil, which can benefit carrots.  
Carrots do not compete with  
radishes for nutrients.



### CUCUMBERS AND BASIL

Basil helps to repel cucumber  
beetles, which can damage  
cucumbers. Cucumbers provide  
shade for basil, which helps to  
prevent it from wilting.



### LETTUCE AND TOMATOES

Lettuce helps to suppress weeds,  
which can compete with tomatoes  
for water and nutrients. Tomatoes  
provide shade for lettuce, which  
helps to prevent it from bolting.



### MARIGOLDS AND ROSES

Marigolds help to repel  
aphids, which can damage  
roses. Marigolds also help to  
improve soil drainage, which  
can benefit roses.



*Tips and Advice* from **Haskins**



# Summing up

What an industry to work in!

Plants and production, through to consumers, through to environmental science and planning

An industry with a future, and one that's key to the UK's future

Amazing that you're going to be carrying it forwards!