



06th January 2025

Beat the blues with National Houseplant Week and British Garden Centres

According to the Horticultural Trades Association (HTA)*, 1 in 7 houseplant sales occur in December. With January blues looming and National Houseplant Week (January 6th-12th) followed by Blue Monday (January 20th) upon us, there's no better time to invest in a houseplant. Not only do they brighten up your home, but they also offer numerous well-being and environmental benefits, as the team from British Garden Centres explains.

Health and wellbeing

Studies show that having houseplants is good for you! They can make you feel happier, reduce stress, clean the air, and even make your home quieter. Since most people spend a lot of time indoors, especially in cities, (90% according to the RHS) bringing plants inside can help you enjoy some of the benefits of being outdoors.

Houseplants provide significant social and health benefits, contributing to improved well-being and mental health. They enhance indoor air quality by filtering pollutants and increasing humidity, creating a healthier living environment. Houseplants also add aesthetic value to homes, promoting a sense of tranquillity and connection to nature. They've also been found to boost concentration levels and reduce feelings of anger and anxiety, promoting better mental health. Google searches for 'air purifying plants' and 'aloe vera' have been up year on year as they tap into the wellness trend that so many of us crave.

Easy living

Keeping houseplants alive is easier than you might think as they are surprisingly low maintenance, thriving in similar conditions and requiring minimal effort. Sunlight is key, but even that's simple: most prefer bright, indirect light, making placement and looking after them a breeze.

Watering is equally straightforward: simply water when the top inch of soil feels dry. Overwatering is a common mistake, but most plants can bounce back from occasional dryness much better than they can from root rot caused by excess moisture. To keep your houseplants thriving, use a well-draining potting mix and fertilise lightly once a month during the growing season.



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Indoor aesthetic and trends

Many young adults ('plant parents') see houseplants as a way to feel more grown-up, especially when things like owning a home seem difficult. Since many people live in flats with little or no outdoor space, houseplants are a great way to create an indoor garden inside with plants, these are often shared on social media seeing a rise of gardener influencers.

Bold, sculptural plants like Monstera and Philodendron remain incredibly popular, particularly during National Houseplant Week. Their dramatic leaves make them perfect for creating a stylish, biophilic atmosphere in modern homes. Easy care and proven air-purifying qualities make them a hit with Gen Z and Millennials seeking sustainable living solutions and contemporary aesthetics.

Peace lilies and Calatheas continue to be favourites and are renowned for their ability to significantly improve indoor air quality by removing toxins. Carnivorous plants and cacti also appear to be on trend as they offer a unique and engaging way for young people and children to connect with nature.

British Garden Centres' top picks

Aloe vera, with its succulent leaves and healing properties, is a popular choice due to its drought tolerance and easy care. Simply placing it in a sunny spot and watering sparingly is enough to keep it thriving. The Chinese money plant, with its attractive rounded leaves and ability to propagate easily, is another excellent houseplant, particularly for beginners as it thrives in bright, indirect light, and is perfect for a tabletop or windowsill.

Peace lilies are highly regarded for their air-purifying qualities and potential to promote restful sleep, making them a favourite among those seeking a touch of tranquillity in their homes. Their delicate white blooms and glossy foliage add a touch of beauty to any room, while their relatively low-maintenance needs make them a practical choice for busy lifestyles.

The spider plant, with its graceful, arching leaves and adaptability to various light conditions, is another excellent choice for beginners. Its low-maintenance nature and versatility make it a perfect addition to any home, whether cascading from a hanging basket or adding a touch of greenery to a shelf.



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The snake plant, often nicknamed "Mother-in-Law's Tongue," is a striking addition to any home, known for its air-purifying properties and ability to remove harmful toxins from the air and popular as its low-maintenance. Why not also try the ZZ plant, with its sleek, shiny foliage and tolerance for low light conditions, a fantastic option for beginners as it doesn't require excessive care.

Andy Little, Plant Buyer at British Garden Centres said: "At British Garden Centres, we believe that bringing a houseplant into your home is one of the easiest ways to boost both your environment and well-being. With so many options to choose from, it's clear that plants are more than just décor and your local store is on hand to help you throughout National Houseplant Week. Whether you're a seasoned plant enthusiast or a first-time plant parent, there's a perfect plant waiting to brighten your space and transform your home."

*HTA's Garden Retail Monitor showed that in 2023, 13% of all houseplant sales in garden centres took place in December

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Notes to Editors:

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 65 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 65 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 and Woodthorpe Leisure Park and Woody's Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: www.britishgardencentres.com

Cassie King

PR Officer

cking@britishgardencentres.com

07875 337290