



6th January 2025

British Garden Centres' predicted 2025 gardening trends

As we step into 2025, British Garden Centres unveils the latest gardening trends that are set to shape our outdoor spaces. From sustainable solutions to bold design choices, these emerging trends offer inspiration for gardeners of all levels.

Sustainability

As the year begins, concerns about the environment and sustainability remain high on everyone's agendas. This has led to a significant shift toward greener and safer products, with consumers actively seeking clear, environmentally friendly options for their gardens. There has been an increase in natural and environmentally sensitive feeds, weed controls, and pest management products. People also are increasingly opting for eco-friendly methods such as rainwater harvesting and mulching.

Consumers are actively seeking eco-friendly options for their gardening needs, leading many to choose recycled products like pots, garden decor, and soft furnishings made from 100% recycled materials. Moreover, there is a growing emphasis on using durable or recyclable garden materials, such as metal or wooden garden furniture, and investing in high-quality tools that can be passed down through generations.

Plants

Customers are increasingly looking for simple solutions for instant garden appeal, a trend that is expected to continue into 2025. After the unfavourable weather in 2024, homeowners will want to quickly enhance their gardens with pre-planted bedding for containers and hanging basket packs for immediate colour and impact.

Hydrangeas have seen a notable increase in popularity this year, driven by improved breeding options and customers' growing appreciation. We expect this trend to continue into 2025, especially as hydrangeas regain fashion appeal. The later-flowering Paniculata types have experienced the most significant rise, likely due to a wider variety becoming available and their ability to bloom strongly after many other garden shrubs have completed their displays.



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Native trees are also poised to gain popularity in 2025, as sustainability and biodiversity become increasingly prioritized. Species such as Blackthorn, Hawthorn, and Crab Apple are particularly well-suited to UK gardens, offering beautiful floral displays, attractive berries, and valuable habitats for pollinators and birds.

Consumers are becoming more aware of the changing climate and will adjust their gardening practices accordingly, which will spur demand for exotic plant varieties and the blending of outdoor and indoor plants. This includes Canna lilies and other exotic lilies like Callas and Oriental lilies, as well as large-leaved varieties such as Rheum, Fatsia, palms, and tree ferns.

Grow your own

The grow-your-own trend is expected to become even more popular this year. Not only is it more affordable, but it is also eco-friendly and offers a fun, relaxing outdoor activity that has been shown to improve mental and physical well-being. Additionally, growing your own fruits and vegetables helps reduce each gardener's carbon footprint since it results in zero air miles and eliminates the use of industrial chemicals or pesticides. Homegrown produce is also packed with high-quality nutrients that are beneficial for health.

There is likely to be increasing demand for vegetable and herb plants that are outside the typical range, as consumers look to try something a bit more unusual or exotic in their gardens. Examples of such varieties include samphire, winter savory, horseradish, artichoke, chickpeas, and okra. In 2025, people will be eager to grow new and exciting foods and flavours.

Houseplants

Houseplant sales are continuing to soar, driven by social media, which highlights this huge and growing trend that shows no signs of slowing down.

Bottle gardening and terrariums are also experiencing a resurgence as the younger generation creates little ecosystems filled with a variety of plants, moss, and pebbles, making them perfect for those without outdoor space or indoor centrepieces.

Bold, sculptural plants like Monstera and Philodendron are back in vogue. Their striking leaves make them ideal statement pieces for any indoor space and their health benefits and low maintenance requirements have made them popular among younger gardeners.



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We also expect to see continued popularity for peace lilies and calatheas. Around school holidays, there tends to be a spike in sales of carnivorous plants and cacti, as children are drawn to these fascinating plants, providing an easy way to introduce them to gardening.

Wildlife

Over the past 50 years, more than 40% of British animal species have declined due to habitat loss, causing a concerning decrease in UK wildlife. There has been a notable trend towards naturalistic planting as gardeners incorporate varieties that attract wildlife to their gardens. Plants like lavender, rhododendron, honeysuckle, snowdrops, and wildflower meadows are effective in drawing in bees, butterflies, and other insects.

Many gardeners are also adding features such as bug boxes, bee bricks, and birdhouses, which provide wildlife with food, breeding, shelter, and hibernation places.

Smart gardening

In 2025, technology is set to play an increasingly prominent role in gardening, inspiring more individuals to embrace their outdoor spaces. The rise of apps is making it easier to engage with gardening, allowing users to access advice, track plant health, and connect with gardening communities at the touch of a button.

Motion sensor lighting is transforming outdoor spaces, making them usable after dark and enhancing security around homes while illuminating pathways and garden features. Also, the introduction of robot lawnmowers is revolutionising lawn care, offering homeowners the convenience of automated mowing. As these technologies continue to evolve, they are not only simplifying garden maintenance but also encouraging more people to venture outdoors and cultivate their own green spaces with ease and enjoyment.

ENDS:

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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.



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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

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