



1st December 2025

Celebrate Poinsettia Day and bring the magic of Christmas indoors with festive houseplants.

As the festive season starts to fill homes with sparkle and cheer, one day in December stands out for plant lovers and décor enthusiasts alike: Poinsettia Day on December 12th. Celebrating the nation's favourite Christmas plant, this special day marks the perfect opportunity to start decking your home with colourful indoor greenery that embodies the joy of the season, and British Garden Centres is here with its top picks for festive houseplants.

Poinsettias, with their vivid red bracts and deep green leaves, are synonymous with Christmas. Native to Mexico, they were first brought to Europe in the nineteenth century and quickly became a beloved winter tradition. Their festive colours echo classic Christmas themes, making them a natural choice for seasonal displays, gifts, and centrepieces.

What is Poinsettia Day?

Poinsettia Day is on December 12th and held in honour of Joel Roberts Poinsett, the American diplomat who introduced the plant from Mexico to the United States nearly 200 years ago. Since then, its popularity has spread worldwide, and poinsettias now symbolise goodwill, community, and celebration during the darker winter months, and of course, are a well-recognised symbol of Christmas.

Each December, poinsettias fill our homes from the traditional red to soft cream, pink, and even marbled or striped designs. These striking plants bring warmth and colour to homes long before the Christmas tree goes up, providing an instant festive lift to kitchens, living rooms, and hallways.

Choosing and caring for your Poinsettia

When choosing your plant, look for bright foliage, strong stems, and little or no pollen showing in the central flower cluster. Poinsettias prefer a warm environment, ideally between 15–22°C, away from direct sunlight and cold windows. Water only when the surface of the compost feels dry, and allow excess water to drain away as overly wet roots can quickly lead to leaf drop. With the right conditions, your plant can look its best until well into the New Year. For an added touch, pair your poinsettia with a decorative pot cover or wrap its base in festive paper for a charming seasonal gift.



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More indoor Christmas plants to brighten your home

Beyond poinsettias, the festive season invites a host of other indoor plants to brighten homes. The **Christmas cactus** offers cheerful tubular blooms in red, pink, white, and yellow, flowering reliably with minimal effort. **Cyclamens** provide delicate, scented flowers and attractive marbled leaves, ideal for cooler rooms and windowsills.

Popular **Phalaenopsis orchids** and statuesque **amaryllis bulbs** bring sophistication and colour, while classic **holly and mistletoe** evoke traditional holiday spirit with their bright berries and evergreen leaves.

A treasured tradition during Christmas is the forcing of bulbs indoors, creating beautiful blooms exactly when festive decorations are at their peak. Popular bulbs for this purpose include **hyacinths and paperwhite narcissus**.

Forcing requires starting with healthy bulbs, some of which need a chilling period of 10 to 15 weeks at cool temperatures to mimic winter. Once chilled, bulbs are planted in pots with well-draining compost and watered carefully. Initially, the pots are kept in dark, cool conditions to encourage root growth and shoot development. When the shoots are a few centimetres high, the plants are moved into warmer, brighter locations to bloom, avoiding harsh sunlight and heat sources to prevent early wilting.

Paperwhite narcissus bloom quickly and produce a lovely fragrance, while hyacinths offer eye-catching colours and a sweet, classic scent. Forced bulbs not only provide indoor beauty for the holidays but also can often be planted outside in the garden for spring enjoyment.

Julian Palphramand, Head of Plants at British Garden Centres, said: “As the Christmas season gets going, it’s lovely to see how poinsettias and other indoor plants bring a bit of cheer and colour into people’s homes. Whether it’s the bright red of a poinsettia, the sweet scent of hyacinths, or the simple beauty of an amaryllis, these plants make the house feel festive and welcoming. They’re easy to care for, and with a little attention, they can brighten your home well beyond Christmas.”

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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 73 centres around the country. The group is owned and led by the Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.



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BGC was launched in 1987 with the opening of Woodthorpe Garden Centre 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 61 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 3000 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres, Woodthorpe Leisure Park, and Woody's Restaurant & Bar.

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