



Euromonitor
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Gardening in the United Kingdom

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures and unseasonably dull weather drive slowdown in UK gardening sales in 2024
Westland remains the leader, while Lidl Germany drives growth through value, seasonal promotions, and sustainability
Non-grocery retailers lead gardening distribution in the UK, with omnichannel growth and e-commerce innovation enhancing reach

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Non-grocery retailers' specialisation and omnichannel strategies support stability in UK gardening sales in 2025
Younger consumers embrace sustainability while older generations maintain traditional gardening practices

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Home and Garden in the United Kingdom - Industry Overview

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DISCLAIMER

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