

# 2015



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## HOUZZ UK LANDSCAPING & GARDEN TRENDS STUDY



# At a Glance



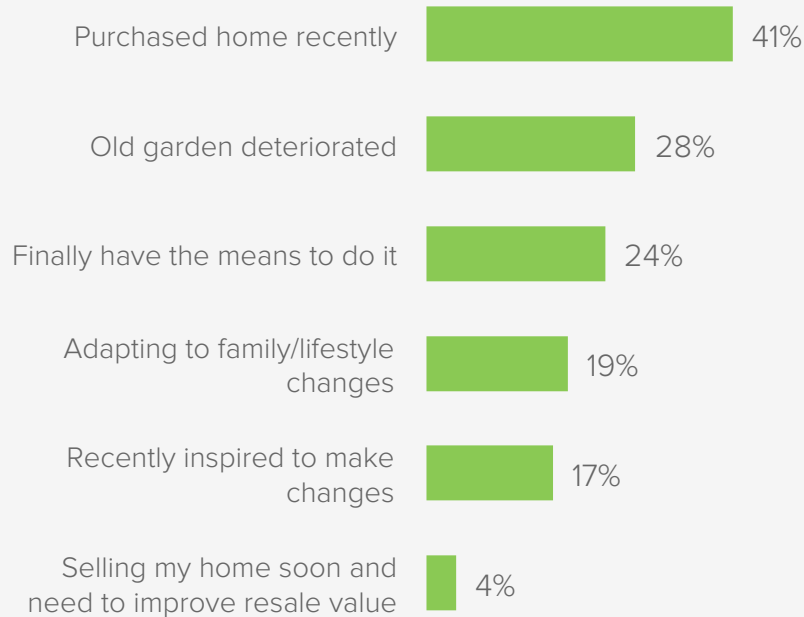
- One third of UK homeowners plan garden upgrades in 2015
- A third of Brits update their gardens every 5 years or less
- New home purchases drive the majority of upgrades
- People are spending, on average, 4-5 hours every week in their gardens
- While in the garden Brits enjoy gardening over other activities, 67%
- The majority of Brits (64%) have a garden that measures over 51m<sup>2</sup>

# New Home, New Garden

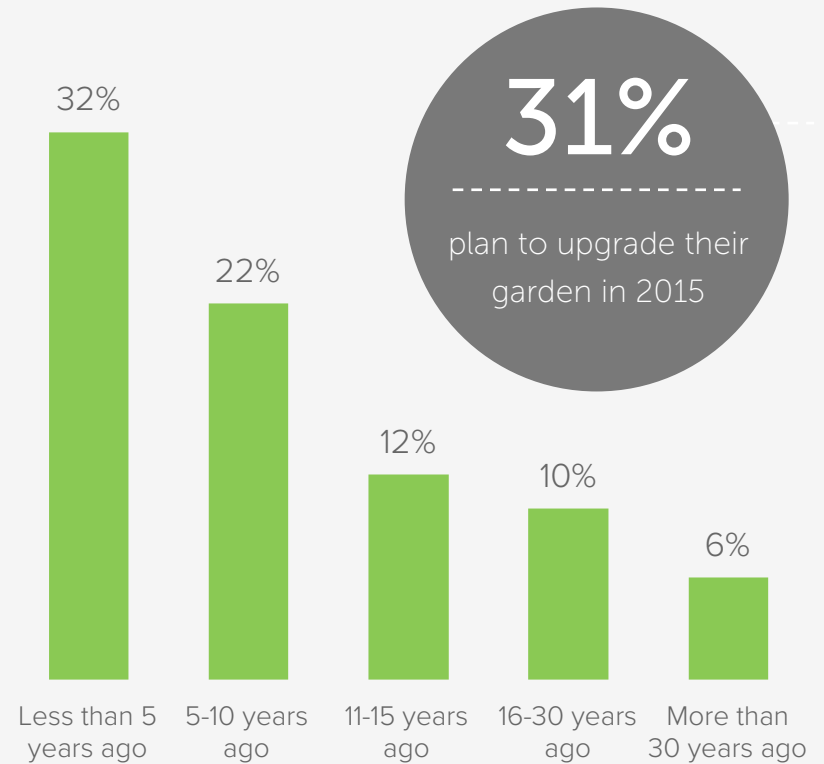


Purchasing a home is the most common motivation for Brits to upgrade their gardens and outdoor spaces, followed by the need to renovate an old deteriorated garden. According to the recent Houzz and Home study, 31% of UK homeowners plan to upgrade their gardens in 2015.

## GARDEN UPGRADE MOTIVATIONS



## TIMING OF LAST UPGRADES

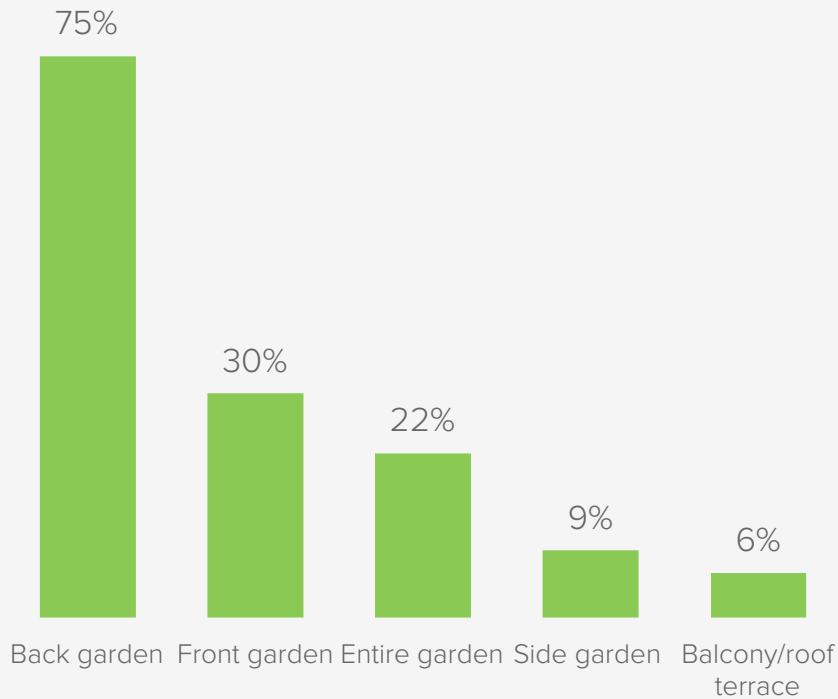


# Project Scope

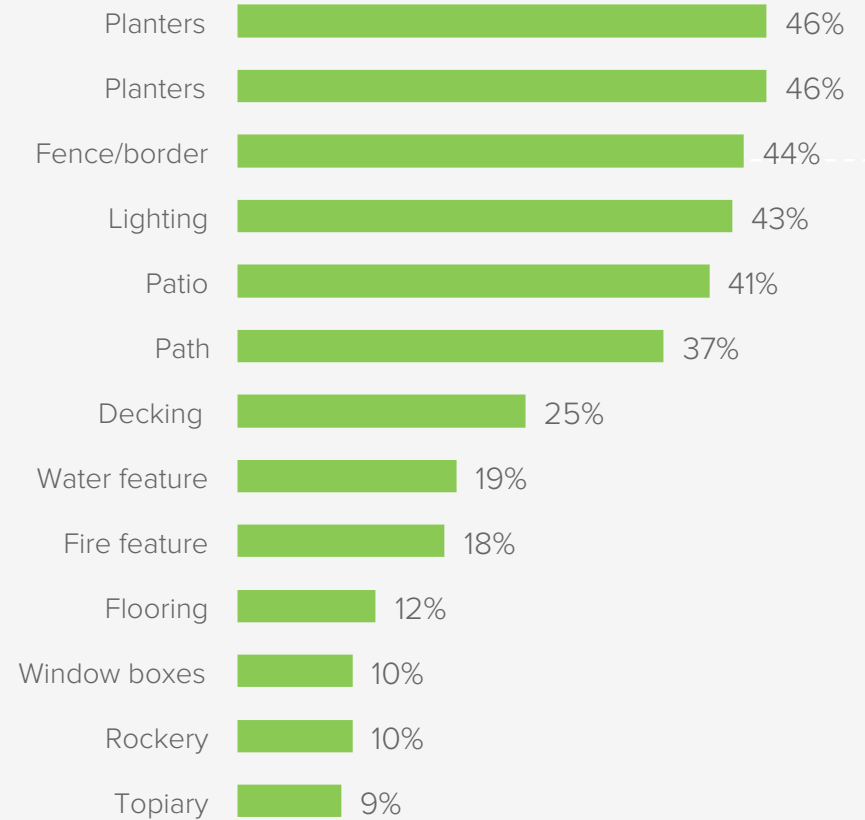


The majority of homeowners upgrading their gardens or outdoor spaces are conducting work on their back gardens. Lighting is key in Brits' gardens, as 43% are upgrading or adding new lighting as part of their outdoor project.

## GARDEN UPGRADE AREAS



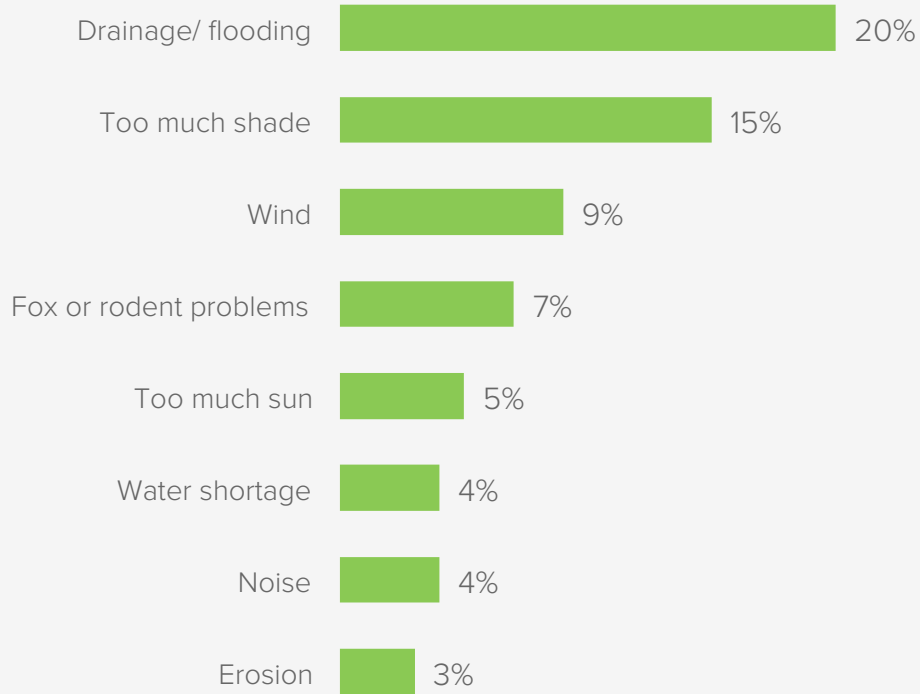
## LANDSCAPING UPGRADES



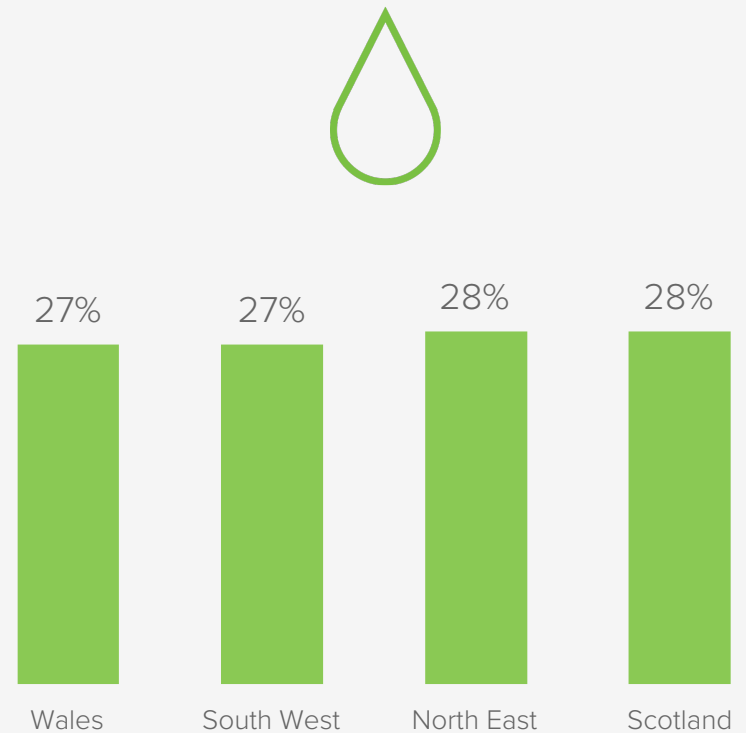
# In Deep Water

For those addressing challenges in their outdoor project, flooding and drainage is the most common issue to affect UK gardens. The destructive winter floods over the past few years appear to have left their mark, with some areas, including the South West and Wales, more affected than others.

## CHALLENGES ADDRESSED DURING UPGRADES



## FLOOD HOTSPOTS

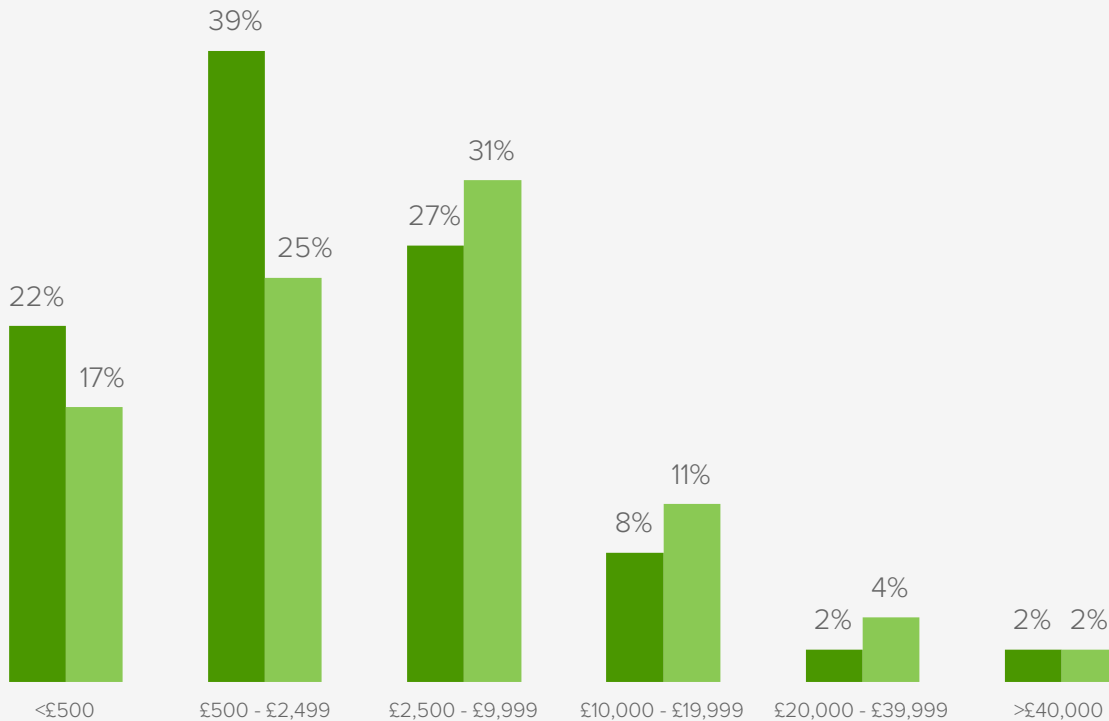


# Budgets in Bloom



The majority (61%) of Brits plan to spend less than £2,500 on their current or upcoming garden upgrade, with over a fifth budgeting under £500. Yet, 48% of those who recently completed a project admitted to spending over £2,500, implying that budgets and spend don't always align.

## BUDGETS VERSUS SPEND FOR GARDEN UPGRADES



23%

Upgrade their gardens because they finally have the financial means to do it

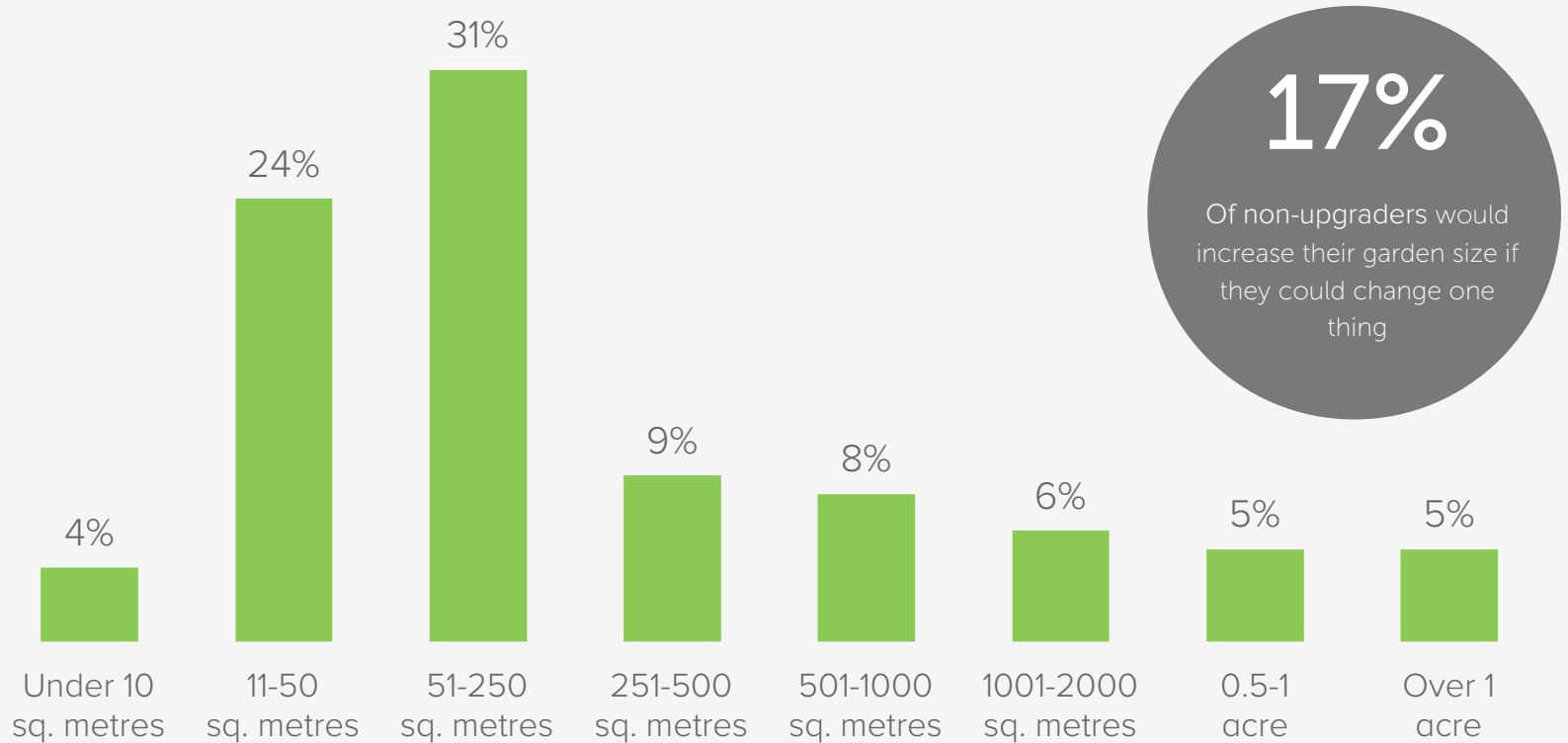
- Budget for current garden projects and planned projects in next 3 months
- Spend for completed garden projects in last 12 months

# Garden Size



The majority of UK households have a garden or outdoor space that measures over 51m<sup>2</sup>. With the average size of UK houses measuring 76m<sup>2</sup> (1), it's likely that for the majority of Brits their garden outsizes their home. One in twenty enjoy gardens over one acre.

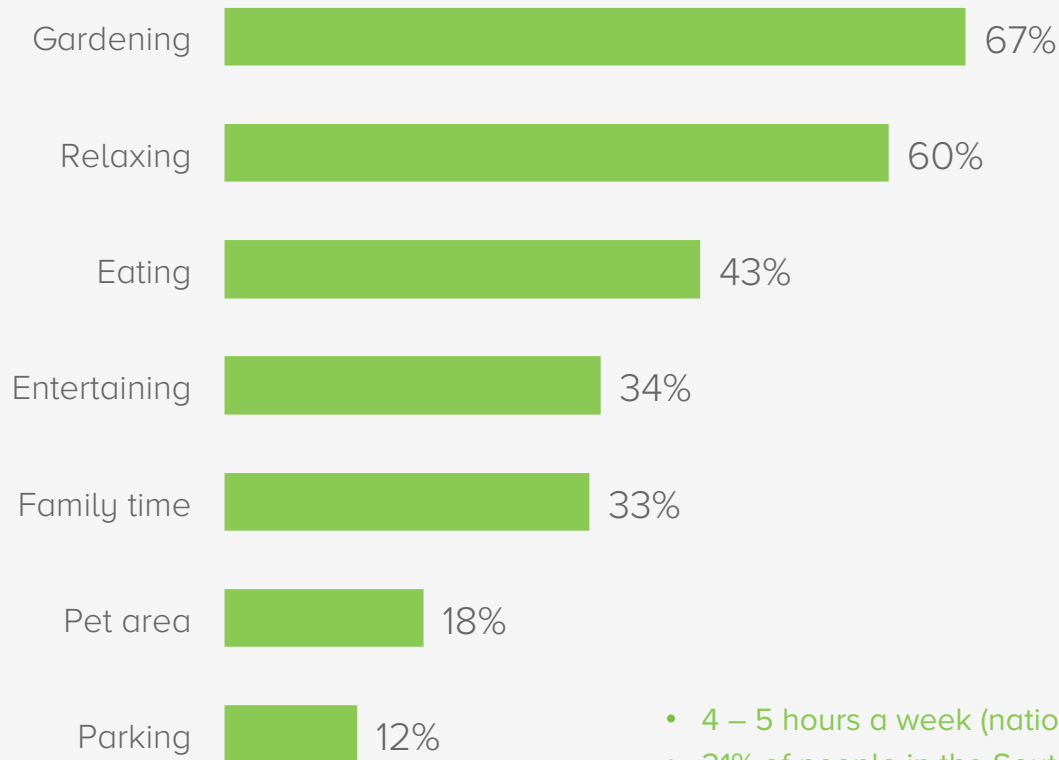
## SIZE OF UK GARDENS



# Gardeners' World

On average Brits spend 4-5 hours a week in their gardens. Gardening is the number one use of outdoor space (67%) ahead of relaxing (60%) and eating (43%).

## TOP USES OF OUTDOOR SPACE



- 4 – 5 hours a week (national average)
- 21% of people in the South West spend + 10 hours a week



# Garden Use Across the Country



The way people use their gardens varies across the country. The most keen gardeners are found in Northern Ireland, while those in Wales and London prefer to use their outdoor spaces to relax.

## HOW THE REGIONS USE THEIR GARDENS

78%

People from Northern Ireland are the most keen gardeners. 78% prefer to use their outdoor space for gardening.



69%

The Welsh prefer to relax rather than pick up a spade. 69% prefer relaxing compared to 52% who enjoy gardening.



45%

Londoners love to entertain; almost half use their outdoor space to entertain compared to 34% across the country. Their top activity, however, is relaxing (59%).



5%

1 in 20 people living Birmingham use their garden to exercise.



46%

People in East England like to use their gardens for eating.

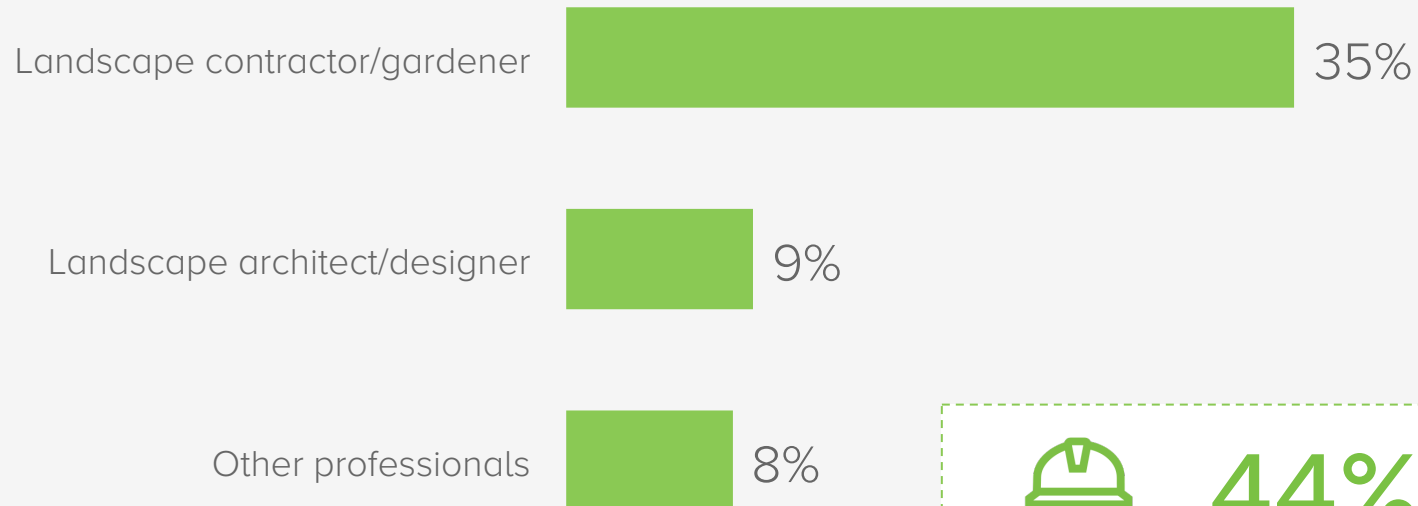


# A Helping Hand



Nearly half enlist the help of professionals to upgrade their gardens. One in ten hire a landscape architect/designer.

## INVESTING IN PROFESSIONAL HELP



44%

are hiring a professional to help with their garden upgrade

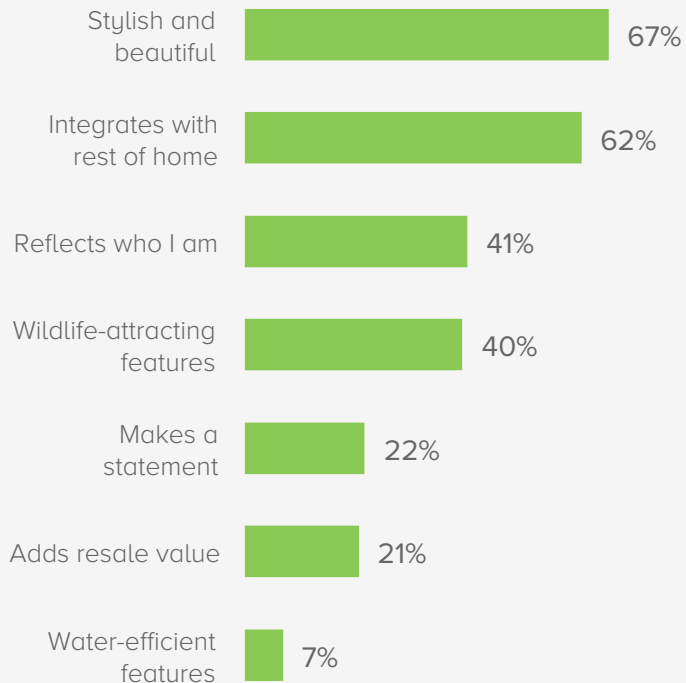
# Beauty, Maintenance and Privacy



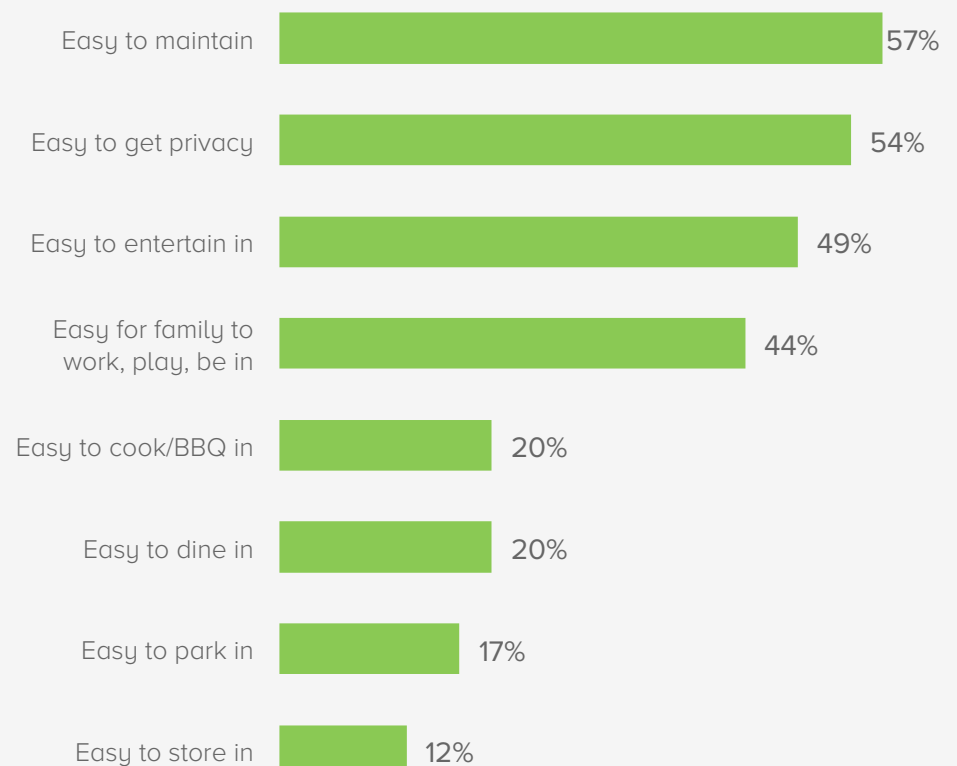
Brits who are upgrading their outdoor spaces want gardens that are beautiful and easy to maintain. Privacy is also key.

## MOST IMPORTANT DESIGN AND FUNCTIONAL ASPECTS OF UPGRADED GARDENS

### Design



### Function

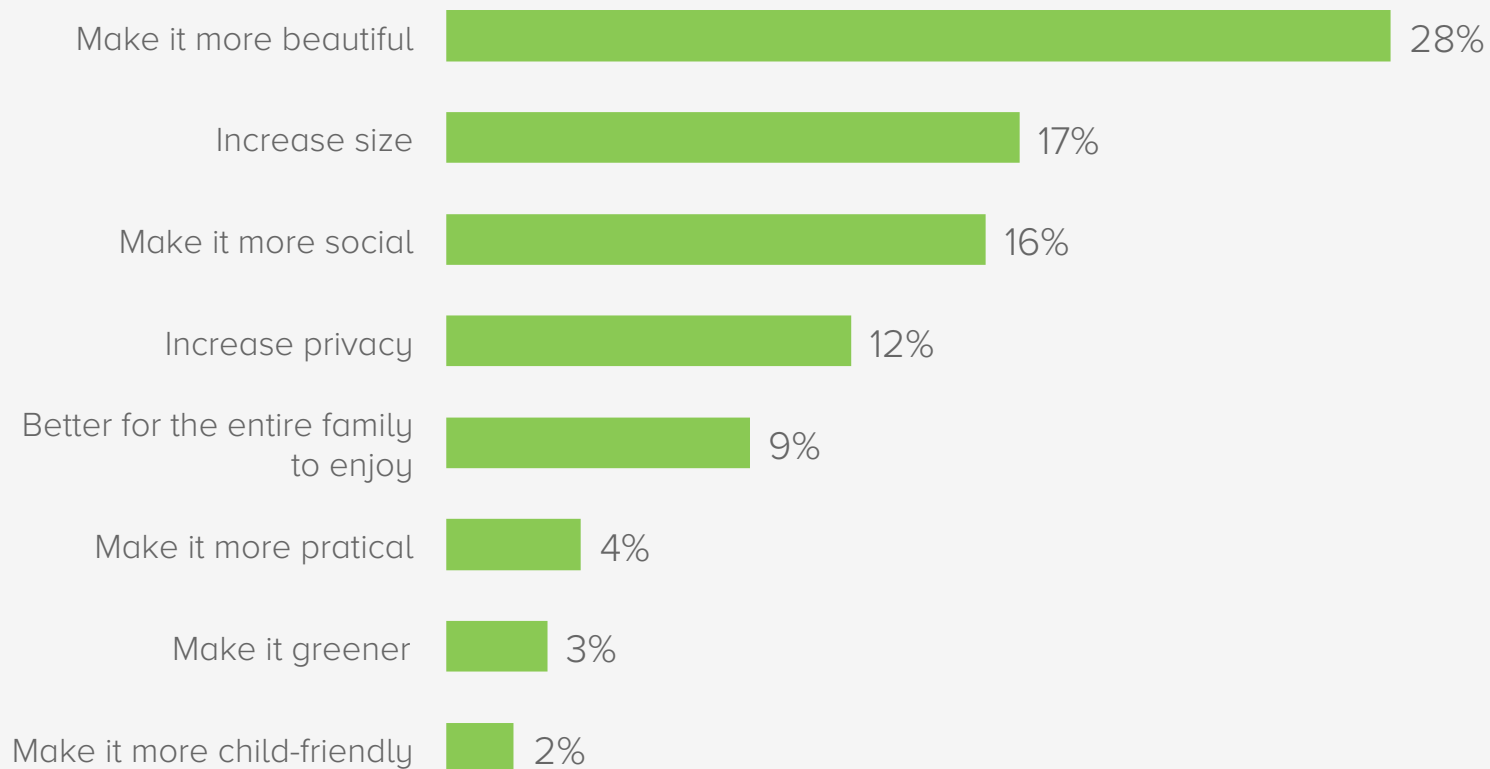


# Beauty Before Size



Even those that aren't upgrading want a garden that is beautiful. 28% of those who aren't undertaking a garden project said that if they could change just one thing in their gardens, they would make it more beautiful. Less than a fifth want to make their gardens larger.

## TOP DESIRED GARDEN IMPROVEMENTS



# A Green and Pleasant Land

To help make our upgraded gardens beautiful, Brits are planting lots of greenery, including flowers, bushes, edibles, trees and a natural lawn. Perhaps to help with the maintenance, almost one in ten plan to incorporate artificial lawn as part of their project.

## GREENERY IN GARDEN UPGRADES

75%

Flower



61%

Bushes



51%

Edibles



36%

Trees



35%

Natural lawn



8%

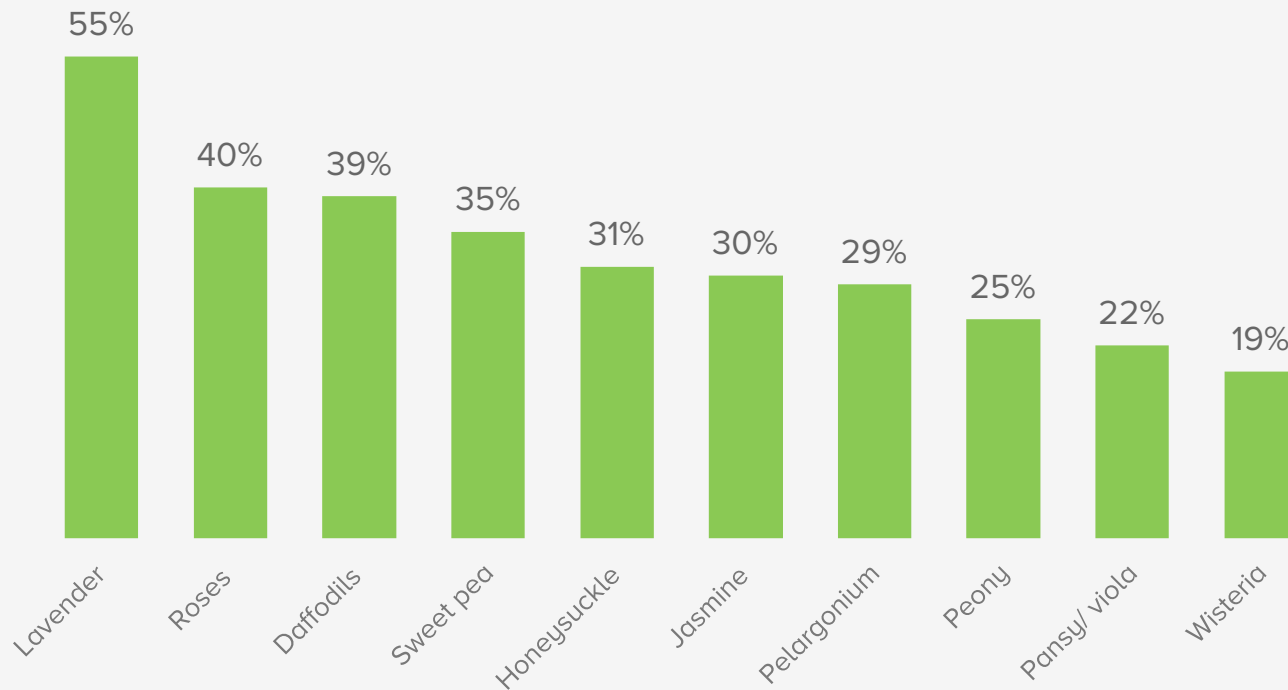
PLAN TO USE ARTIFICIAL LAWN

# Flower Power



The majority (75%) are planting new flowers as part of their outdoor upgrade project. Lavender is the top choice with over half planning to incorporate it into their plots.

## FLOWER CHOICES AMONG THOSE UPGRADING WITH FLOWERS



23%

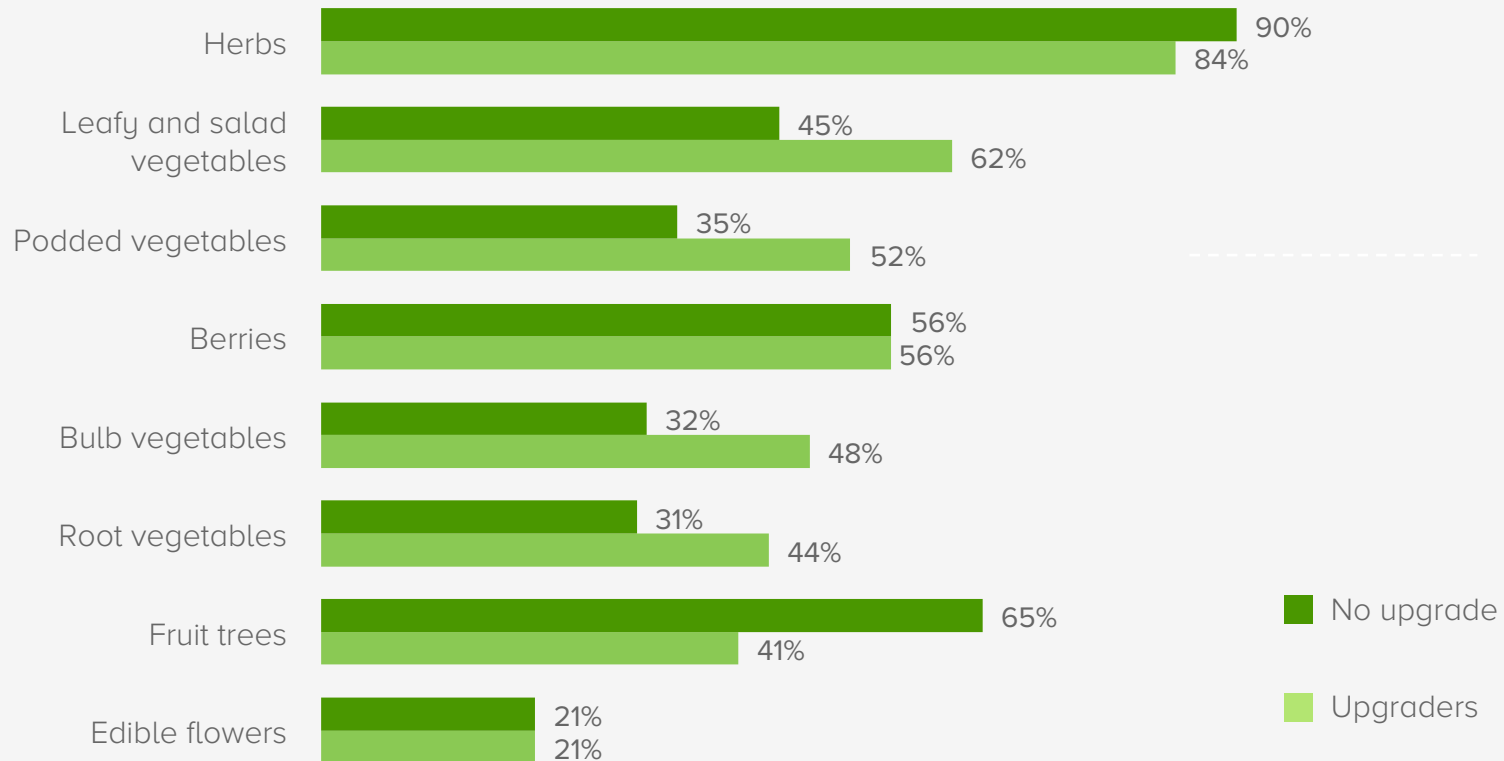
Are illuminating their  
flower pots and  
planters

# Garden to Plate



Over half upgraders are adding edibles, with herbs proving particularly popular. The grow-your-own movement seems to be gaining ground as upgraders are more likely to plant vegetables than those who haven't upgraded in the last year or more.

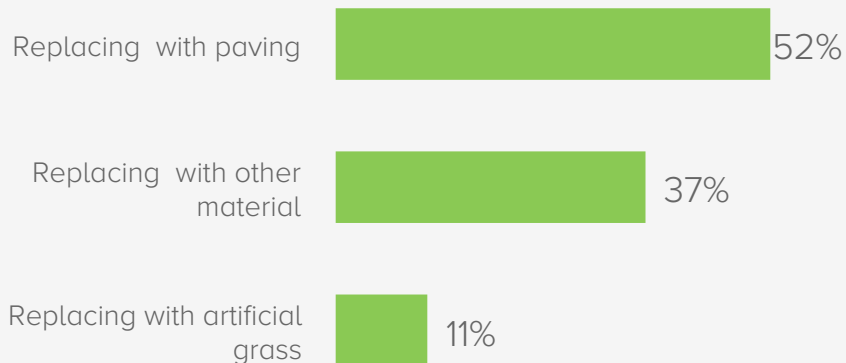
## EDIBLE CHOICES AMONG THOSE UPGRADING WITH EDIBLES VERSUS CURRENT



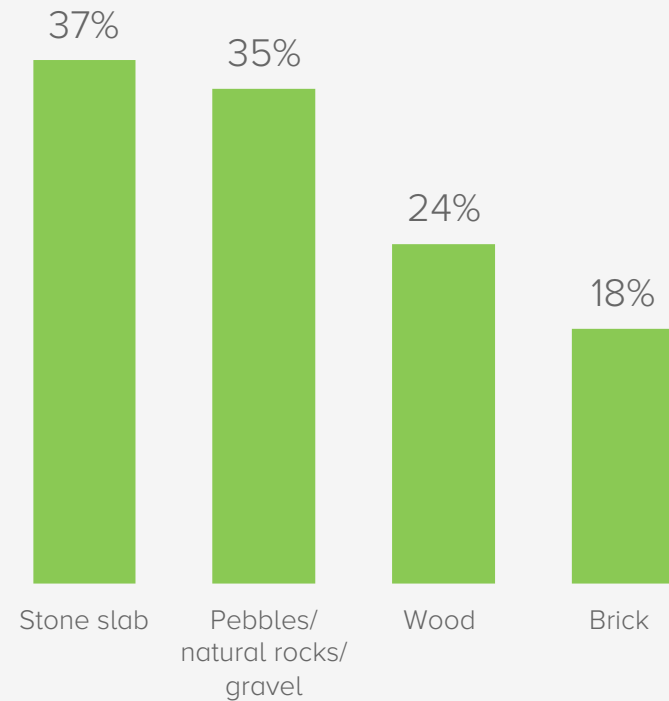
# RIP Lawnmower?

Over a third of garden upgrades include planting or replanting a natural lawn (35%). Meanwhile, 44% of upgraders who already have a natural lawn are decreasing the size of the lawn or removing it altogether. They are replacing their lawns with paving, artificial grass or other materials.

## PLANS FOR THOSE REDUCING THEIR LAWNS



## TOP MATERIAL FOR UPGRADERS OF HARD SURFACES



**88%** Upgraders who already have a natural lawn

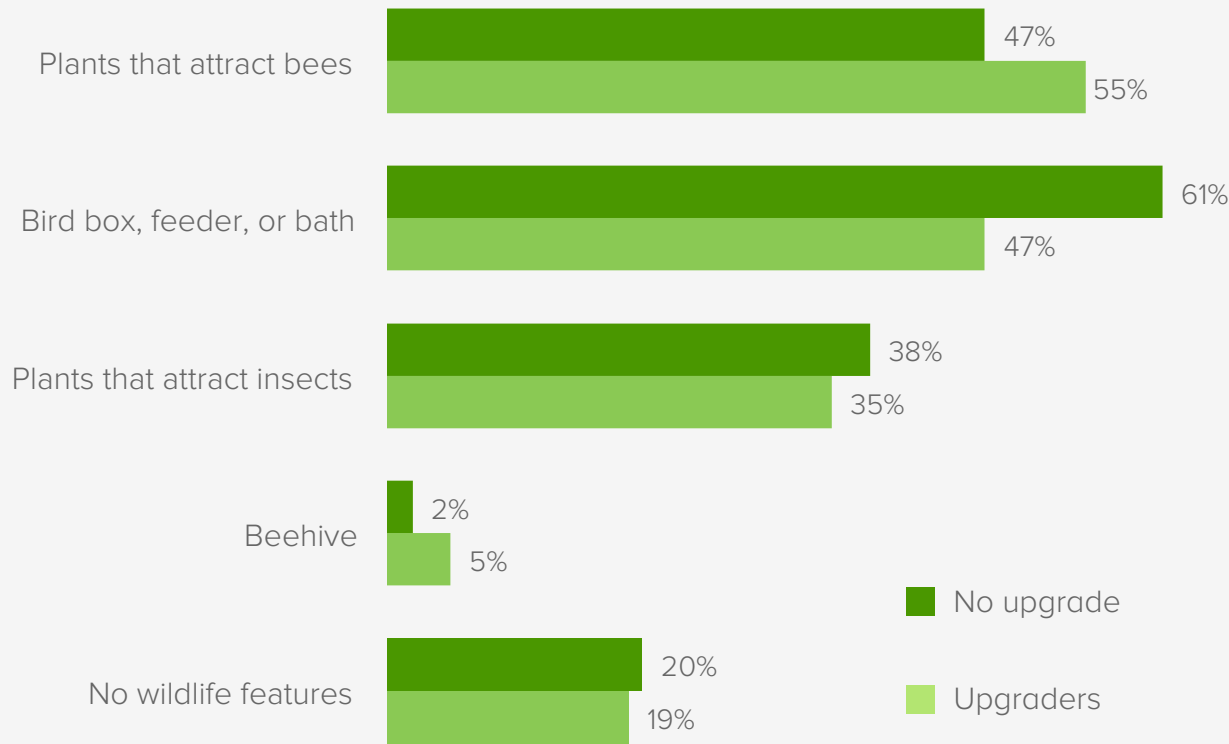
**44%** Upgraders with a lawn who are decreasing or removing it



# A Walk on the Wild Side

Over one third of upgraders consider features that attract certain wildlife to be one of the most important design aspects of an outdoor space, with 81% planning to include wildlife-friendly plants, bird boxes or hives as part of their upgrade. Those living in the East of England appear to be more wildlife-conscious than most.

## WILDLIFE FEATURES CHOICES IN GARDEN UPGRADES VERSUS CURRENT



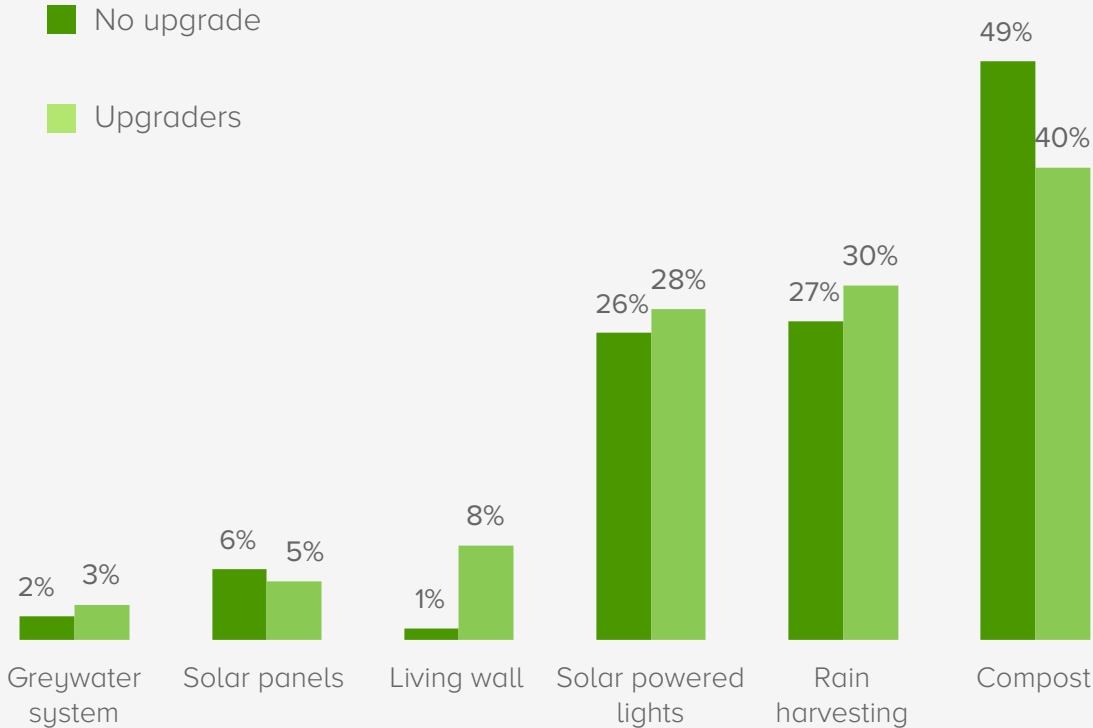
### Wildlife Features in the East

65% Bees  
43% Insects  
7% Beehives

# Composting Is King

The majority of those upgrading their gardens will be including eco features. Composting continues to be the most popular feature among upgraders and non upgraders alike, while the desire to have living walls looks to be growing in popularity. The over 55s are investing more in eco features than any other age group.

## ECO FEATURES CHOICES IN GARDEN UPGRADES VERSUS CURRENT



### Eco Features Among the Over 55s

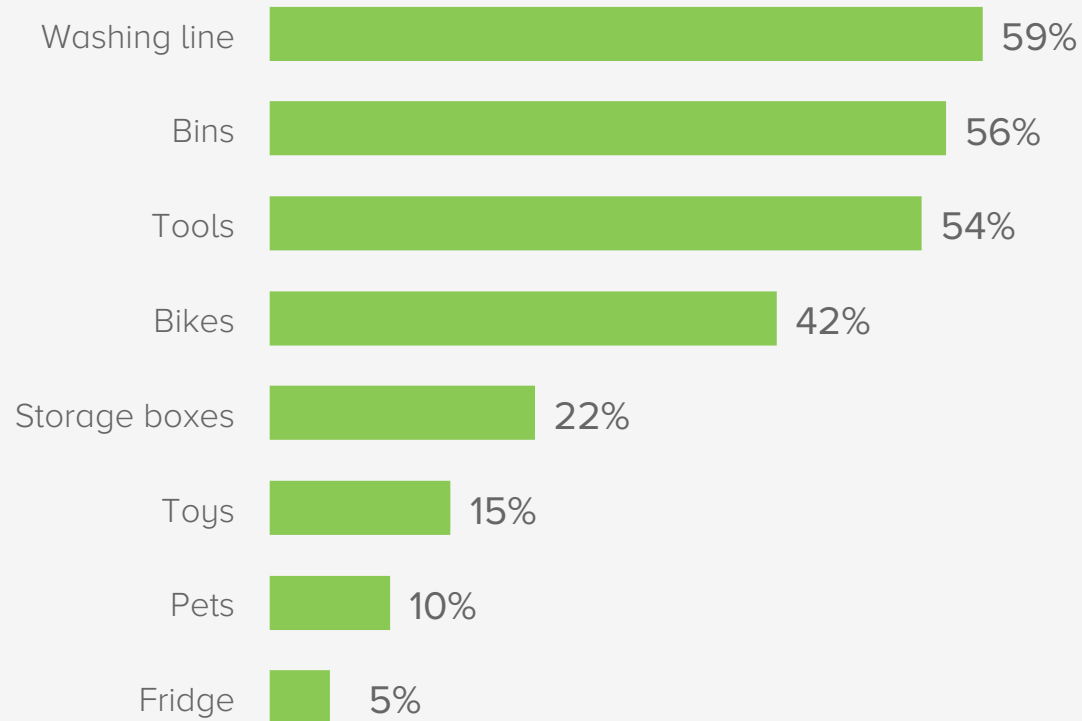
- 8% Living wall
- 32% Rain harvesting
- 47% Compost

# A Place for Everything



Brits not only value beauty, they also value functionality. Over one in 10 (12%) rate storage as one of the most important functional aspects of their gardens. Washing lines, bins and even pets are all kept outside for many.

## ITEMS STORED OUTDOORS



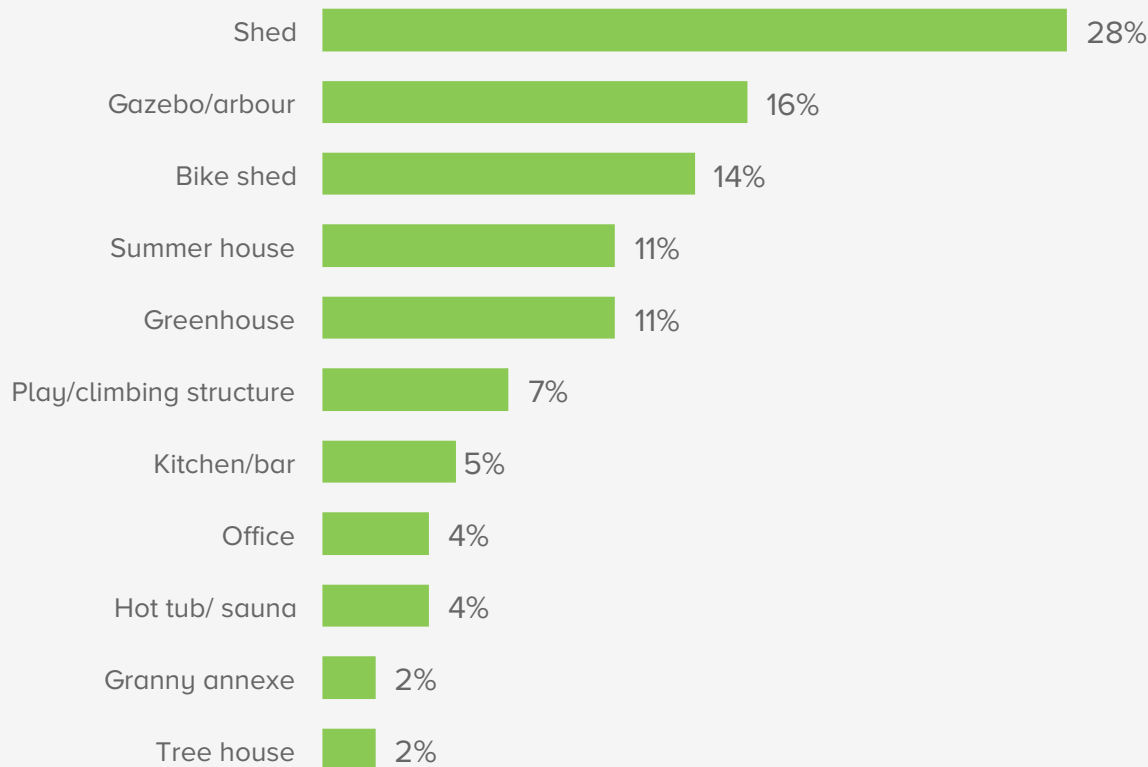
1 in 10

Rate storage a  
key function for  
the garden

# A Nation of Sheddies

Sheds are very popular in UK gardens. Nearly two-thirds of non-upgraders already have a shed (63%), and, of those that are upgrading, almost a third are refreshing or purchasing a new one. 4% are planning to build a garden office.

## NEW/UPDATED OUTDOOR STRUCTURES IN GARDEN UPGRADES



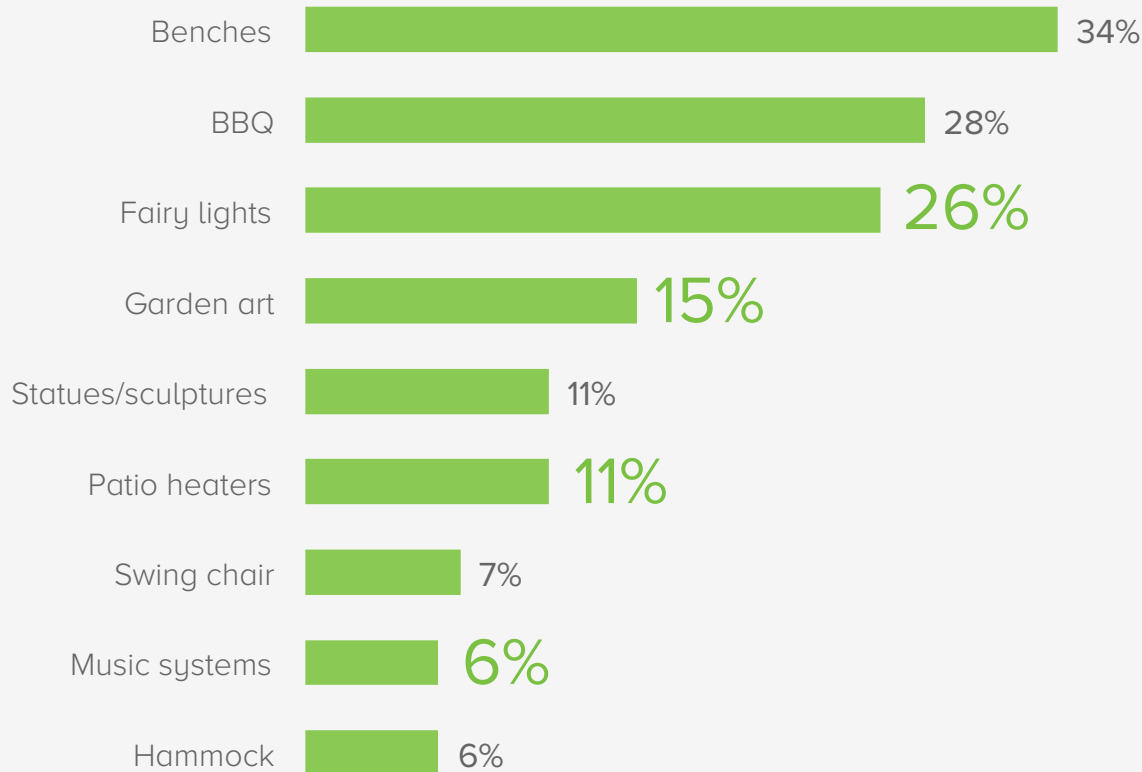
64%

Brits who  
already own a  
shed

# Indoor-Outdoor Living

Nearly a third agree that one of the most important garden design aspects is for their outdoor space to integrate with the rest of the house (62%) and half state they want a garden they can entertain in. To achieve this, Brits who are upgrading their gardens are investing in products that will help make outside living that bit more comfortable.

## NEW OUTDOOR PRODUCTS DURING GARDEN UPGRADES



Let Manchester  
Entertain You

38% Fairy Lights  
35% BBQs  
15% Music Systems

# Gnome Alone

Gnomes have long been associated with British gardens, but are they here to stay? Just 2% of upgraders are planning to include a gnome in their new garden, compared to 5% of non-upgraders. That said, Millennials are twice as likely to own a gnome than those over 55, so there could still be hope for their future.

## GNOMES WITH HOMES

5%

Gnomes with current homes



2%

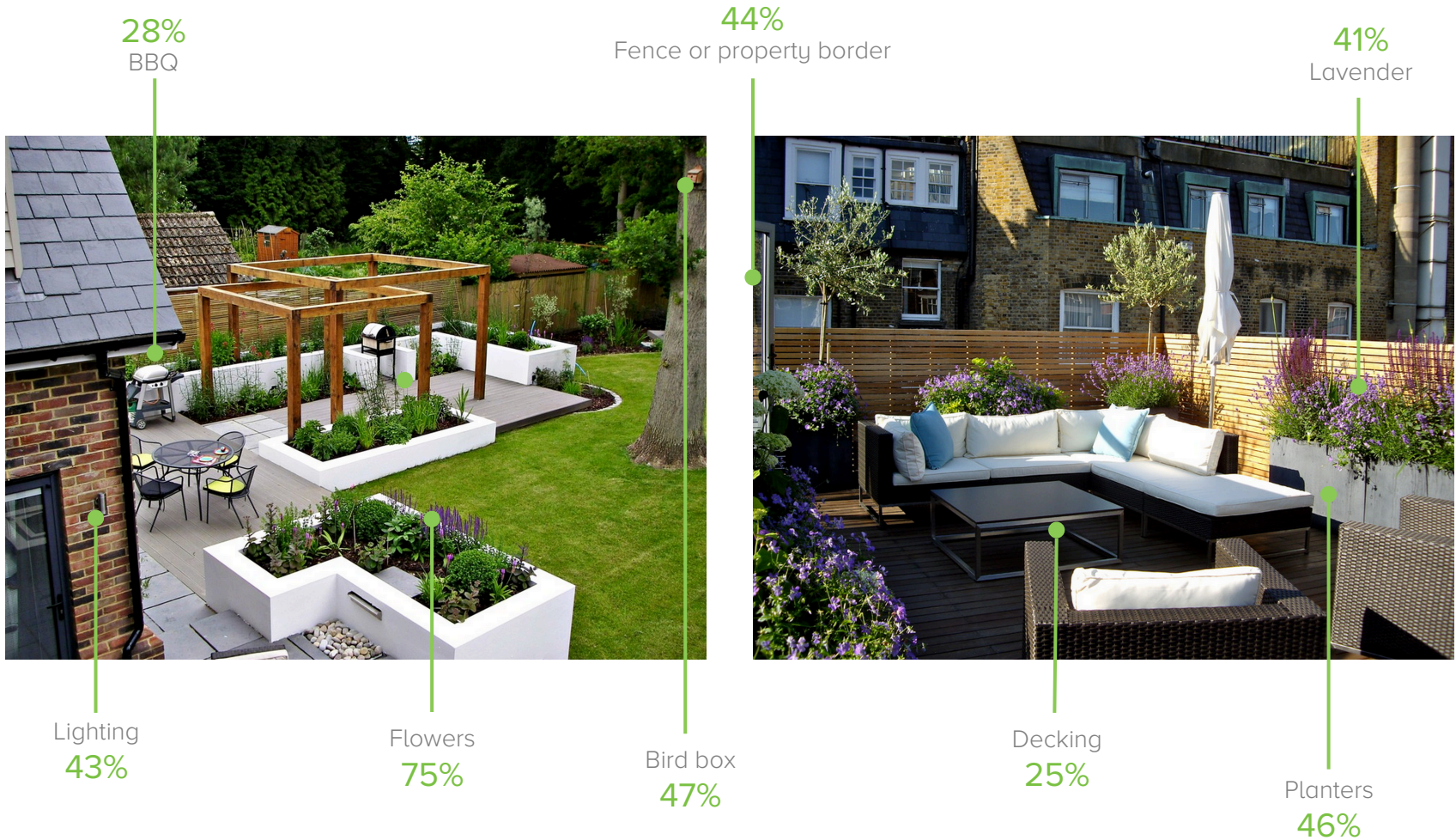
Gnomes added in upgrades



9%

Gnomes owned by  
25-35 year olds not  
planning an  
upgrade

# Key 2015 Garden Trends



\*Numbers reflect the share of all upgraders installing these features in their outdoor space.

# Methodology & Notes



Houzz UK surveyed 2,286 people from the UK in April 2015. Respondents were Houzz UK users who qualified whether they had completed a outside project in the past 12 months, were currently working on or were planning to start an outside project in 2015, or had not made any changes to their outside spaces in the past year or more.

(Completed, working on a garden project or planning to start a project in 2015, n=1834)

<sup>1</sup>The average home in the UK is 85m<sup>2</sup>, RIBA The Case for Space Report 2011

Houzz is the leading platform for home design and renovation. Since it was founded as a side project by married co-founders Adi Tatarko and Alon Cohen in 2009, Houzz has completely transformed the home renovation industry by applying technology to make the process more productive and fun for both homeowners and home professionals.

Launched in July 2014, the UK site offers professional photos of interiors, exteriors and gardens, daily editorial on the latest in UK home design, and a comprehensive directory of home design products. Houzz users can also find and connect with more than 20,000 of the UK's leading home improvement professionals and interact with over 1.5 million of UK homeowners.

## PR Contact

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