

Ireland's Gardening Market



IRISH PEOPLE SPENT
€631m
ON GARDENING IN 2014
+22% SINCE 2011

THE GOOD WEATHER 
HAS ENCOURAGED
INCREASED SPENDING

PEOPLE BOUGHT
€126 million

WORTH OF OUTDOOR & FLOWERING PLANTS, SUCH AS HANGING BASKETS, SHRUBS & HERBACEOUS PLANTS, UP FROM **€112 million** IN 2011



LANDSCAPING,
REFERRING TO GARDEN DESIGN
AND MAINTENANCE, IS VALUED AT

€118 million

AN INCREASE OF 22% SINCE 2011.



GROWING YOUR OWN

REMAINS POPULAR- ALMOST HALF OF THE SPEND ON HERBS, SALAD & ROOT VEGETABLES TO GROW AT HOME IS BY

PEOPLE UNDER **35**



GARDEN PRODUCTS

SUCH AS GARDEN FURNITURE & BBQ EQUIPMENT HAVE GROWN TO A VALUE OF

€303 m



CONSUMERS SPENT

€16

ON AVERAGE WHEN BUYING FLOWERS FOR THE HOME OR AS A GIFT.



INDEPENDENT & DIY GARDEN CENTRES HOLD THE LARGEST SHARE OF THIS MARKET.



TREES & HEDGES

ARE MORE LIKELY TO BE BOUGHT BY

men

WITH THE MAJORITY AGED BETWEEN

25 & 34

FEMALES

ARE THE **BIGGEST PURCHASERS**, WHILE THE

over 55

AGE GROUP ARE DOMINATING THE SPEND.



Ireland's Best Gardening Businesses

The Bord Bia Garden Industry Awards recognise garden centres and landscape businesses that have met the highest industry standards.

Look out for the Bord Bia award which serves as a visible badge of merit for consumers when visiting these garden centres or availing of landscape services.

Visit www.bordbia.ie for a full list



Bord Bia
Irish Food Board



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