



The Wickes Great Garden Report

A Word From Our Head of Marketing

Our gardens, patios and balconies have a special place in our hearts.

These days, they're an extension of our homes, a space to escape and a place to entertain. They're where we enjoy going to be alone with nature and where we love entertaining, surrounded by family and friends.

Even those who aren't green-fingered can make their garden shine, by investing in key features to create a welcoming and relaxing outdoor space. More than a third of homeowners with a private back garden told us they entertain in their garden more than they did 10 years ago, and for many, that's because they are prouder than ever of what they've achieved.

Everyone can create a special space, no matter the size of their plot or the scale of their ambitions.

A huge thank you to everyone who shared their vision for the ideal garden, helping us shape The Wickes Great Garden Report. Your insights have been invaluable in capturing what truly matters in creating a gorgeous garden space. You've told us you want gardens, patios and balconies where you can truly unwind. **And at Wickes, we're dedicated to providing everything you need to make that dream a reality.**

S. Allison



Shelley Allison
Head of Retail Marketing



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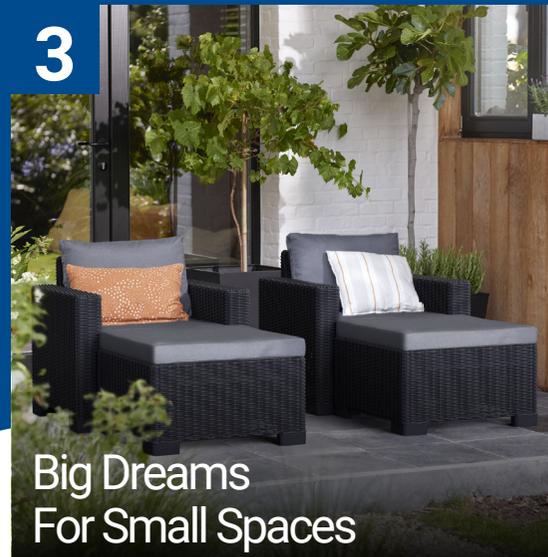
Introduction



The Fifth Room



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Big Dreams For Small Spaces



Conclusion

Times are changing in the sheds and beds of Britain

British homeowners with gardens would consider spending almost £4,700 to transform their outdoor space into the one of their dreams.

While many of us feel ready to throw in the trowel, sometimes time-poor and cash strapped, we are definitely not shutting the door on our outside space, far from it.

Over the last five years, since the pandemic, we've come to appreciate the outdoors more than ever and adapted the outside space to our ever-changing lifestyles, looking for inspiration and ways to bring it all together.



Outdoor living

Homeowners are embracing the outdoor entertainment lifestyle, hosting friends and family in their gardens.



Relax and unwind

With busy lifestyles and little time for themselves, the outdoor space is more important than ever for people to unwind and recharge.



Inclusivity

Outdoor space comes in all shapes and sizes, with customers looking to personalise their garden to suit their lifestyle.



INTRODUCTION

To help us understand what you really want from your garden in 2025, we spoke to more than 2,000 homeowners, who told us:



For 1 in 6

The garden is the most relaxing space in your home, coming after the living room (49%) and bedroom (22%)



1 in 5

Feel their garden has saved them from breakdowns or meltdowns due to stress



1 in 3

Now host friends and family in their garden more than they did a decade ago

So, your garden is your sanctuary, and you want to show it off – a third who entertain in their garden more now than 10 years ago say they entertain more in their garden today because they're proud of their outside space.

But not everything is coming up roses.

It seems that many fear Britain's gardening heyday is behind us.



“It’s a space to go to really unwind”



16%



Would like to garden but describe themselves as **'time poor'**

1 in 10



Feel **overwhelmed at the very thought of gardening**, rising to one in six 18 - 24 year-olds

1 in 5



Say they want a garden but **'without having to do all the work'**

7%



Have **no interest** in gardening

3 in 4

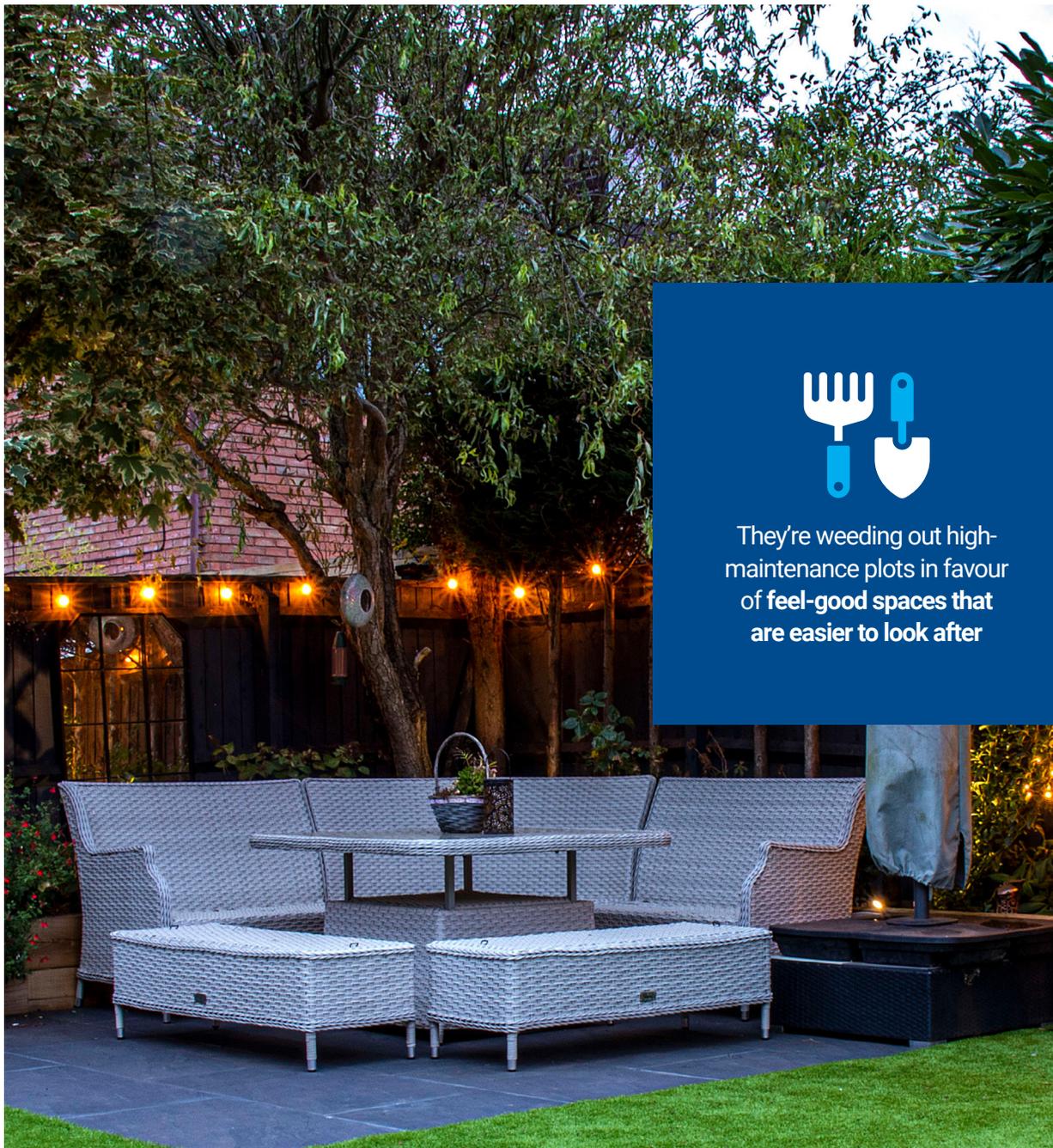


Feel that gardening is becoming a **lost art** in the UK with skills not being passed down through the generations

60+



More than half think the most **knowledgeable gardeners are aged 60+**



It seems we want to create our own outdoor oasis, but one that suits our busy lives and stretched budgets.

It's the kind of thing our teams at Wickes hear all the time.

Chatting to our customers, we've noticed three key trends:



They're weeding out high-maintenance plots in favour of **feel-good spaces that are easier to look after**



And those with smaller spaces, like courtyard gardens or balconies, are keen to **open up the outdoors too**



Many see their garden as an **extra room in the home, a reflection of their personal style and the way they live their life**

Some just need a little help to make it happen.

At Wickes, we can help you create the kind of garden you've always dreamt of, whatever your budget.

When you look outside, we want you to feel as proud as a peacock about what you've achieved. From gorgeous garden furniture to easy DIY decking, we've got all the options.

INTRODUCTION

That's where Wickes comes in.

We can advise on the lawn feed to get your grass looking lush, and the lighting that will give your gladioli a glow. And with our huge range of power tools, planters and pergolas, we'll help you put your ideas into action.

All the guidance and products you need are on the Wickes website and you can pop into a store for a chat with our colleagues at any time.

Whether you want to know when to feed your plants or how to lay sleepers, we'll be delighted to share our tips.

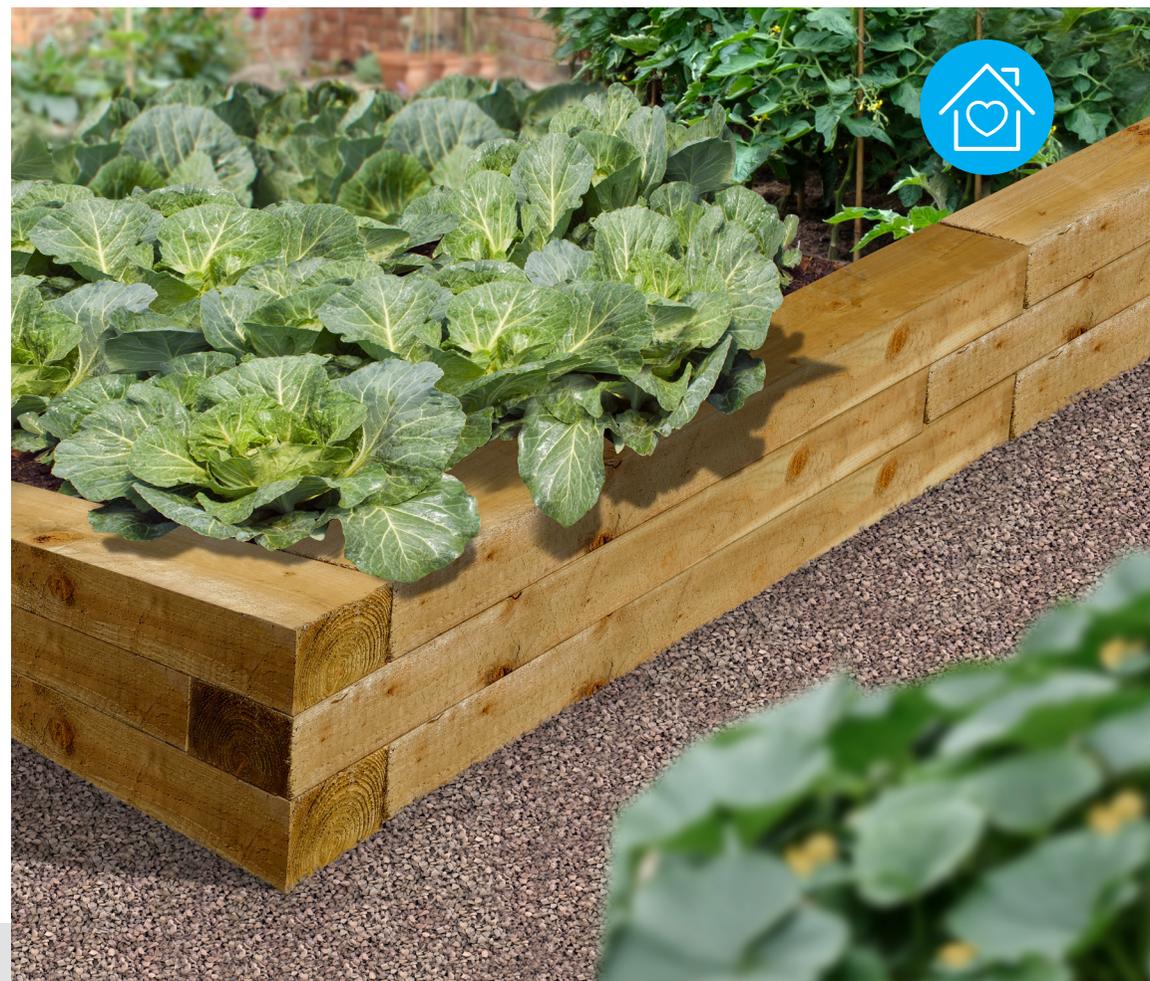
Our purpose is helping the nation feel house proud – and that extends into gardens too.

Wickes can help you transform your garden whatever your budget.



1 in 7

Would spend less than **£1,000 in total over the next 5 years** to make the perfect garden in the space they have



1 in 4

A quarter could fork out **£1,000 to £3,000**

1 in 5

1 in 5 would invest between **£3,000 and £5,000**

THE FIFTH ROOM

“A garden that
can entertain my
family is the most
important thing”

1. THE FIFTH ROOM

We're moving the inside out. Brits are taking years of interiors inspo and using it to create a garden to live in.

Toasting marshmallows around the firepit, shaking cocktails in the outdoor bar, lighting candles, laughing with friends and letting our worries melt away...

Outdoor living has never felt so good.

In 2025, we care as much about creating a great impression beyond the back door as we do inside our homes.

Many now think of their garden as the fifth room in their home.

After the kitchen, bathroom, bedroom and living space, this is the space where people want to spend their time, and money.



“Nearly half of homeowners agree that the garden may be the most important ‘room’ in the home”

1. THE FIFTH ROOM

It was 5 years ago that Wickes saw this evolution start to take root.

As the winds of change whistled through every area of our lives, we found a new appreciation for our outside space.

Stuck at home, bursting at the seams, we looked to the outside as an extension of our homes.

And with the rules on seeing friends and family rewritten, our eyes were opened to the potential of the 'room' beyond our back doors.



More than a third of homeowners with a private garden say **they 'host' in it more now** than 10 years ago and a quarter among them say that's because it's now **too expensive to go to restaurants and bars.**

During the first pandemic, more than half of homeowners with a private garden got outside at least once a day.¹

The rising cost of living in recent years has reinforced this shift. Our gardens have become places to share good times, without a big bill at the end of the night.

This time around, it's a green space that reflects peace and nature, as well as the calm of Japanese design.

¹ University of Surrey Garden Report 2021

Gardens for all

But that doesn't mean we've gone all green-fingered. Far from it.

Only 1 in 10 homeowners with a garden would describe themselves as an 'experienced gardener'.

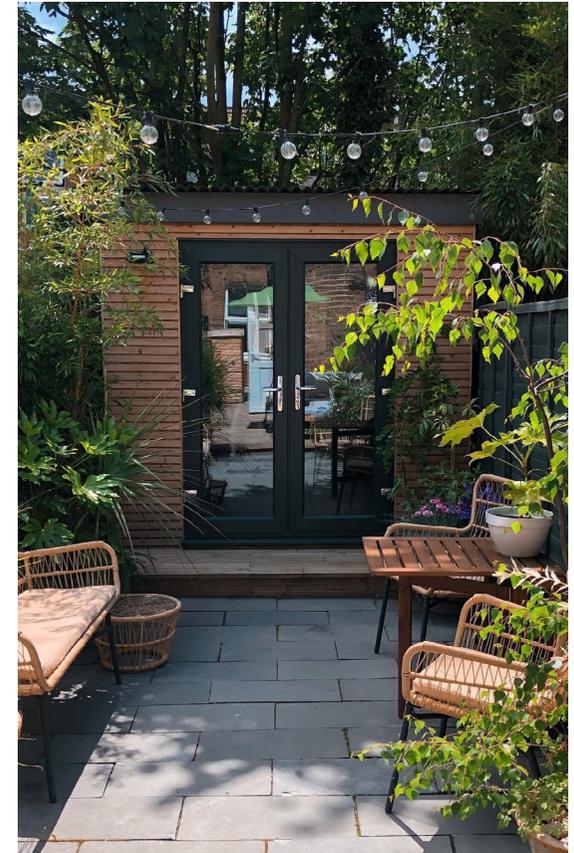
And while half of those surveyed aged 55 and over say they have a moderate knowledge of gardening, that falls to a quarter of 25 to 34-year-olds.

The truth is that these days you don't need to be a gardener to have a great garden.

Even if you don't know petunias from primroses, you can still create a stunning outdoor space.

Move over prize-winning roses - these days it's statement lighting, glowing fire pits and fabulous flooring that steal the spotlight.

But it hasn't always been this way.



¹ www.houseandgarden.co.uk/article/cork-floors



Get the look

The blurring between inside and out began beneath our feet.

The trend for seamless flooring from the kitchen out to the garden, brought the possibilities of indoor and outdoor styling together.

But now the trend for 'outdoor interiors' has been taken to a whole new level.

Like any room, the first step is getting the structure right.

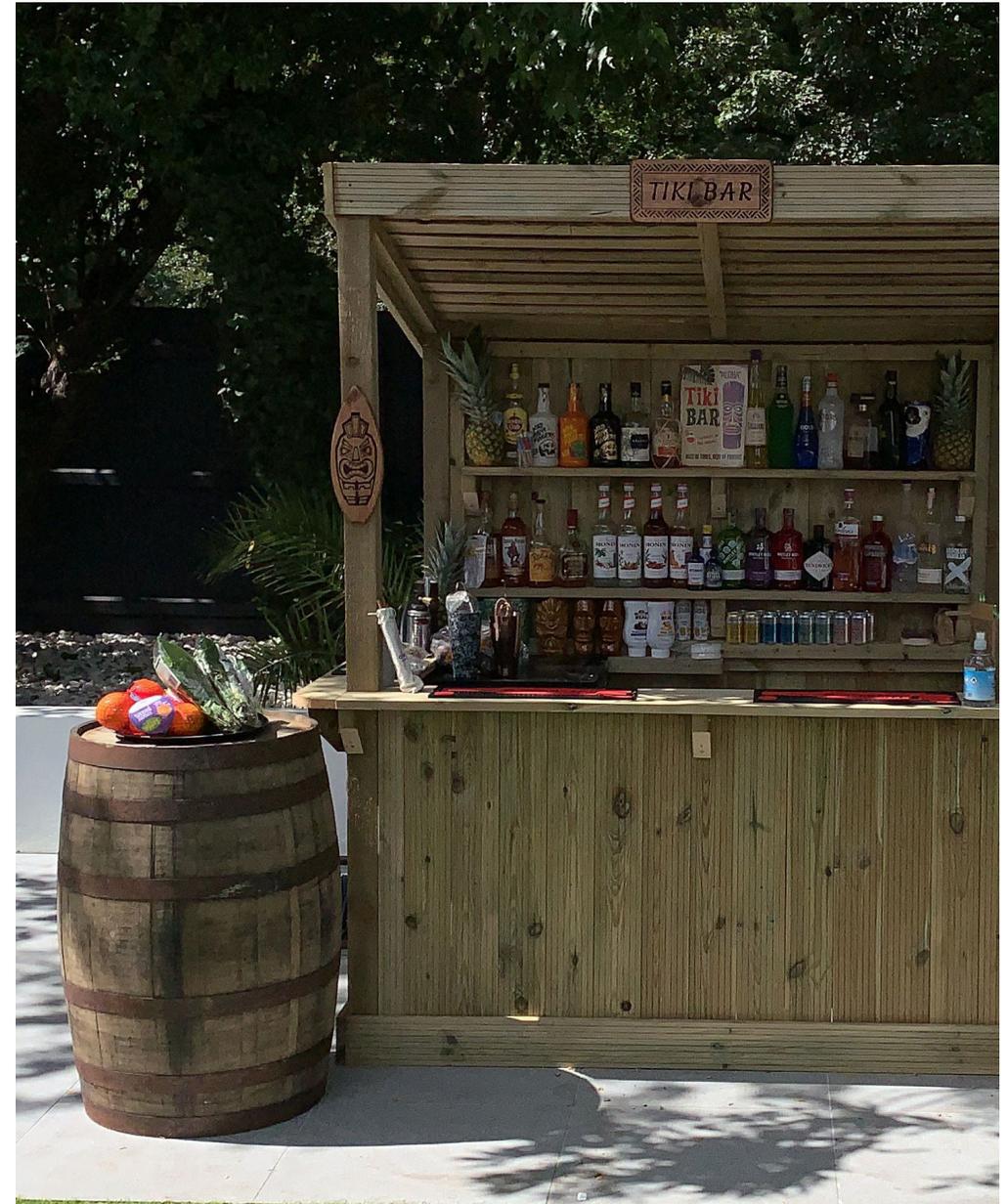
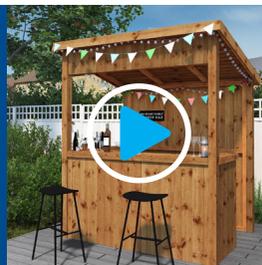
In 2025, that means nailing the look with stylish decking, raised beds and pergolas to create private nooks away from overlooking eyes.

Once the basics are in place, the fun can begin – and the options are endless.

Just like styling an indoor room, you can choose rugs, cushions, furniture and one-off features that reflect your style and create a stunning entertaining space.

Fancy a bright feature wall? Go for it!

If you want to knock up killer martinis and amazing mojitos in your own bespoke tiki bar, Wickes has a video that will show you how. The building bit that is. We'll leave the cocktails to you.



1. THE FIFTH ROOM



And just like indoors, heating and lighting have a part to play. They're even more important when you're open to the elements.

Inexpensive patio heaters are a garden game-changer in our kind of climate,

Or you can go for the glow of a Charles Bentley open bowl outdoor fire pit to help you chill out for longer while staying warm.

When it comes to lighting, there are endless bright ideas that can create the right mood.

A long string of 4litre festoon LED lights is the perfect match for an outdoor fiesta, while a table lantern can transform a sit-down garden party.

And of course, you can harness the power of the sun during the day to fire up solar lanterns as dusk sets in.

1. THE FIFTH ROOM

Wickes can help.

The possibilities for your outside space are endless.

But that's part of the problem, right?

Our customers tell us that they adore their outdoor areas, but they're struggling to find the time and energy to make them their own.



1 in 10

Told us they feel overwhelmed when it comes to gardening



1 in 3

Of those surveyed aged 35 - 44 said they don't have enough time to maintain their garden to the standard they'd like to



At Wickes, we know you're not afraid to get your hands dirty, but it can be hard to know where to start.

That's where we can help.

Whether you're installing a raised deck, laying a path or putting up a new fence, there's a 'how to' guide at [wickes.co.uk](https://www.wickes.co.uk).

Our teams also know what they're talking about.

Pop into a store and tell them what you're looking for and they will be able to advise you.



The products themselves – whether power tools, decking, pergolas or planters – have step-by-step instructions, so you can be confident that your hard-earned money will make a real difference to your outside space.

We're on a mission to make the nation house – and garden proud.

Let us help you out.

2



SEED YOUR SOUL



“My garden helps me feel grounded”

“My garden is a space I relax and unwind”

2. SEED YOUR SOUL

People who spend time in the garden are significantly more likely to report general good health, higher psychological wellbeing, and greater physical activity levels than those who don't.²

These days, how neat a garden looks may not be as important as how it makes you feel.

We're prepared to leave perfection at the garden gate and step into a more manageable sanctuary where we can 'unwind and relax'.

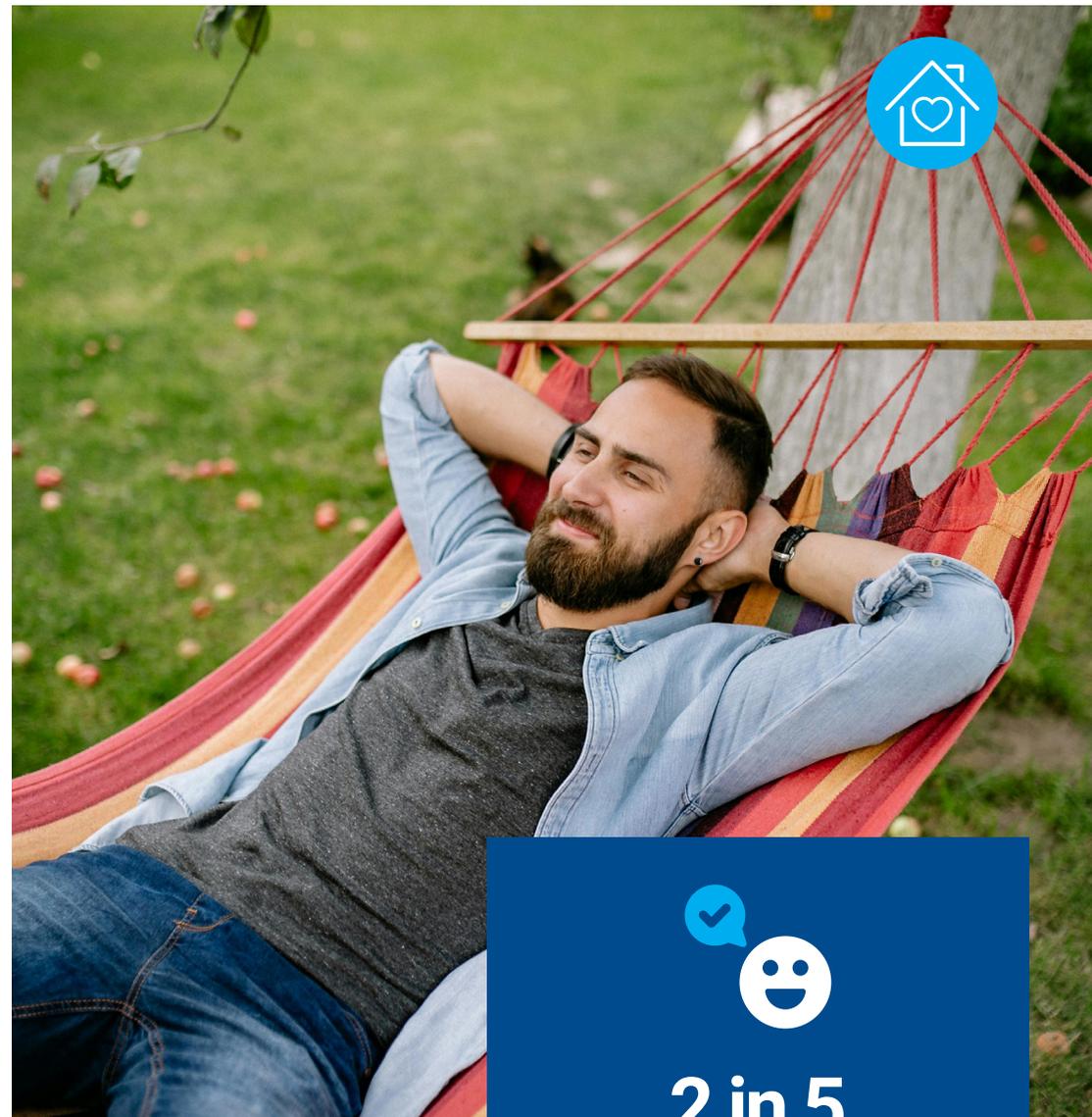
That's what three-quarters of you told us you wanted from your garden.

And it seems there are many styles that promote that happy outdoor glow.

On the one hand, you love the effortlessly relaxed 'cottage garden' trend.

On the other, you're casting your eyes further afield to the cool and calm of Japanese-influenced gardens.

Though wildly different in looks – one lovingly unkempt, the other gently tamed – both styles have similar roots: They're calming, fuss-free spaces that are easy to maintain and allow the people in them to flourish and grow.



2 in 5

Say without being able to spend time in their garden area **their mental health would be far worse**

² RHS Health and Wellbeing Study 2020

2. SEED YOUR SOUL

Cottage garden calm

More than half of those surveyed are convinced that the most knowledgeable gardeners are aged over 60, and nearly nine in ten 18 to 24-year-olds are saying that gardening is becoming a lost art.

Over the generations, the cottagey look has become the most timeless trend in British gardens. Yes, it suits our soil and climate, but it also feels like a reflection of who we are.

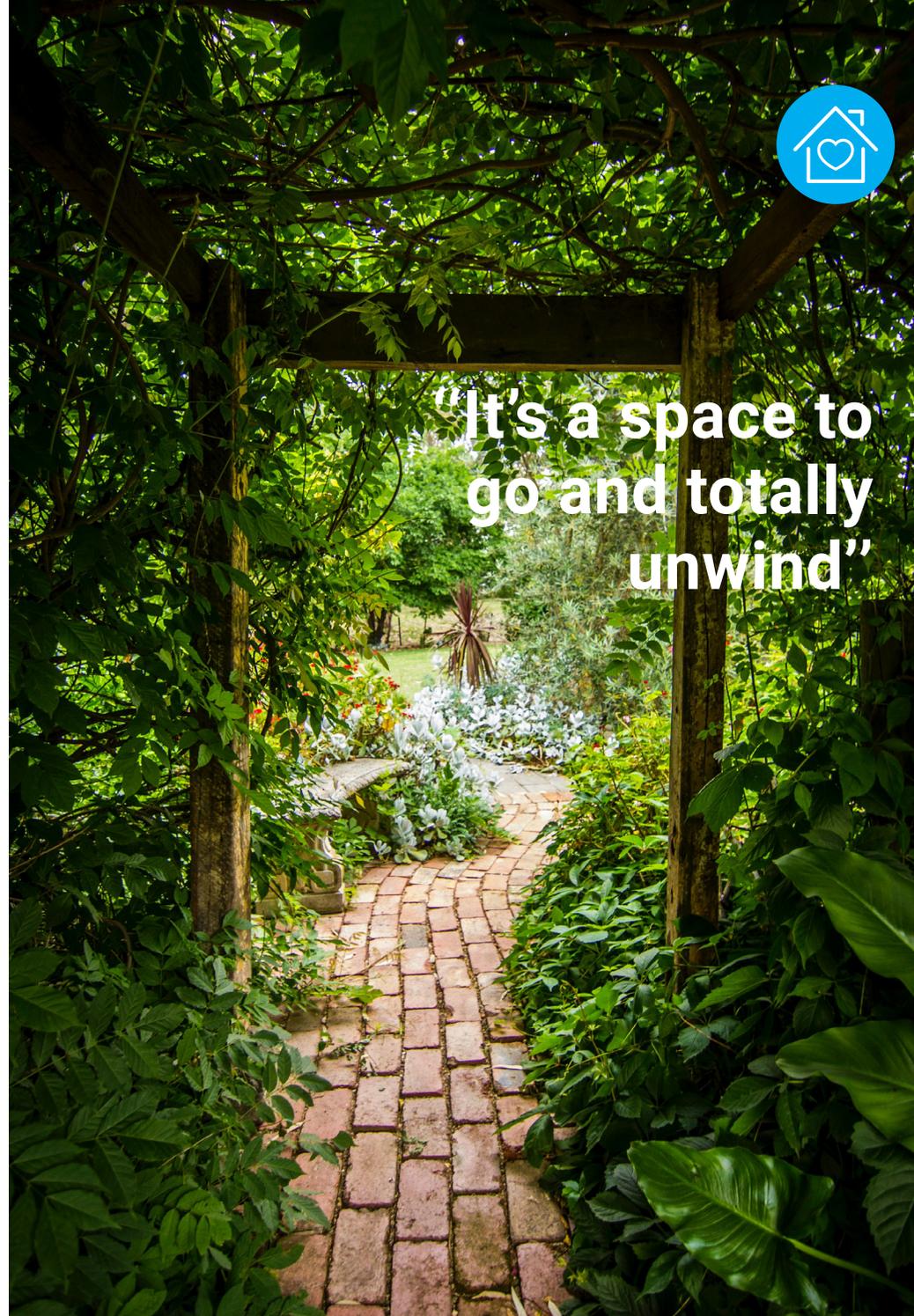
It's evolved, as we have, and in 2025 we love the cottage-core trend for its forgiving style. We are grateful for its rough edges, the way it cleverly conceals the worst of the weeds and how it's happy to let things get a little bit wild.



It's also a style that speaks to time-poor gardeners who want a look that's easy to maintain.

25% of homeowners say they don't have time **to look after their garden** as they would like to.

And it can be a haven for wildlife, such as butterflies and bees, which 4 in 10 say is important to them. That fuss-free 'let it grow' attitude is in fashion, with a fifth of those we surveyed saying that a wild garden space is among the most desirable garden feature.



2. SEED YOUR SOUL



We have pots of advice for all gardeners, no matter how experienced you are, as well as a handy [garden calendar](#) to help you keep on track all year round.

Pop in and talk to us about the look you'd like to achieve and we'll dig up the right products for you.

So, how to achieve that look without lots of effort or heaps of money?

You can start by using natural materials that show off the things you can do in your garden and hide the things you can't—[wooden planters](#), [rustic sleepers](#) and [willow screening](#).

Other ways to help the garden become a low maintenance zone is by working with products like compost, bark and lawncare. These items help to make gardening much easier in the long run and lower maintenance.

At Wickes, we have them all.



2. SEED YOUR SOUL

Japan-easy

For maximum calm with minimum effort, a Japanese-inspired garden can give you space to breathe in today's busy world. For the 1 in 10 who meditate in their garden, an Asian-influenced space can give you a head start on the journey to zen.

The clever use of natural stone and trickling water, alongside easy-to-care-for plants like acers and ferns, packs a visual punch without leaving a gaping hole in your budget.

And although it sounds exotic, this is actually one of the easiest garden-styles to create, especially with a helping hand from Wickes.

Simple water features, like the [Harmonia fountain](#), alongside cool [white pebbles](#) will start you on the path to a soothing oasis of calm. Choose natural materials for your garden structure, such as stone and wood.

You can then add your own relaxing features, from relaxing floor cushions to floating hammocks, or create stone paths leading to secluded nooks.

Want to create a quiet corner to escape the chaos?

That's easy.

Just take a deep breath... and come and talk to us. At Wickes, we'll help you get that soothing look without the stress.



31%

Of people we asked said that **Britain has the best gardens**, Japan was a strong contender in second place



1 in 6

Say the garden is **the most relaxing space** in their home



3

Wickes

BIG DREAMS FOR SMALL SPACES

“I don't know
much about
gardening or how
to use a space”

3. BIG DREAMS FOR SMALL SPACES

A garden can be a real lifeline - no matter how big or small that space is.

Which is lucky, because many people don't have much room to run around in, especially in built-up areas.

But people have big dreams for their small spaces, and with a little creativity they can make the most of every square inch.

Here's the clincher: The smaller your space, the more impact your budget can make. And that means impressing your mates for less.

After all, 8 in 10 homeowners surveyed admit they check out other people's garden when they visit, with 60% feeling a pang of jealousy when they see what someone else has done with their space.

But it hasn't always been this way.



140 m²

The average garden in the UK is space of half a tennis court and many might only have a small courtyard or balcony to relax in³



1 in 3

Want to maximise their garden space

³ Office for National Statistics 2020



“A garden can be a real lifeline - no matter how big or small that space is”



3. BIG DREAMS FOR SMALL SPACES

It's easy to give them garden envy with a few simple tricks.

You see, bigger isn't always better.

A gorgeous outdoor oasis is so easy to achieve on a small budget.

Get inspired in the [small gardens section](#) at [wickes.co.uk](#), where you can find out about anything from foldable outdoor dining sets and how to create a rooftop garden.

Then come into your local store to see how we can help you make it happen. You bring us the seeds of your ideas and we'll help them grow into the garden of your dreams.



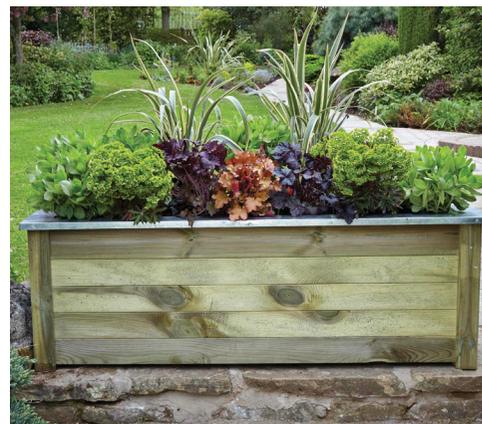
Double your space: A cleverly placed outdoor mirror can make your small space look twice as big.



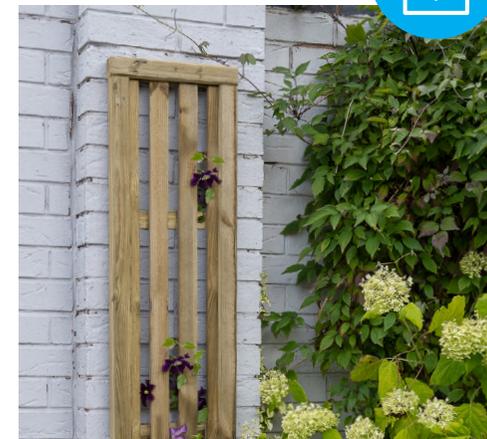
Be smart with storage: Think multifunctional. If you have room for a [shed](#), add a flip-down outdoor shelf that doubles as a table or sit pretty on a Keter storage bench which has [space to store](#) built in underneath.



Get water wise: Be smart with saving water. Install a new-style Amesbury decorative water butt with a [built in plant pot](#) to add another planting space, use the tap less and lower bills.



Change your beds: If you haven't got enough space for plant-packed borders, use clustered pots instead. Sow tomato plants in containers for a cheery summer crop.



Look up: Modern [trellis](#) panels and shelves are perfect for trailing plants, with hanging baskets, hooked lanterns and dangling bird feeders drawing the eye upwards.



Keep it clean: Keeping your space neat and tidy is even more important when space is limited.



CONCLUSION

However you want your garden to look, Wickes has got you covered.

We are here to help the national feel house proud – and that service extends into your outside space.

We'll help you create the garden of your dreams whatever your budget. We understand that it can be overwhelming, so we're here to help.

Whether you want to know how to design a garden or when to plant sweet peas, we're on hand to answer all your questions and help your ideas to blossom.

We'll pick out the products that will work in the space you have, so you can create your own outdoor sanctuary, whatever your garden size or style.

Follow us on [Pinterest](#) and [Instagram](#) for inspiration and look at the ideas and guides on our website at wickes.co.uk. Then come in and browse our products.

You can get a gorgeous garden for this summer – come and ask us how.

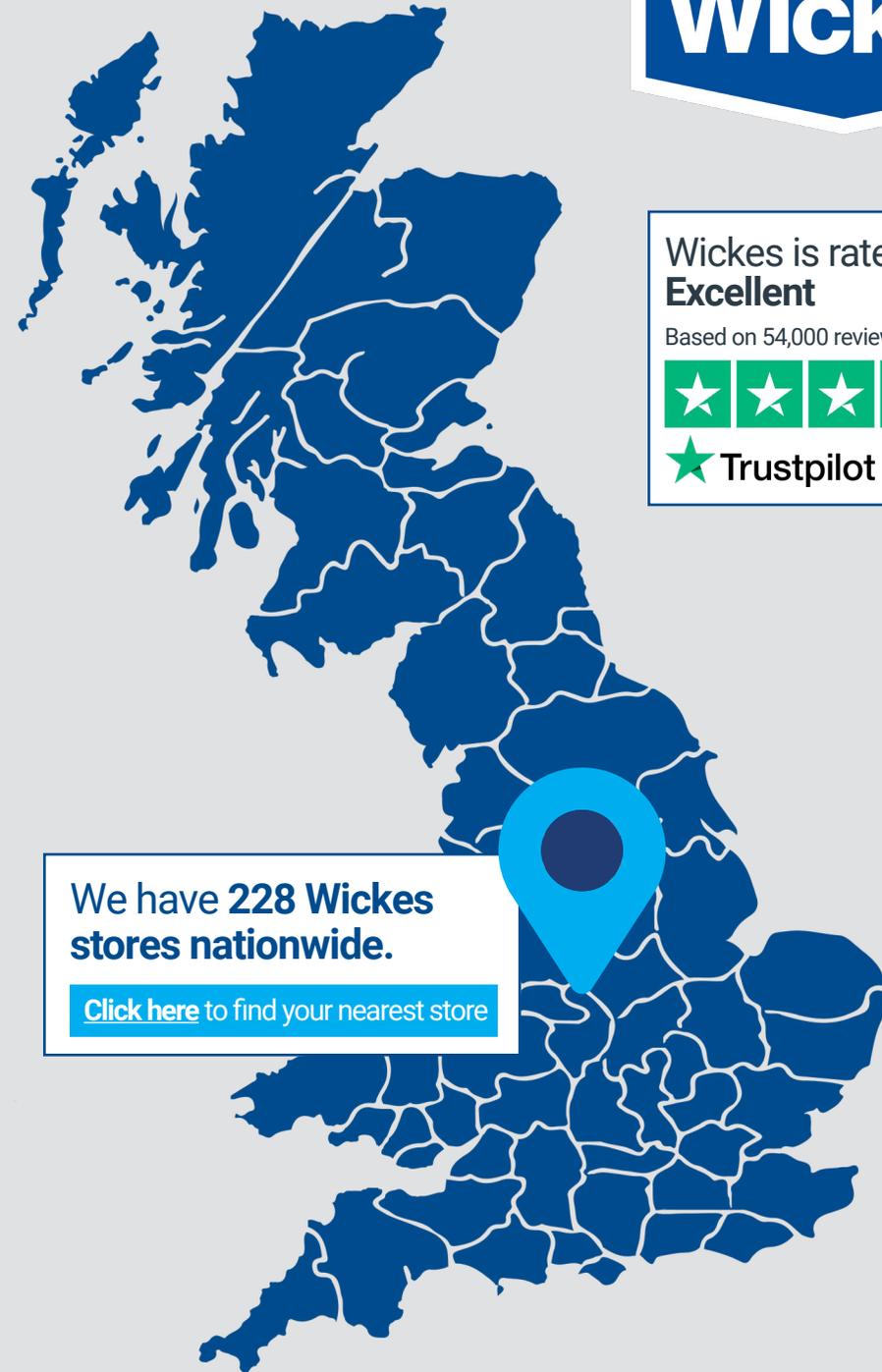


Wickes

We get that family life is always changing, and that your garden needs to keep pace, today, tomorrow and for years to come.

By mixing our experience and expertise with your ideas and inspiration, you can trust that Wickes' range of trusted products will cook up your perfect garden.

It's a tried-and-tested recipe for success.



Wickes is rated
Excellent

Based on 54,000 reviews



★ Trustpilot

We have **228 Wickes stores nationwide.**

[Click here](#) to find your nearest store

Methodology and Credits

Mortar Research carried out a survey targeting homeowners in the UK. The sample was nationally representative on region, age and gender.

Respondents were asked about their garden preferences. Respondents were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

Demographic: 2,004 UK homeowners

Sample date: 24.01.2025 - 27.01.2025

With thanks to Garden Maker and TV Presenter, Katie Rushworth, and the Wickes experts, for their invaluable insight and knowledge in putting together the Wickes Great Garden Report 2025.



The Wickes Great Garden Report

Follow us on social.

Get the latest trends, inspiration and new ranges at your finger tips. We'd love to see your before and after garden projects, just tag us using @Wickes

