Amenity Sector Full Year 2021 Management Report

February 2022

Bord Bia Thinking House

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Introduction

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Background & Objectives

- Ipsos MRBI has been tracking consumer activity and spend in the amenity market since 2001. The objective of the survey is to provide Bord Bia with a tool to measure and track consumer spend, channel of purchase and motivation for purchase across a range of amenity products.
- The amenity sector in this survey covers the following items:
- Outdoor and flowering plants: hanging baskets and pre-planted containers, bulbs/flower seeds for planting, trees/hedges, shrubs, bedding plants, herbaceous plants, and herbs, fruit and vegetables for growing yourself.
- Indoor potted plants
- Fresh cut flowers (including foliage and wreaths)
- Garden products: garden treatment (e.g.: fertilizer, pesticides), peat/bark/soil treatment, garden accessories, paving, decorative stones and gravel, decking, BBQ equipment, garden furniture, gardening tools and equipment, garden structures for growing in, other garden structures, and other items such as sleepers and bricks for building in the garden).
- Landscaping services: Garden designer, full garden makeover, garden maintenance and tree surgery.

Research Methodology

- Ipsos MRBI's recommendation was to conduct a continuous consumer survey among the adult population in Ireland.
- Interviewing would be spread throughout the year ensuring that all peak purchasing periods would be included in the research.
- To maximise the accuracy of the information obtained, purchases only relating to the past week were recorded during the 'recall' interview.
- Interviews were conduced via Ipsos MRBI's Omnipoll. Omnipoll is a telephone omnibus survey, interviewing a sample of 1,000 adults (aged 15+) per wave. Omnipoll is a nationally representative survey and each wave of fieldwork is spread evenly over the two-week period ensuring a truly continuous research mechanism throughout the year.
- At the outset of the survey, 16 survey periods were identified, selected to represent a mix of 'typical' weeks, and to cover all the critical peak purchasing weeks from the amenity market perspective.

Key Findings

- Covid dominated life in Ireland and around the word in 2021, as it had done in 2020. Ireland was in a full lockdown until May 2021, though essential retail could remain open during this time. The economy gradually opened up during the summer, with foreign travel becoming possible. The arrival of Omicrom led to further restrictions being imposed from the end of October through to the end of the year.

- 2021 was another record-breaking year for the gardening market. Consumers spent €1.5bn on garden related products and services, eclipsing the previous high reported back during the Celtic tiger.

- Consumers continued to focus their energies and their “Covid” savings on their gardens and outdoor spaces this year. Whereas in 2020, spend on outdoor and flowering plants increased by half compared with pre-pandemic measures, this year, the greatest lift in spend was for landscaping services (+63% vs 2020).   However, all categories measured recorded the highest spend figures since measurement began 20 years ago.

- The DIY channel, which had suffered a loss of share in 2020 as a result of being closed during the March – May lockdown in 2020, has seen it’s share of spend in the market restored to pre-pandemic levels. While share of spend through physical garden centres contracted this year, overall spend through this channel is still significantly higher than previous years.

Key Findings

- Online purchasing, which expanded in 2020 due to Covid, has continued to remain relevant in 2021. Online spend accounted for 9% of the market, compared with a 3% share in 2018. Some products are particularly suited to online purchasing, such as furniture, sheds/structures, trees, bulbs/flower seeds and herbs/fruit and veg for planting. Furthermore, online purchasing does not simply include dedicated online websites, but also the websites of garden centers, DIY stores and so on. The convenience of being able to buy bulky items online and have them delivered is a consumer benefit not fully realized before the pandemic.

- "Plant parents" is a term coined to reflect the popularity of indoor potted plants in recent years. Traditionally a purchase favored by a somewhat older demographic, the results of this study show a significant increase in purchasing of indoor plants by younger people. Indeed, the average past week incidence of purchasing among 15 – 24-year-olds has risen from 5% to 9% between 2018 and 2021. Spend on indoor plants increased by 38% since 2020, bringing the market value to €51m.

- Investment in garden products also increased, with marked improvements evident for all products.

- Commissioning of Landscaping services dramatically increased in 2021, in particular for the once off services such as design or full garden makeover. While garden maintenance accounts for two thirds of all services commissioned, spend on garden design and makeovers accounts for almost half of the market value.

Gardening Market

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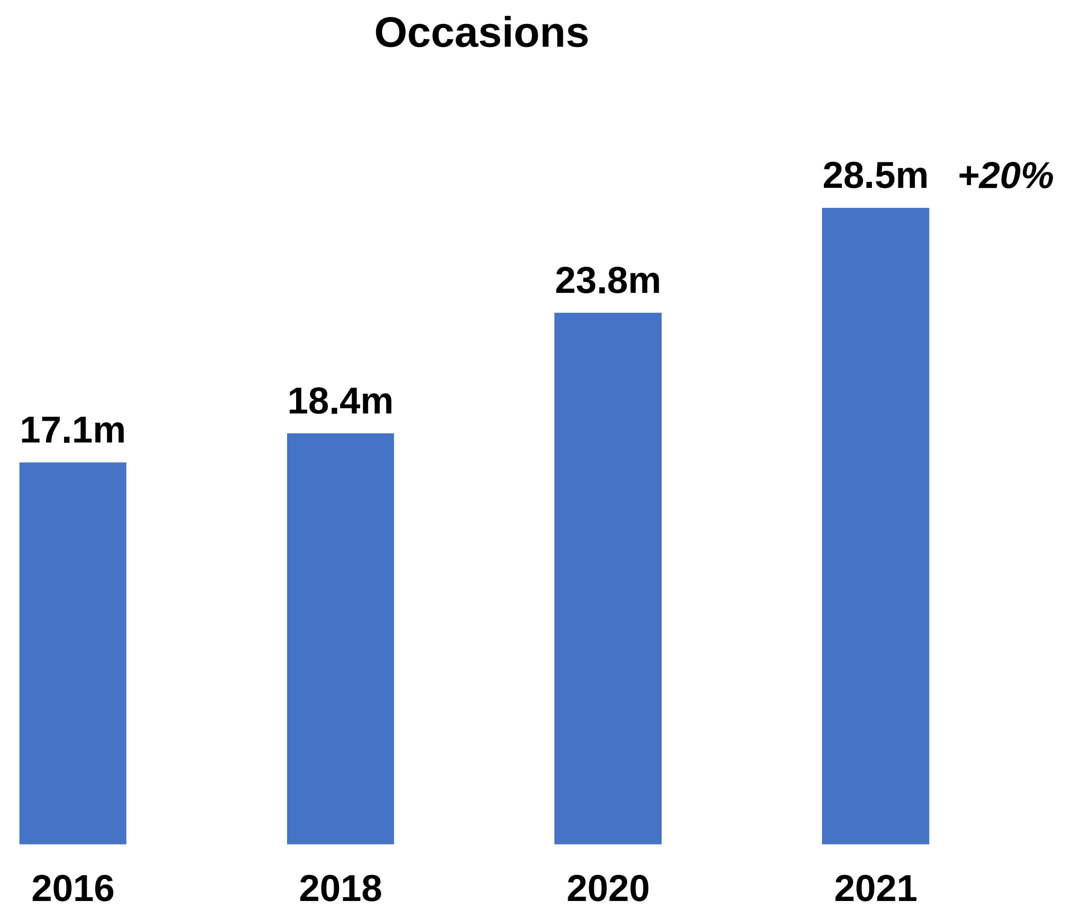
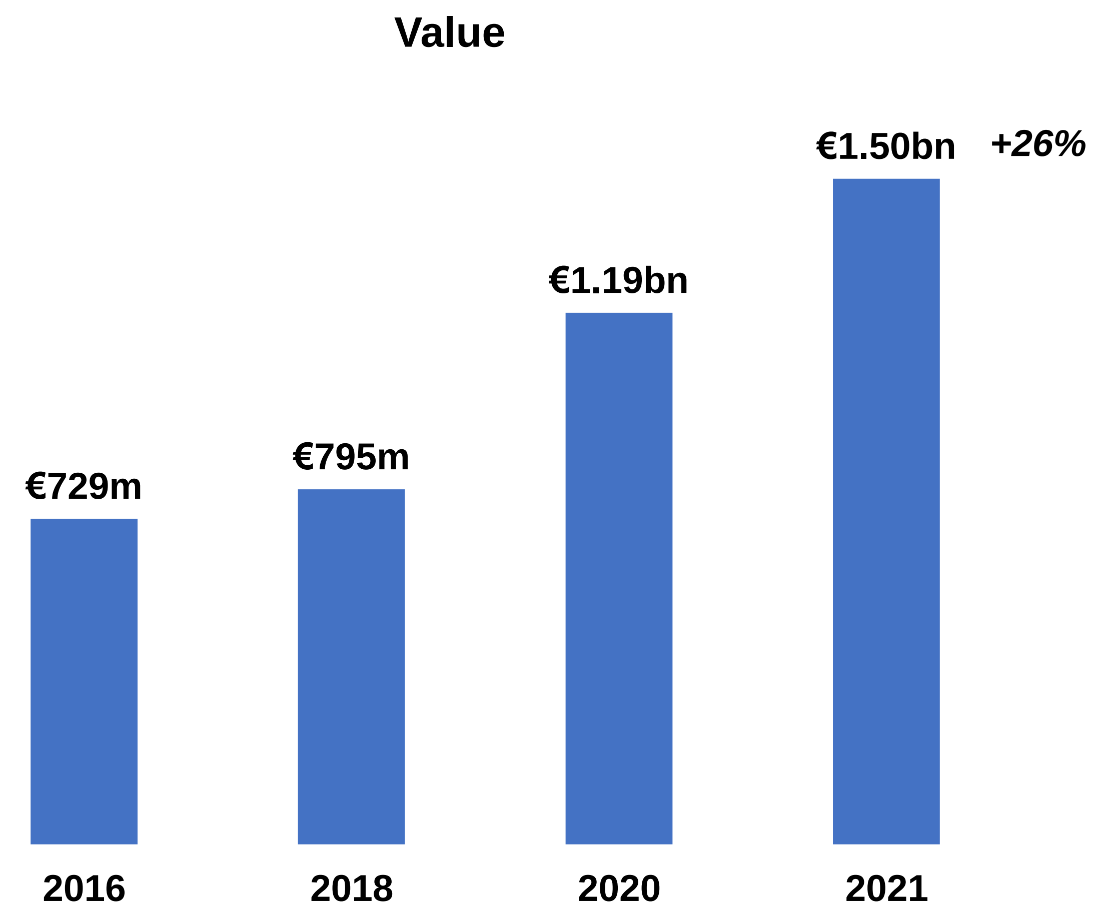
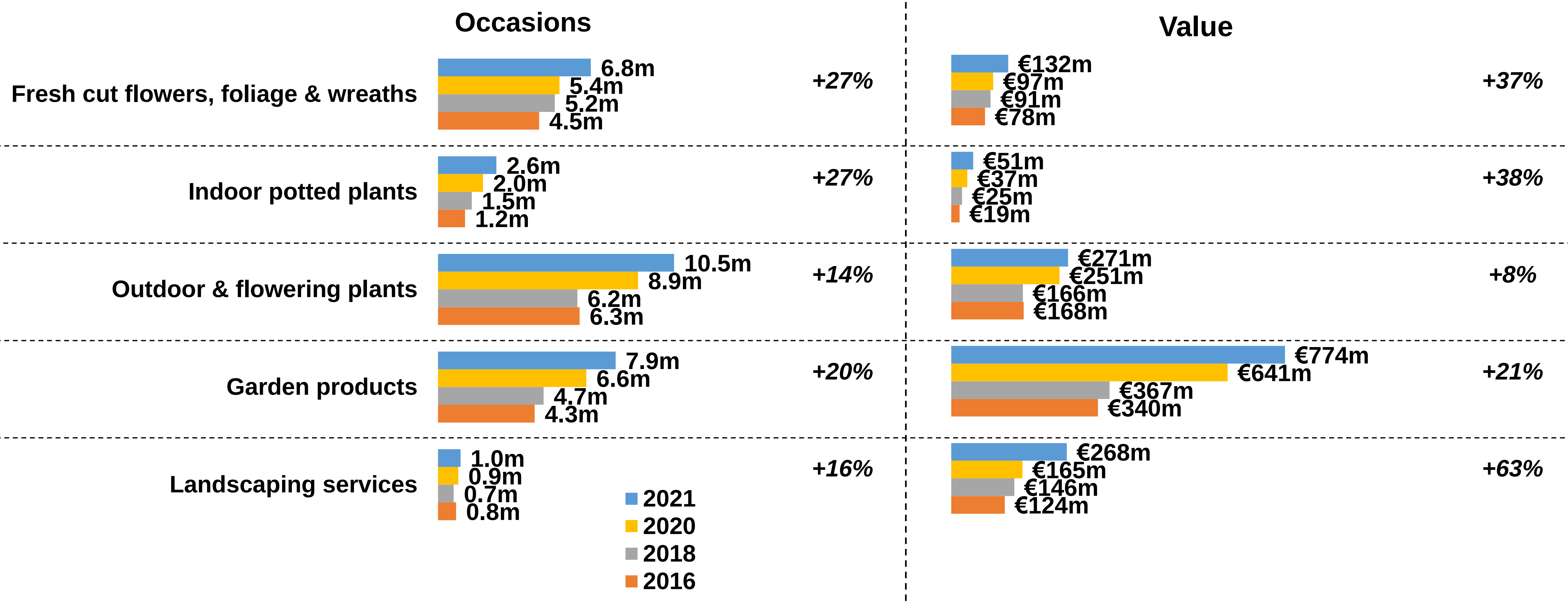
Size of the Gardening Market





Garden Amenity Market Size X Category



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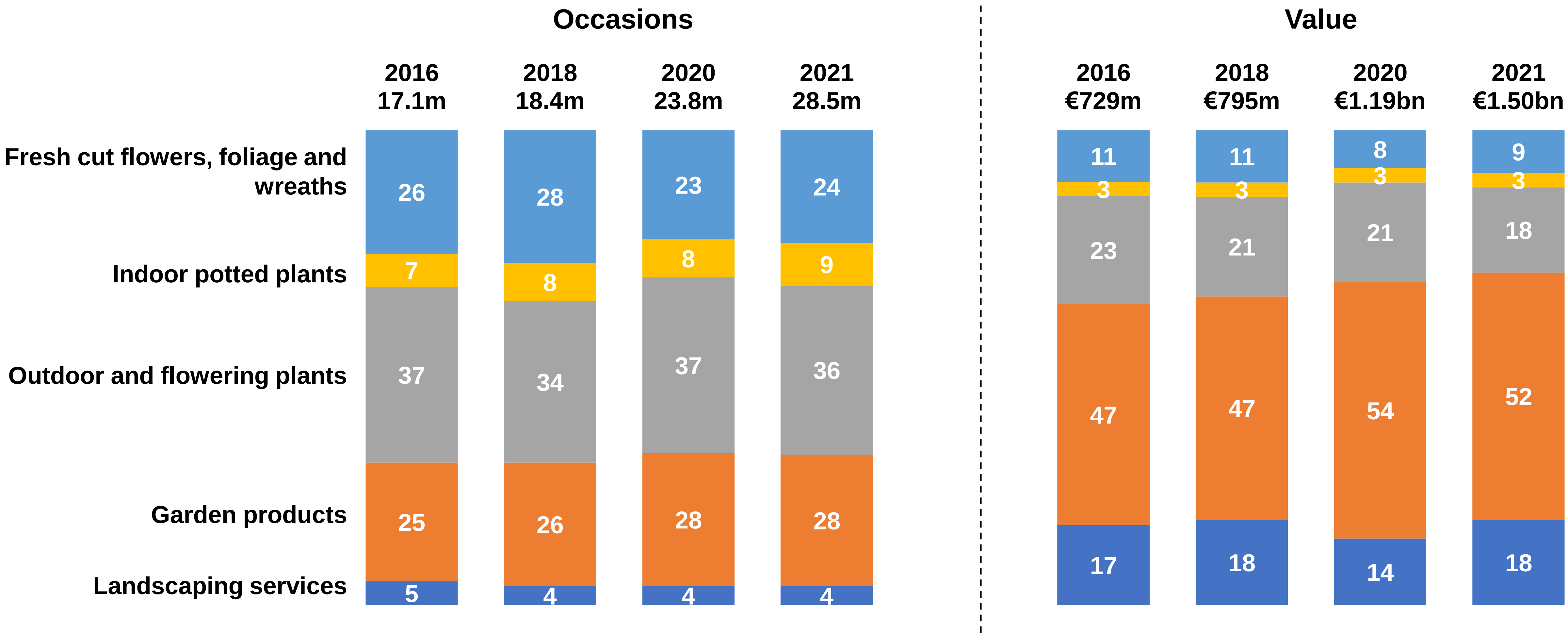
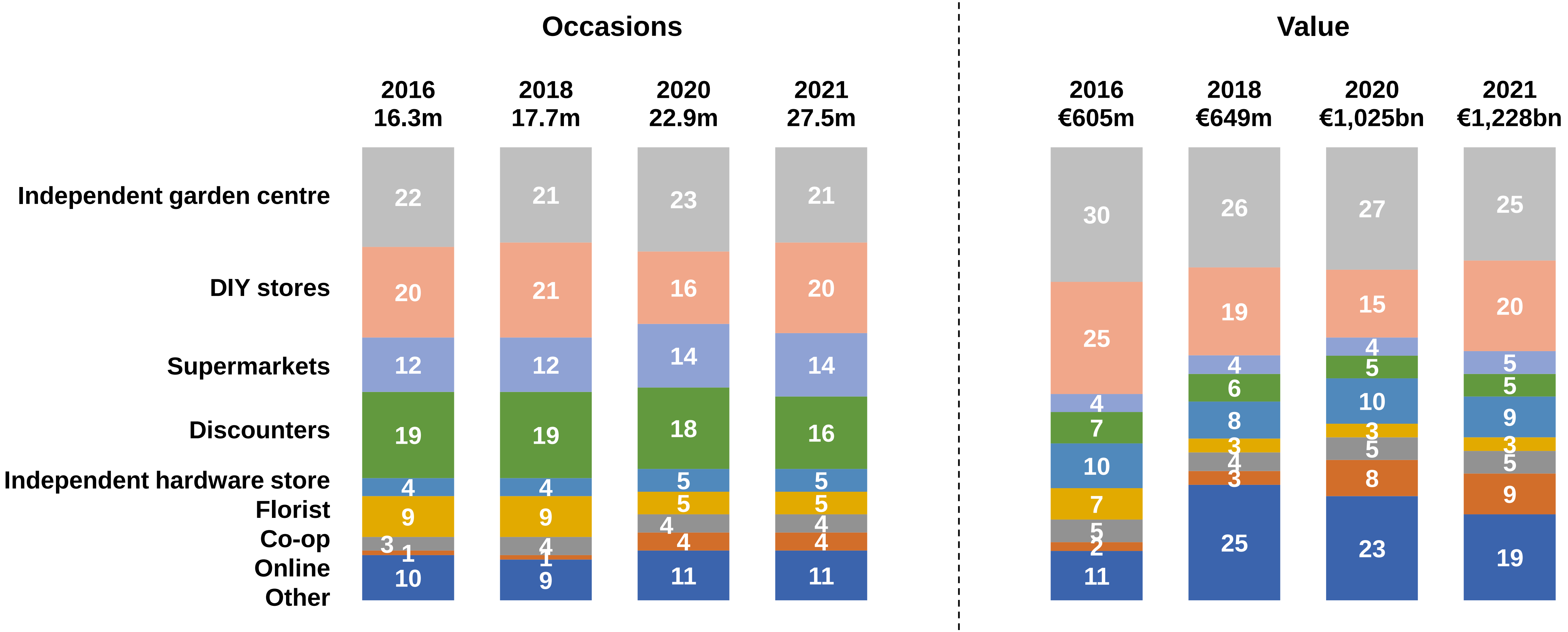
Amenity Market Size – Share of Market



Amenity Market* X Share of Channel



*Excludes landscaping services

Outdoor And Flowering Plants

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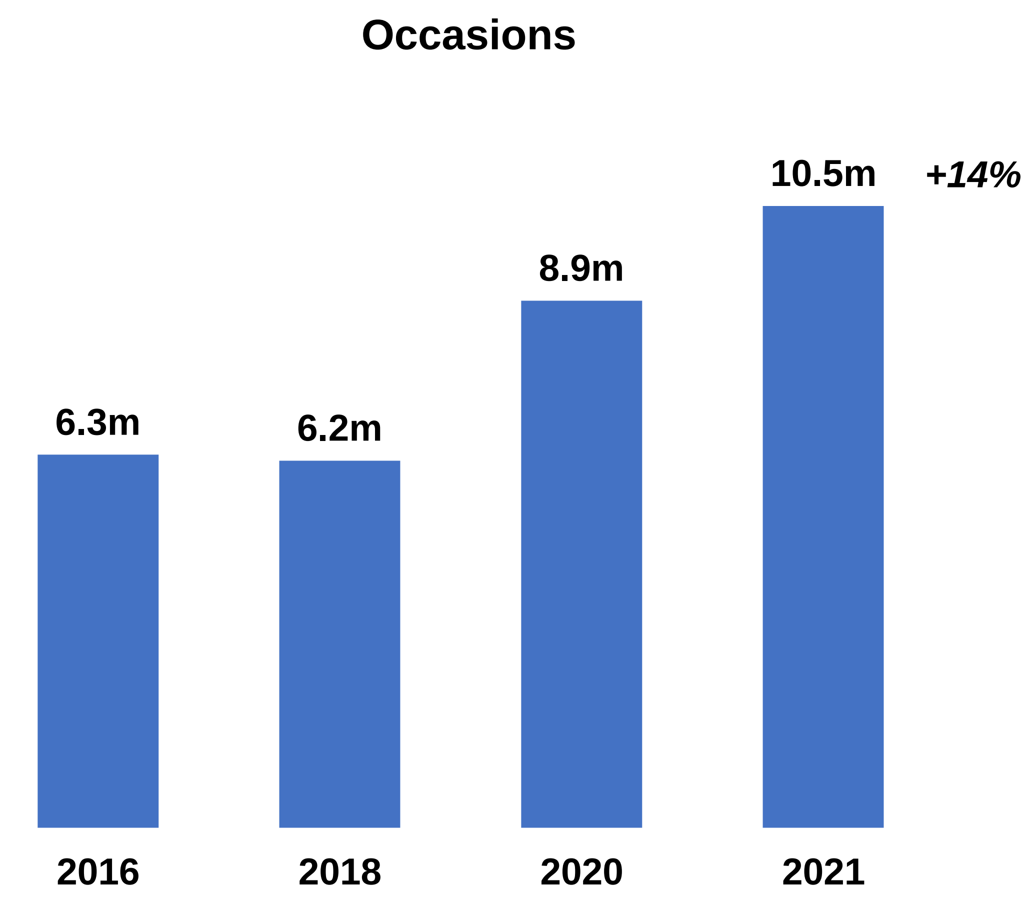
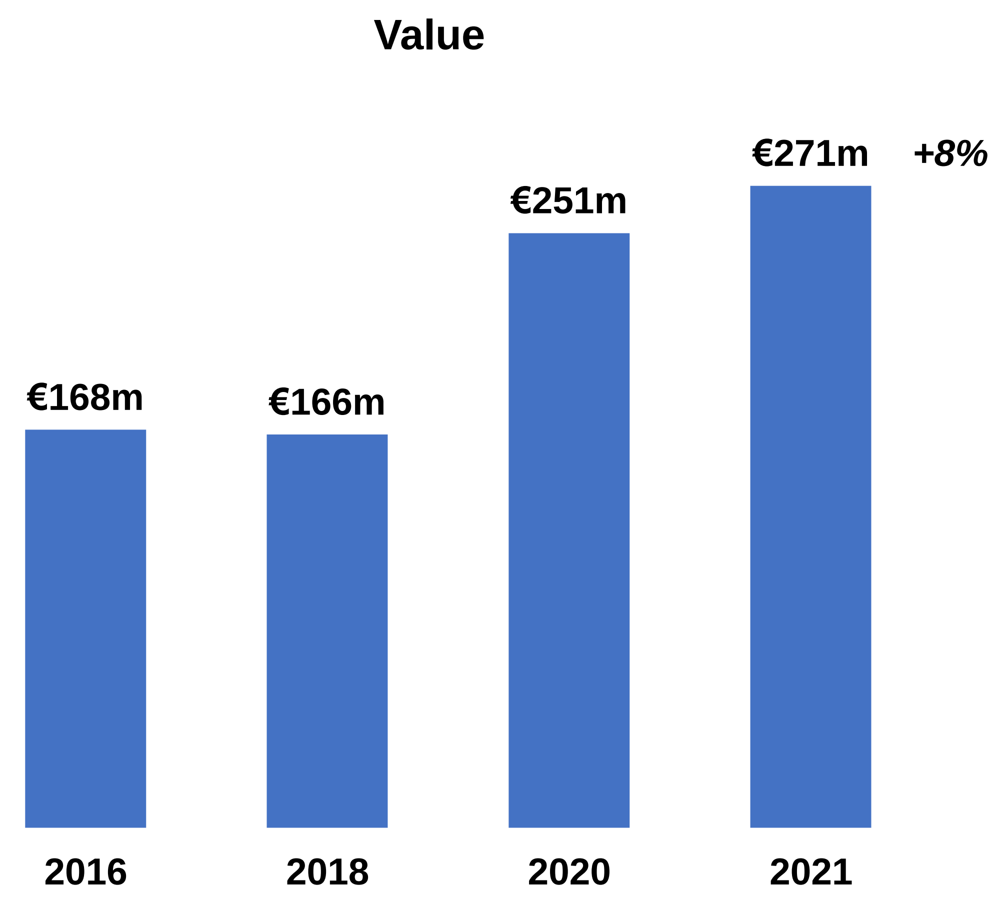
Outdoor And Flowering Plants Category

Definition includes:

- Pre-planted hanging baskets or outdoor containers
- Bulbs/flower seeds for planting (e.g. daffodils, sweet pea)
- Trees/hedges
- Shrubs
- Bedding plants (e.g. wallflowers, primroses, geraniums, lobelia, petunias, pansies)
- Herbaceous plants (plants that die down in the winter and grow again in the summer e.g. lupins, chrysanthemums, hostas)
- Herbs/fruit/vegetables including trees, bushes and seeds for growing yourself
- Other outdoor plants (e.g. ornamental grasses, bamboo, ferns, water plants)

Outdoor & Flowering Plants – Summary





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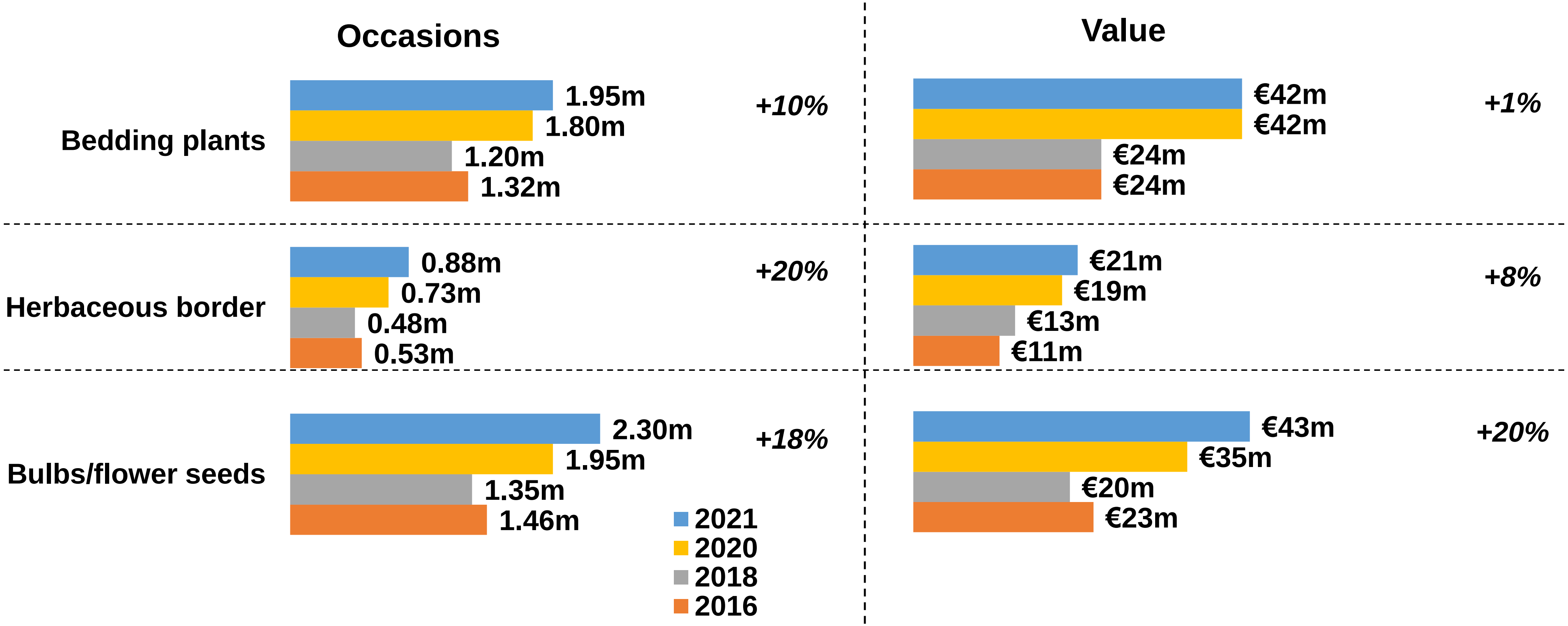
Outdoor & Flowering Plants: Products Breakdown



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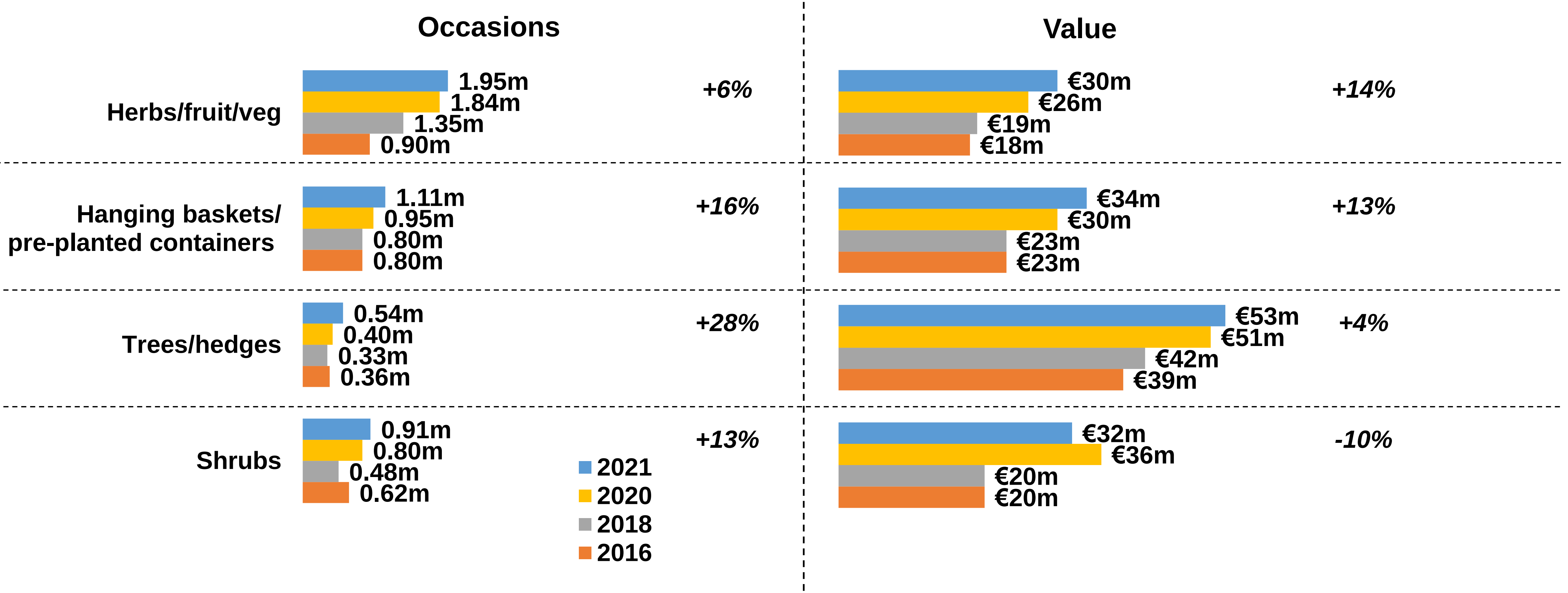
Outdoor & Flowering Plants: Products Breakdown



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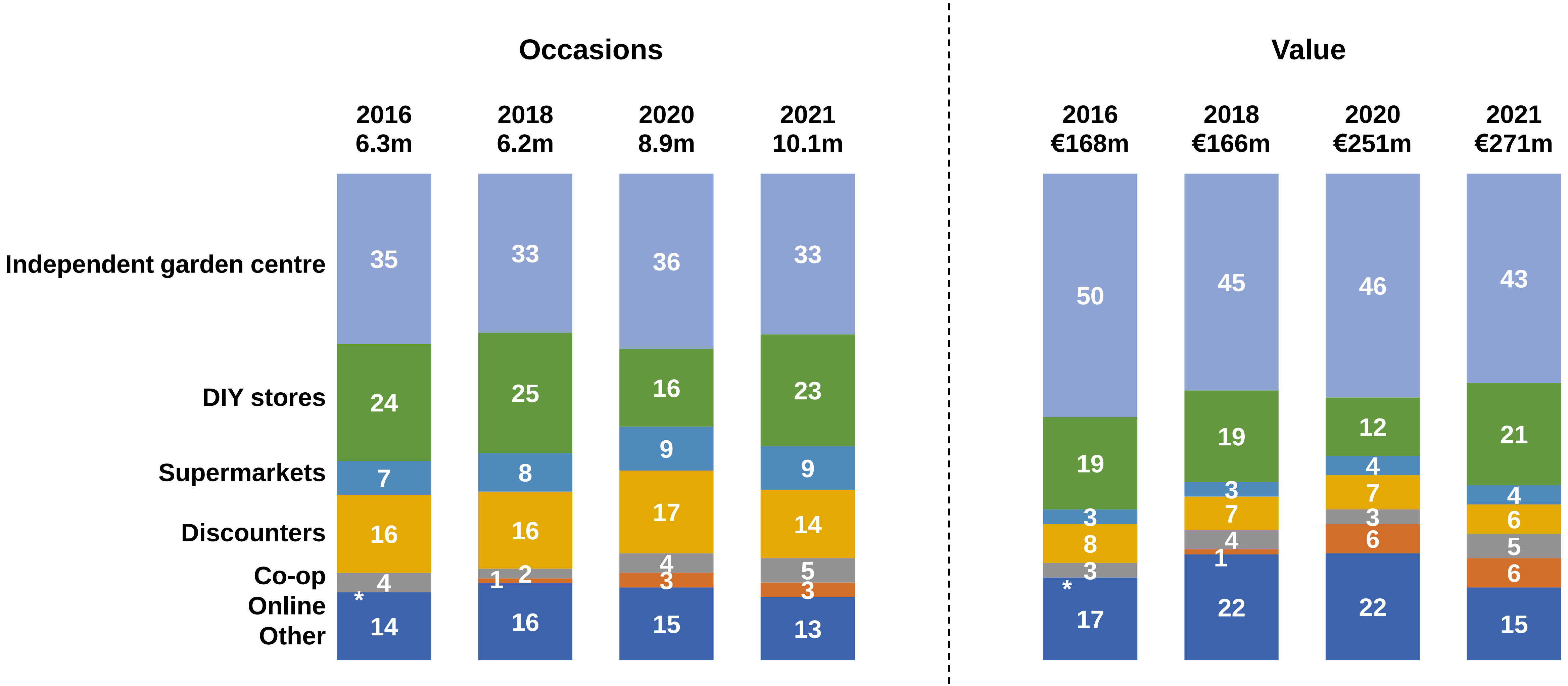
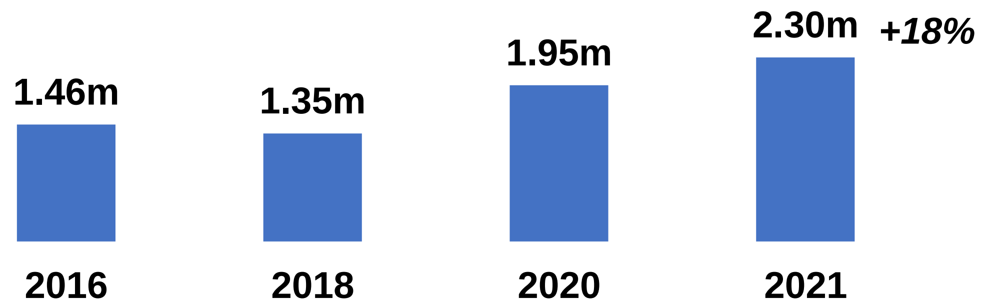
Outdoor & Flowering Plants X Share of Channel



Outdoor & Flowering Plants X Product - Bulbs/Flower Seeds For Planting

Occasions



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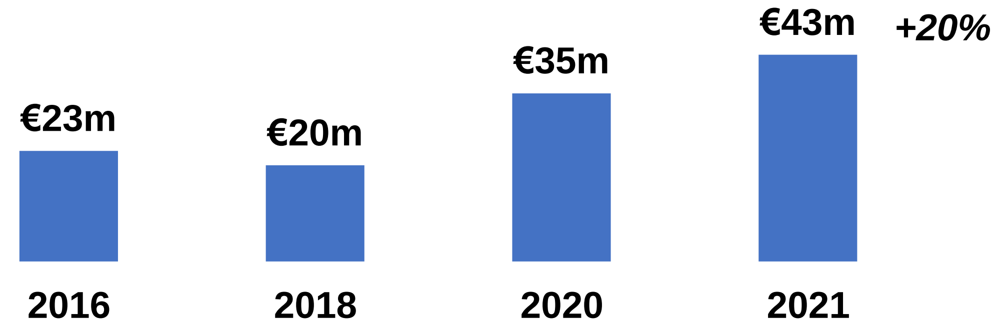
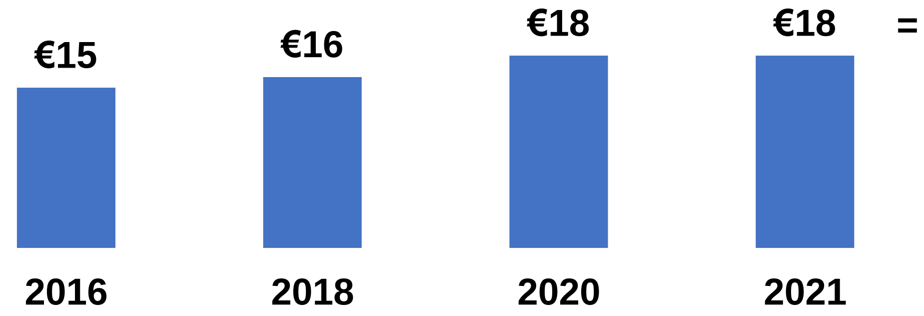


	2016	2018	2020	2021	2016	2018	2020	2021
Per capita	.40	.36	.50	.58	€6.30	€5.34	€9.05	€10.73

Spend per purchase occasion



Key Demographics

- Somewhat older profile, but incidence of purchasing has increased across all age groups.
- 42% of spend is by those aged 35 - 55.
- I2% of spend on line, though garden centres still account for the largest share of spend (33%).

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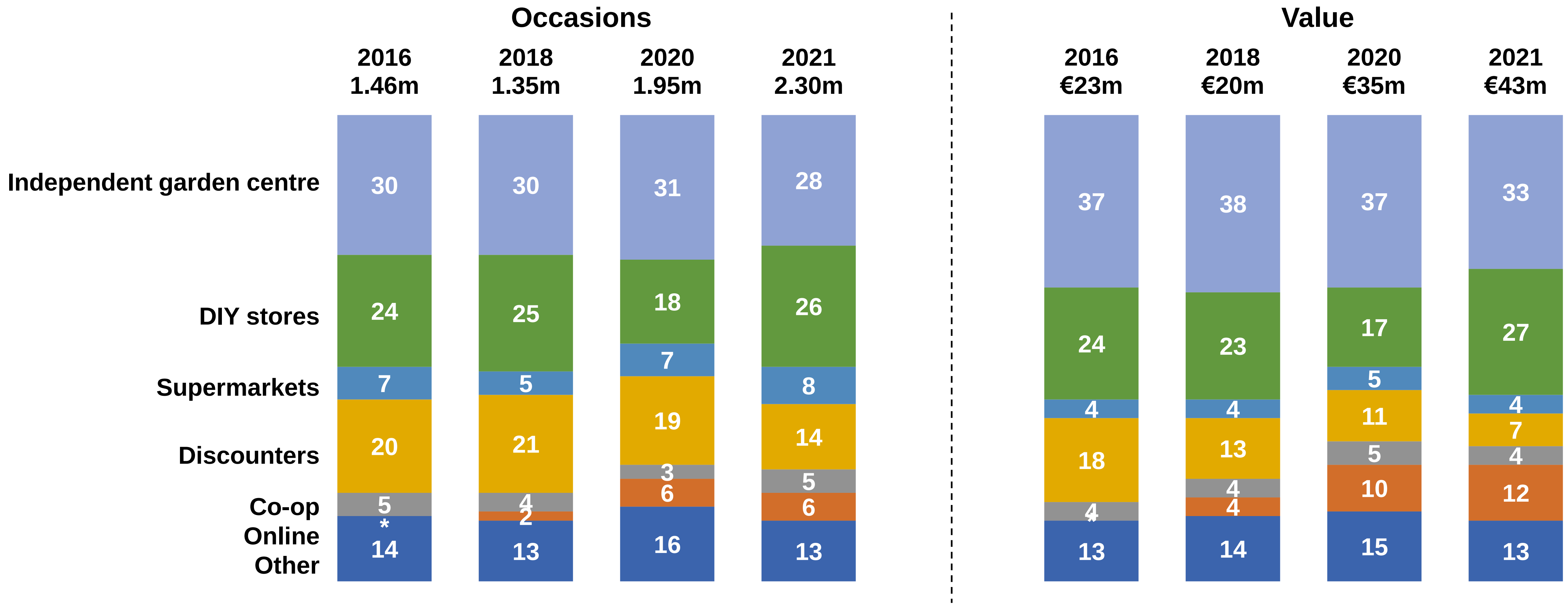
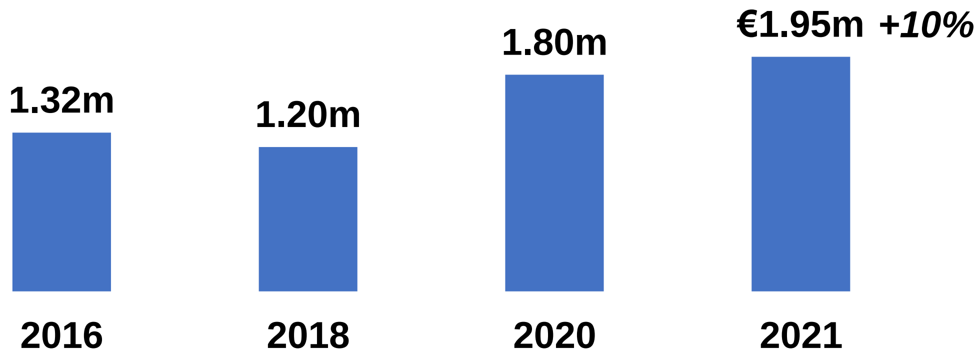
Outdoor & Flowering Plants X Share of Channel - Bulbs/Flower Seeds For Planting



Outdoor & Flowering Plants X Product - Bedding Plants

Occasions



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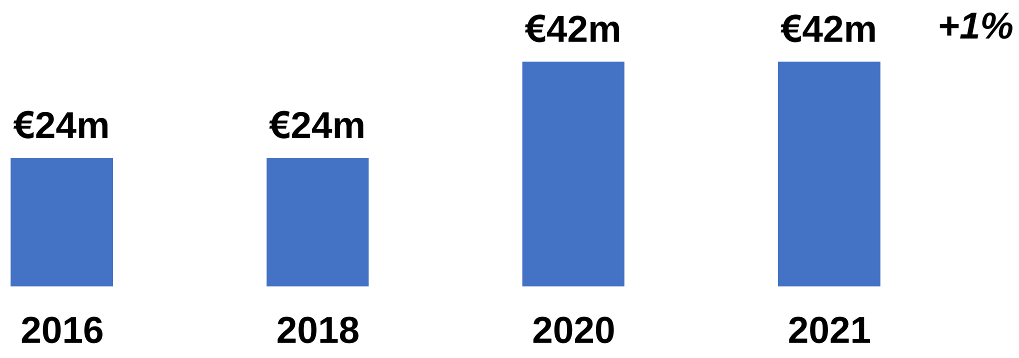
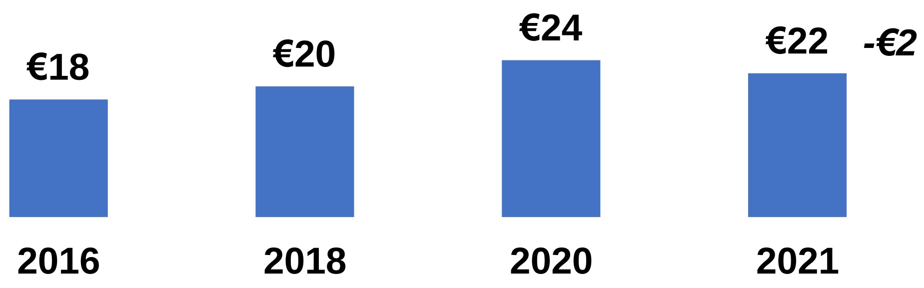


	2016	2018	2020	2021	2016	2018	2020	2021
Per capita	.36	.32	.45	.49	€6.60	€6.25	€10.64	€10.58

Spend per purchase occasion



Key Demographics

- While incidence of purchasing has increased across all age groups, half of all spend is from 55+ age group.
- Garden centres account for the largest share of purchasing occasions and spend.
- DIY stores’ share has recovered after a dip in 2020.

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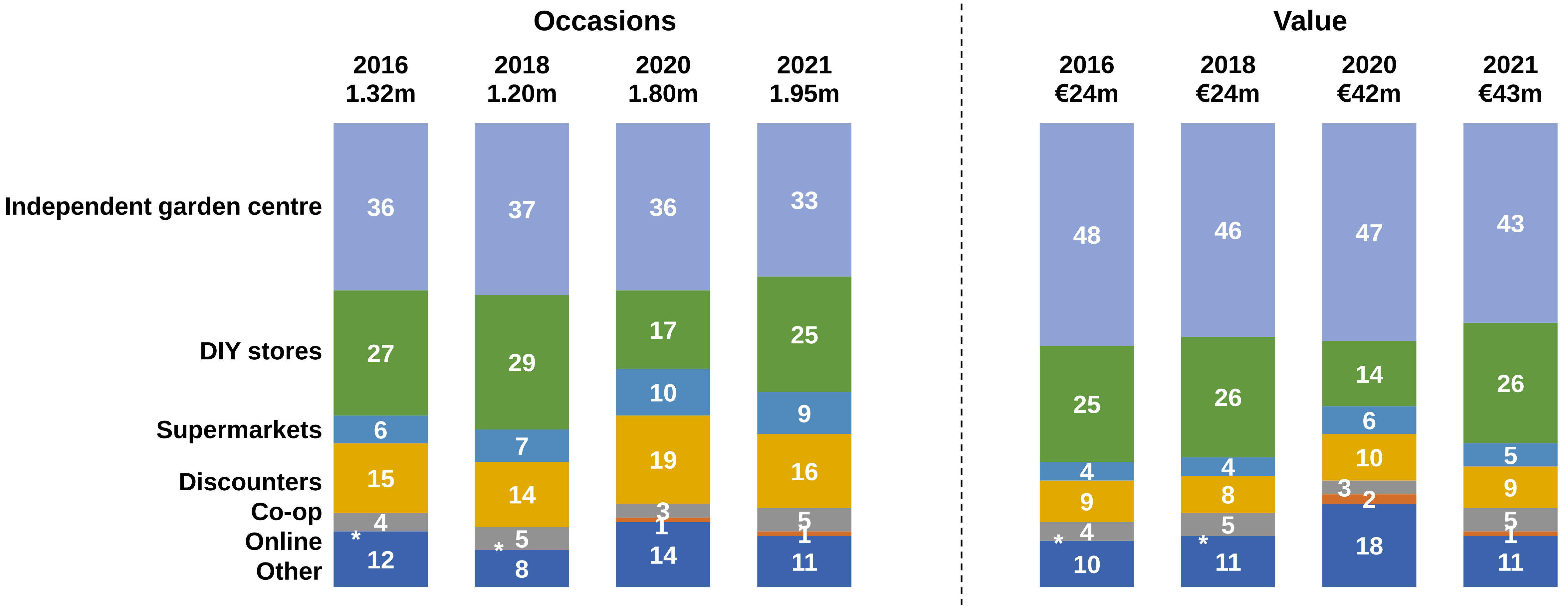
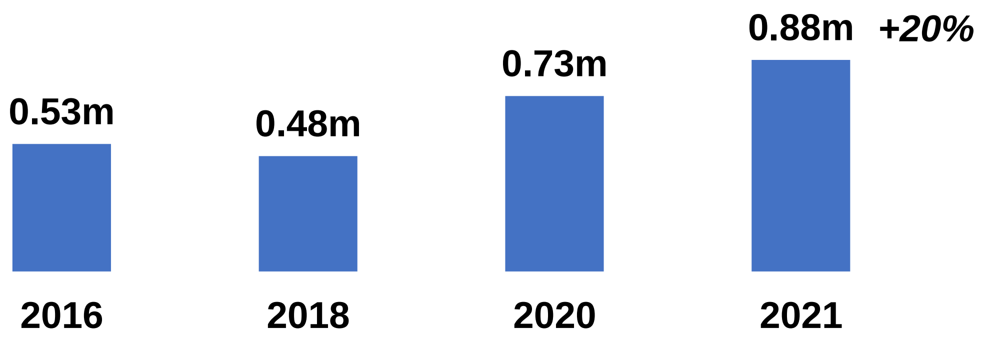
Outdoor & Flowering Plants X Share of Channel - Bedding Plants



Outdoor & Flowering Plants X Product - Herbaceous Border Plants

Occasions



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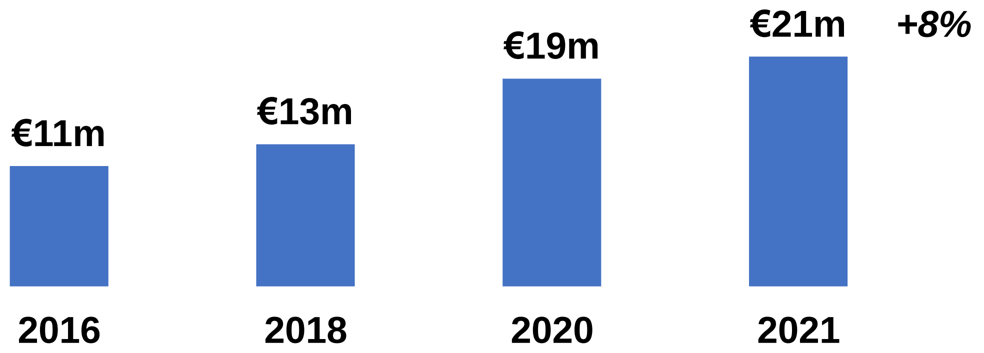
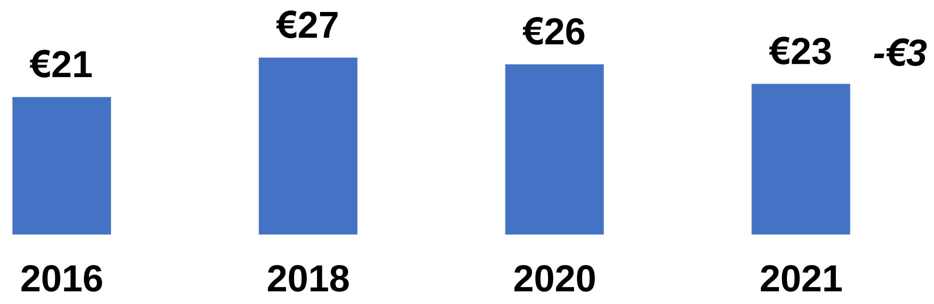


	2016	2018	2020	2021	2016	2018	2020	2021
Per capita	.15	.13	.19	.22	€3.03	€3.46	€4.86	€5.18

Spend per purchase occasion



Key Demographics

- 6 in 10 purchases and spend is by women.
- 35 -55 year olds account for around 4 in 10 of spend.
- Half of all spend is through Independent Garden Centres. DIY share has recovered since 2020.

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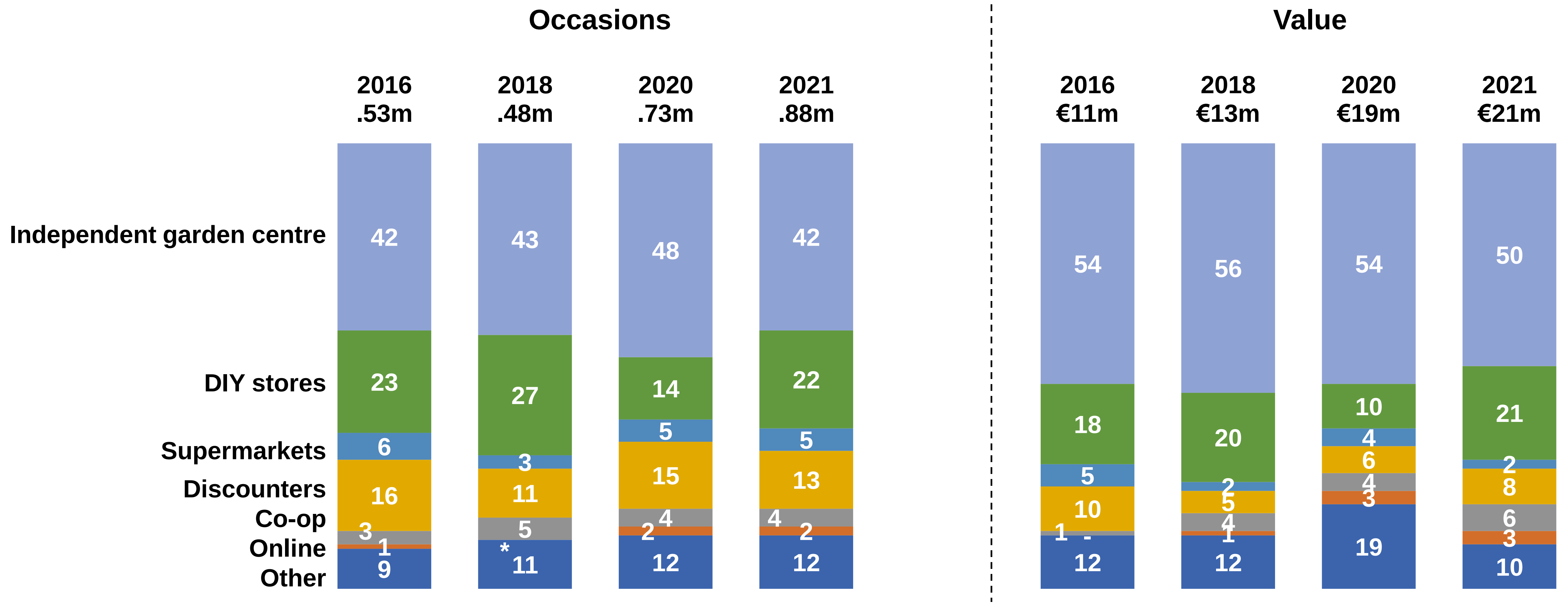
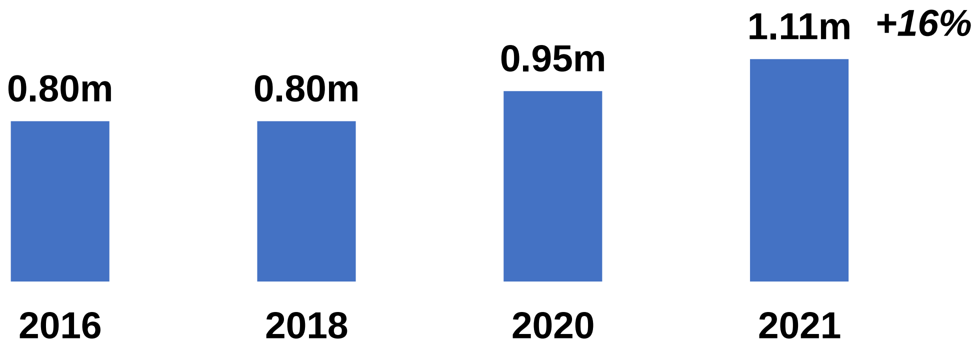
Outdoor & Flowering Plants X Share of Channel - Herbaceous Border Plants



Outdoor & Flowering Plants X Product
- Hanging Baskets & Pre-planted Containers

Occasions



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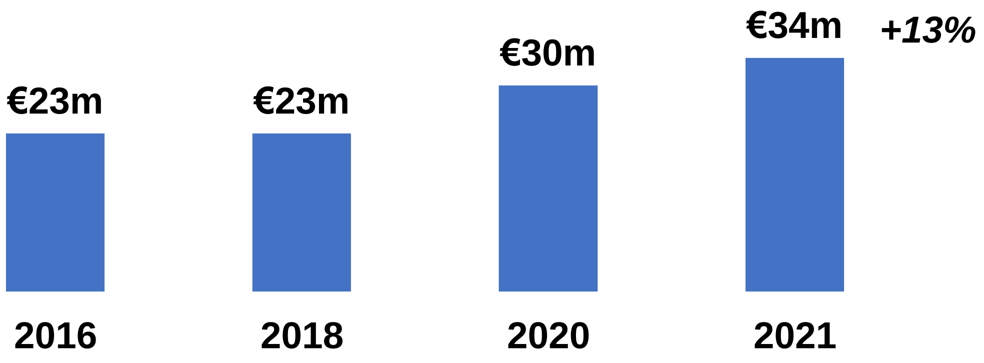
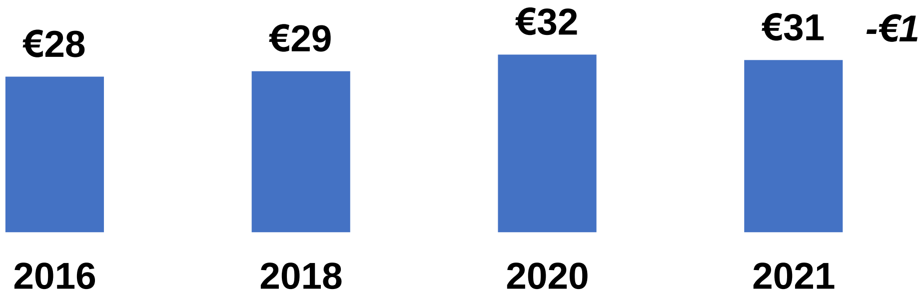


	2016	2018	2020	2021
Per capita (Occasions)	.22	.21	.24	.28
Per capita (Value)	€6.19	€6.10	€7.70	€8.56

Spend per purchase occasion



Key Demographics

- The appeal of hanging baskets and pre-planted containers is broadly spread demographically.
- A quarter of all spend is by those aged under 34. Profile still exhibits an older bias, though less so than for other products.
- Garden centres and DIY stores are the key outlets for purchasing these products.
- 37% of spend is channelled through Independent Garden Centres.

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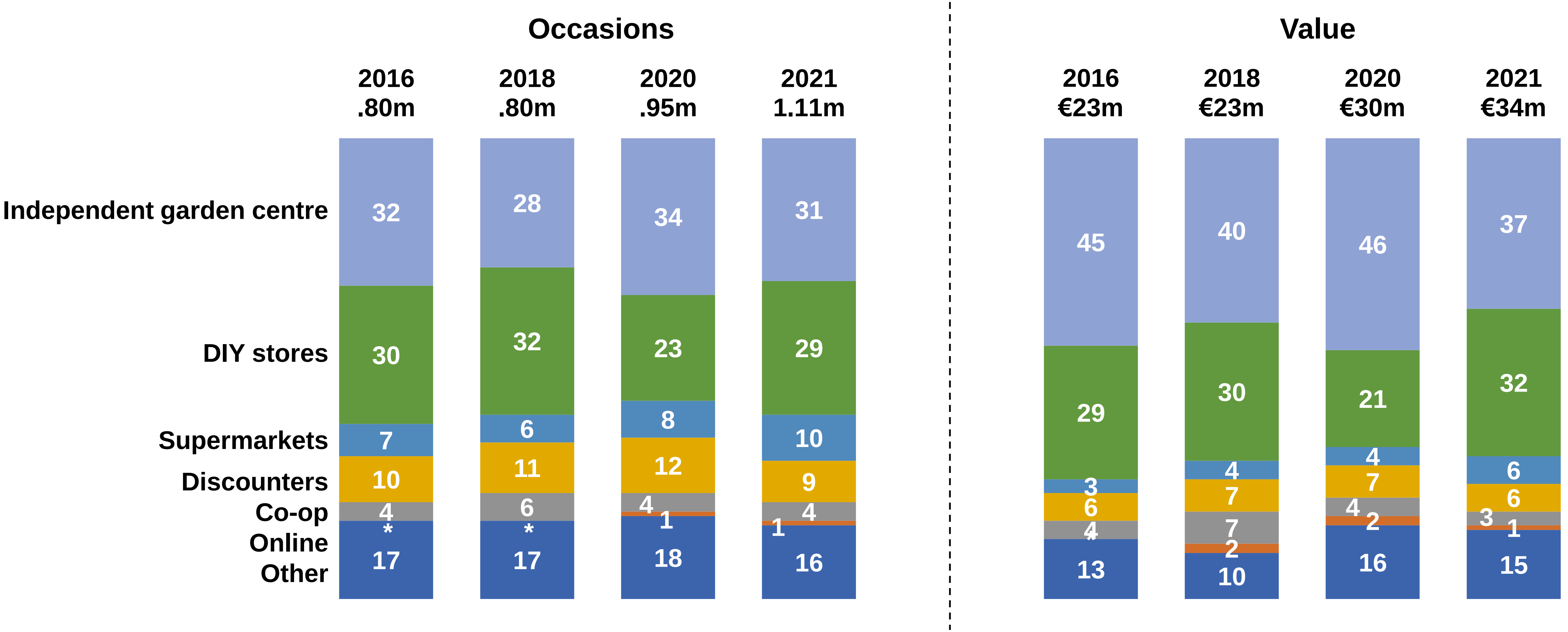
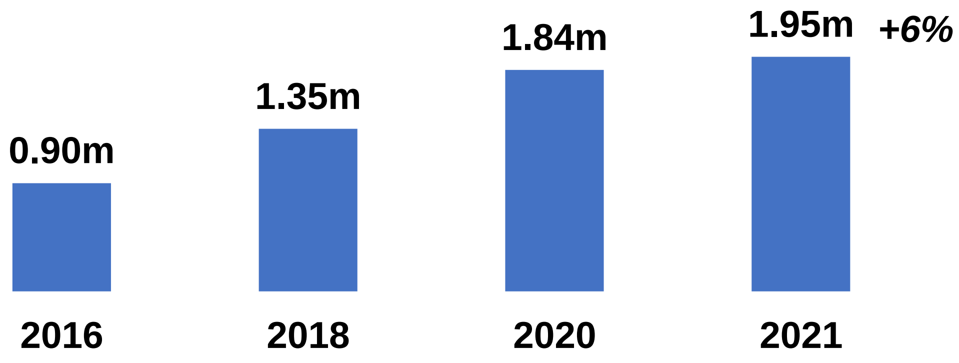
Outdoor & Flowering Plants X Share of Channel - Hanging Baskets & Pre-planted Containers



Outdoor & Flowering Plants X Product - Herbs, Fruit & Vegetables For Planting

Occasions



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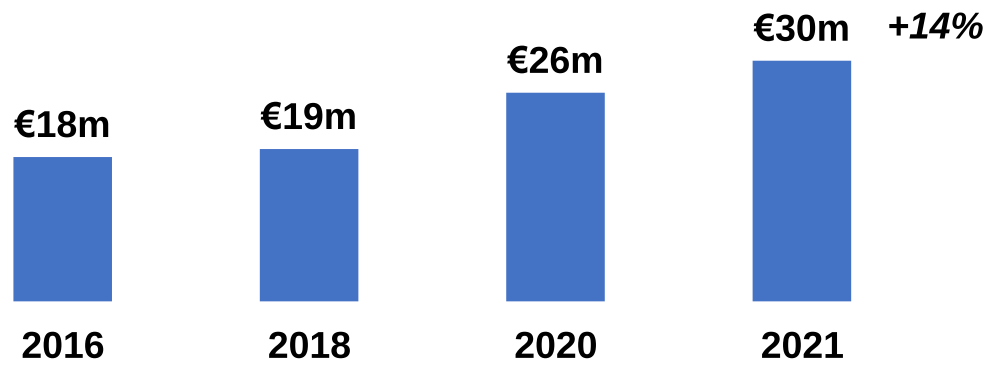
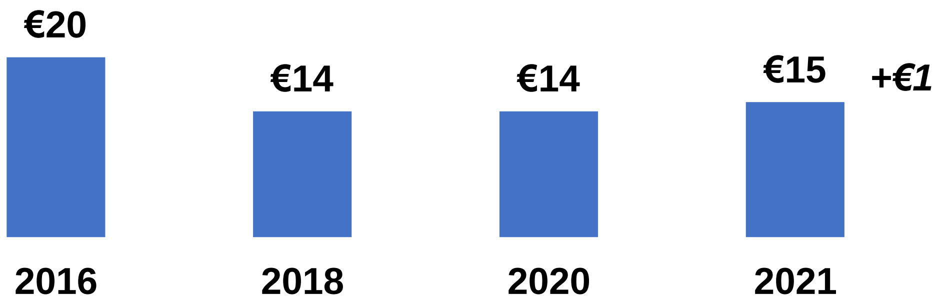


	2016	2018	2020	2021	2016	2018	2020	2021
Per capita	.25	.36	.47	.49	€4.88	€4.91	€6.76	€7.56

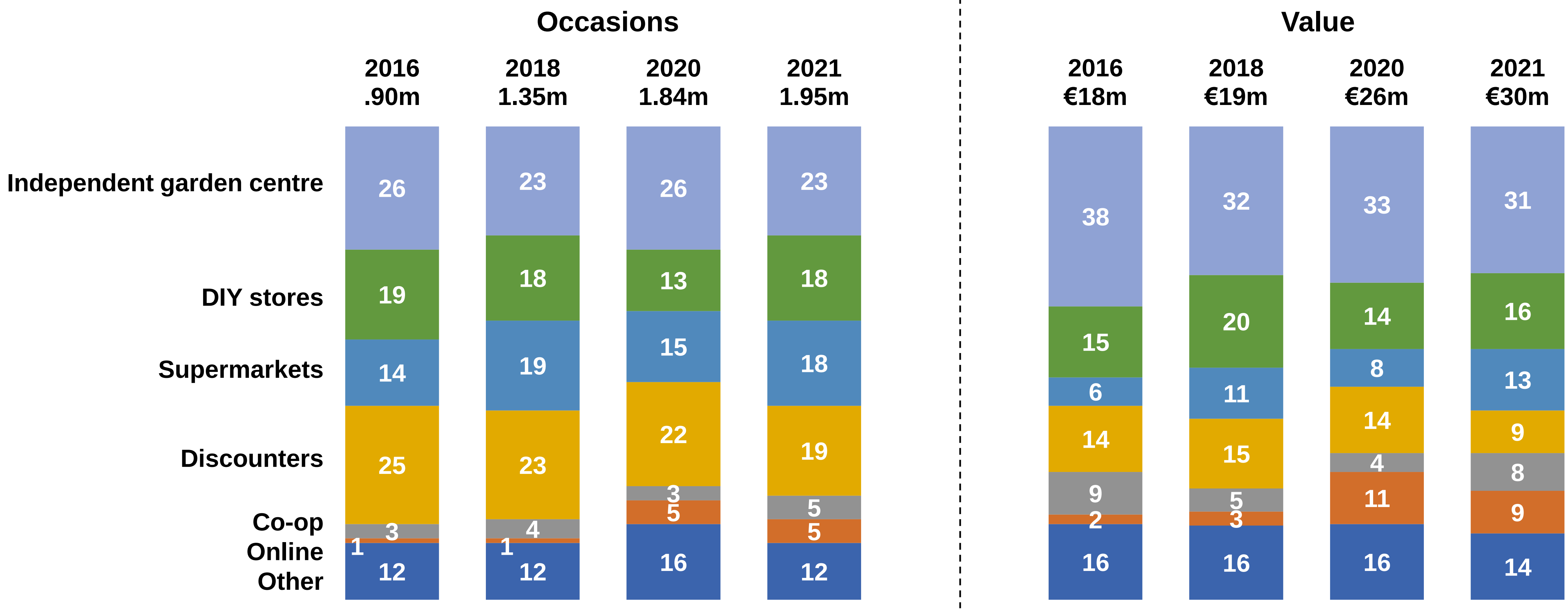
Spend per purchase occasion



Key Demographics

- Herbs fruit and vegetables for growing yourself are broadly spread demographically.
- Purchasing is broadly spread across the main channels, though a third of spend is through Independent Garden Centres.

Outdoor & Flowering Plants X Share of Channel - Herbs, Fruit & Vegetables For Planting



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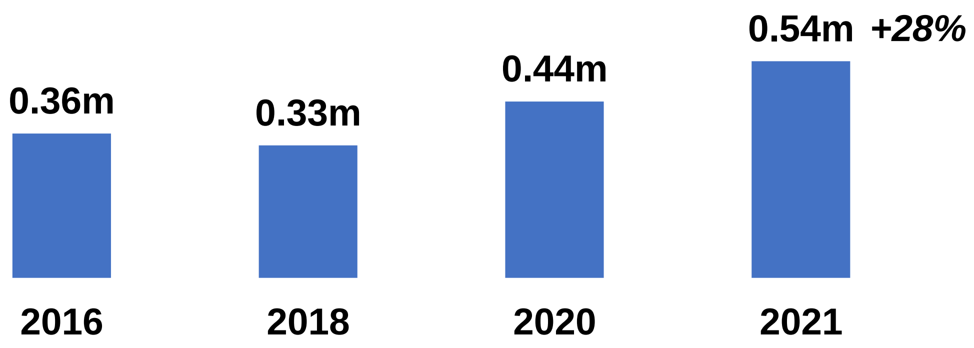
Outdoor & Flowering Plants X Product - Trees/Hedges

Occasions



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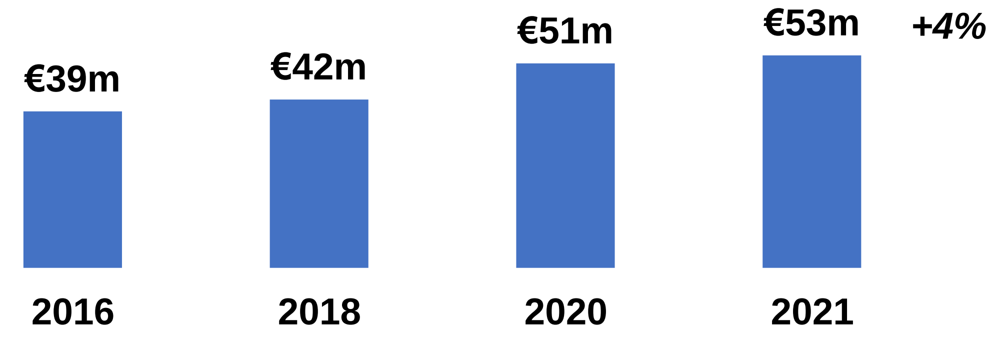
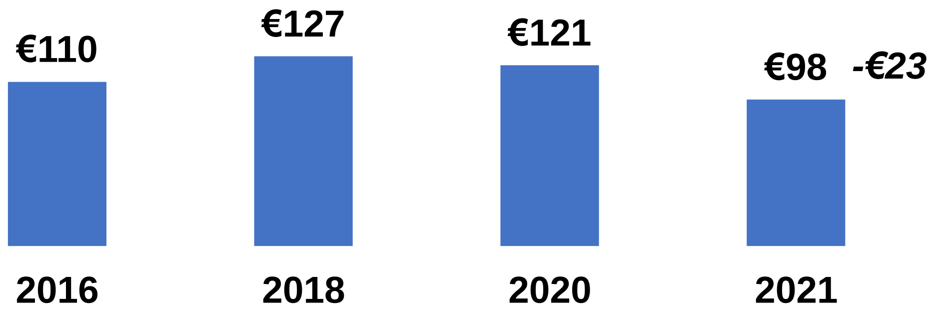


Per capita	.10	.09	.11	.14	€10.81	€11.08	€13.03	€13.36

Spend per purchase occasion



Key Demographics

- Trees and hedges are more likely to be bought by men.
- More than half of all spend is among 35 – 55 year olds, though U35s account for a quarter of all purchases.
- Independent Garden Centres are the primary channel for Trees/Hedges. 8% of spend was on line this year, down slightly from 2020 but still at a relatively high level.

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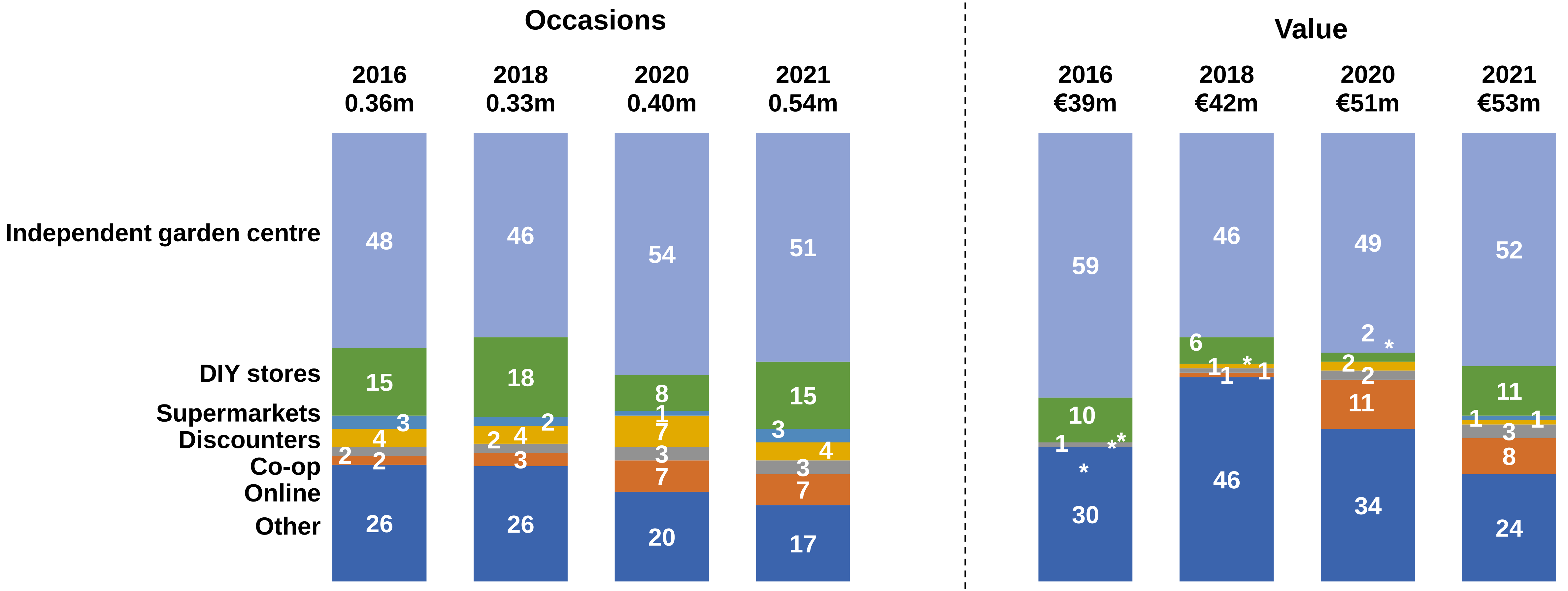
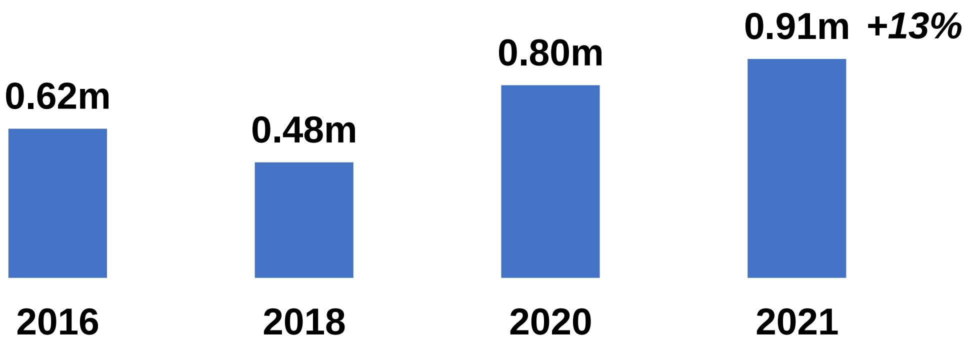
Outdoor & Flowering Plants X Channel - Trees/Hedges



Outdoor & Flowering Plants X Product - Shrubs

Occasions



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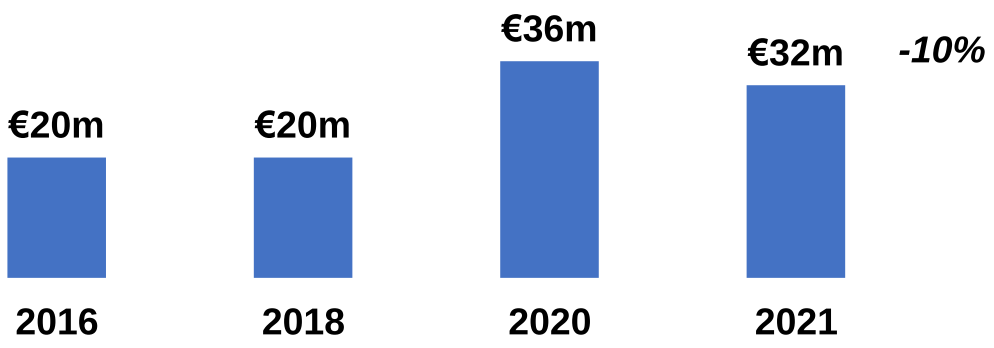
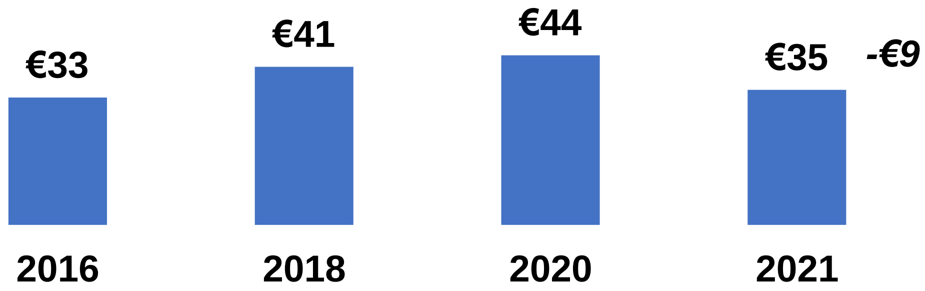


Per capita	.17	.13	.21	.23	€5.55	€5.25	€9.12	€8.04

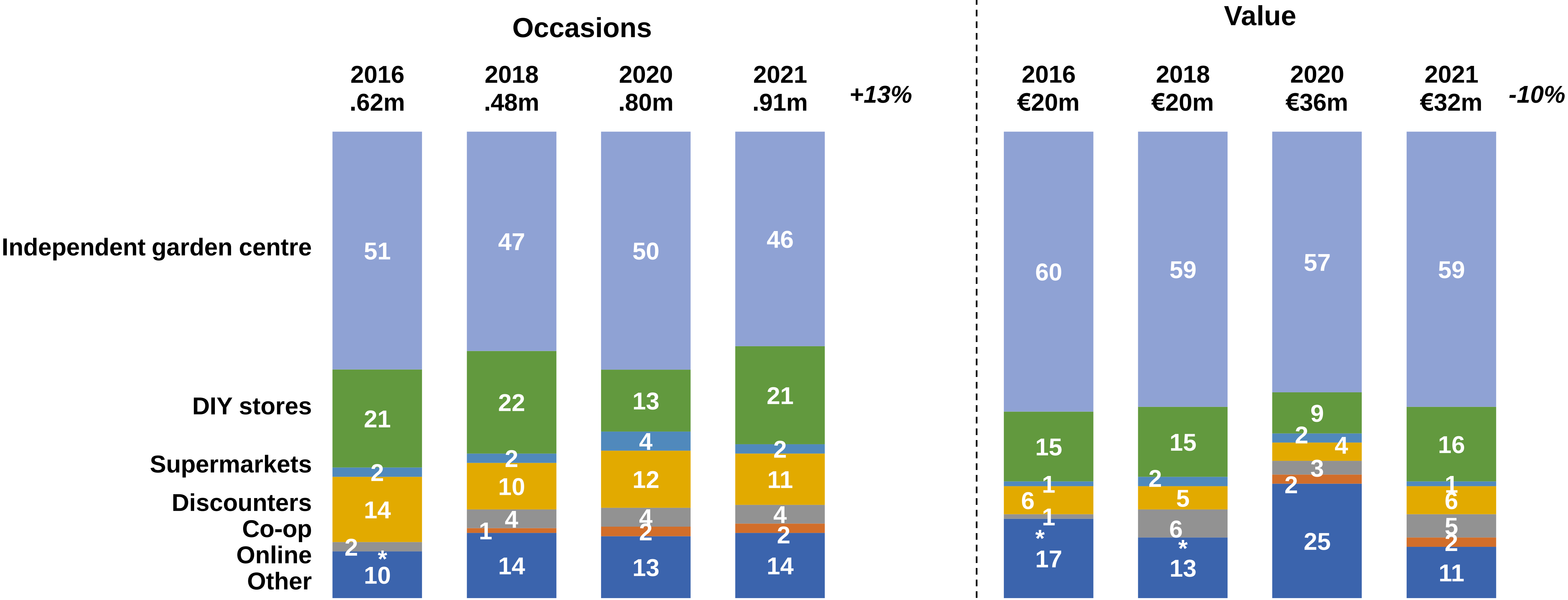
Spend per purchase occasion



Key Demographics

- **Spend on shrubs has an older bias – half of all purchase occasions are by those aged 55 or over, while less than 1 in 10 purchases are from the U35 age cohort.**
- **The majority of spend on shrubs is through independent Garden Centres.**

Outdoor & Flowering Plants X Share of Channel - Shrubs



Indoor Potted Plants

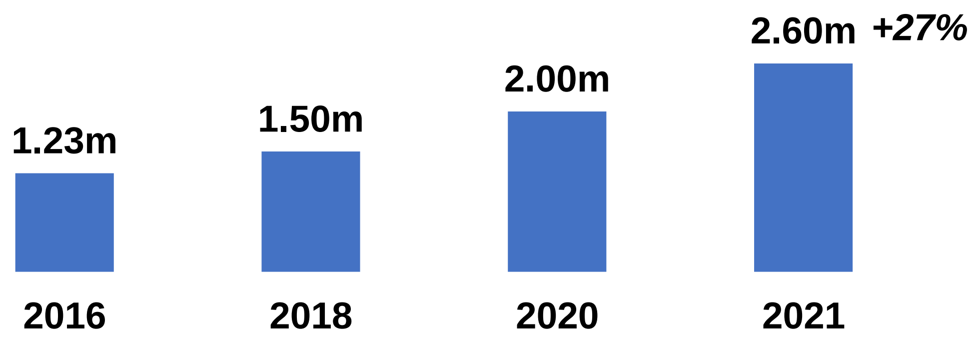
Indoor Potted Plants

Definition includes:

- Indoor potted plants (e.g. orchids, geraniums, spider plants, fig plants, cordyline)

Indoor Potted Plants – Summary

Occasions



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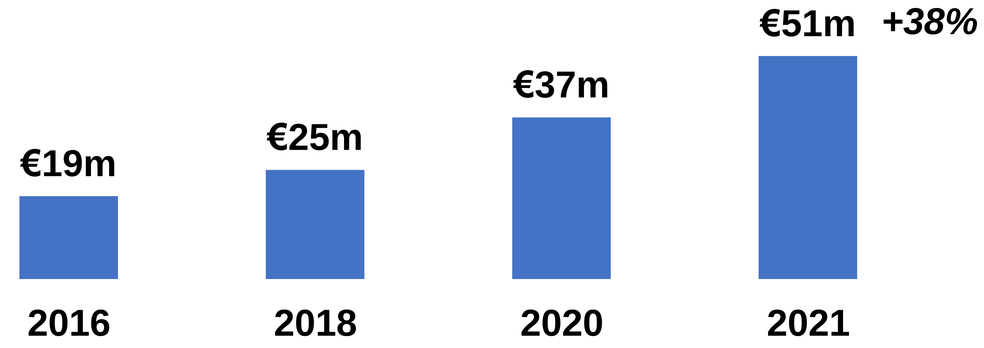
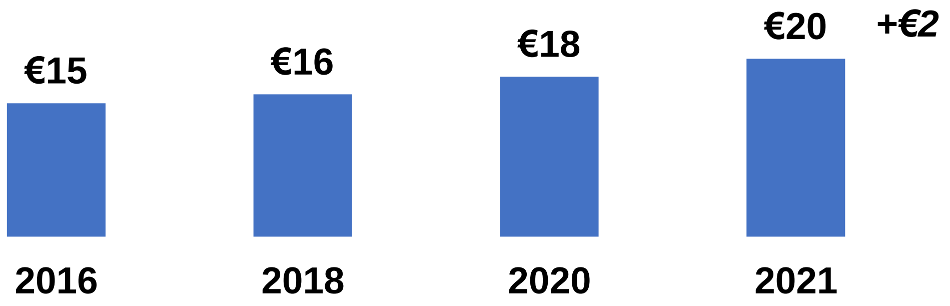


	2016	2018	2020	2021	2016	2018	2020	2021
Per capita	.34	.41	.52	.65	€5.13	€6.64	€9.44	€12.80

Spend per purchase occasion



Key Demographics

- The incidence of buying indoor potted plants has increased by three percentage points this year. While purchasing is up across all age groups, the biggest increase is seen in the 15 – 24 age group.
- Discounters and supermarkets account for 4 in 10 purchases, though garden centres and DIY account for a greater proportion of spend.
- Most purchases are for the home.

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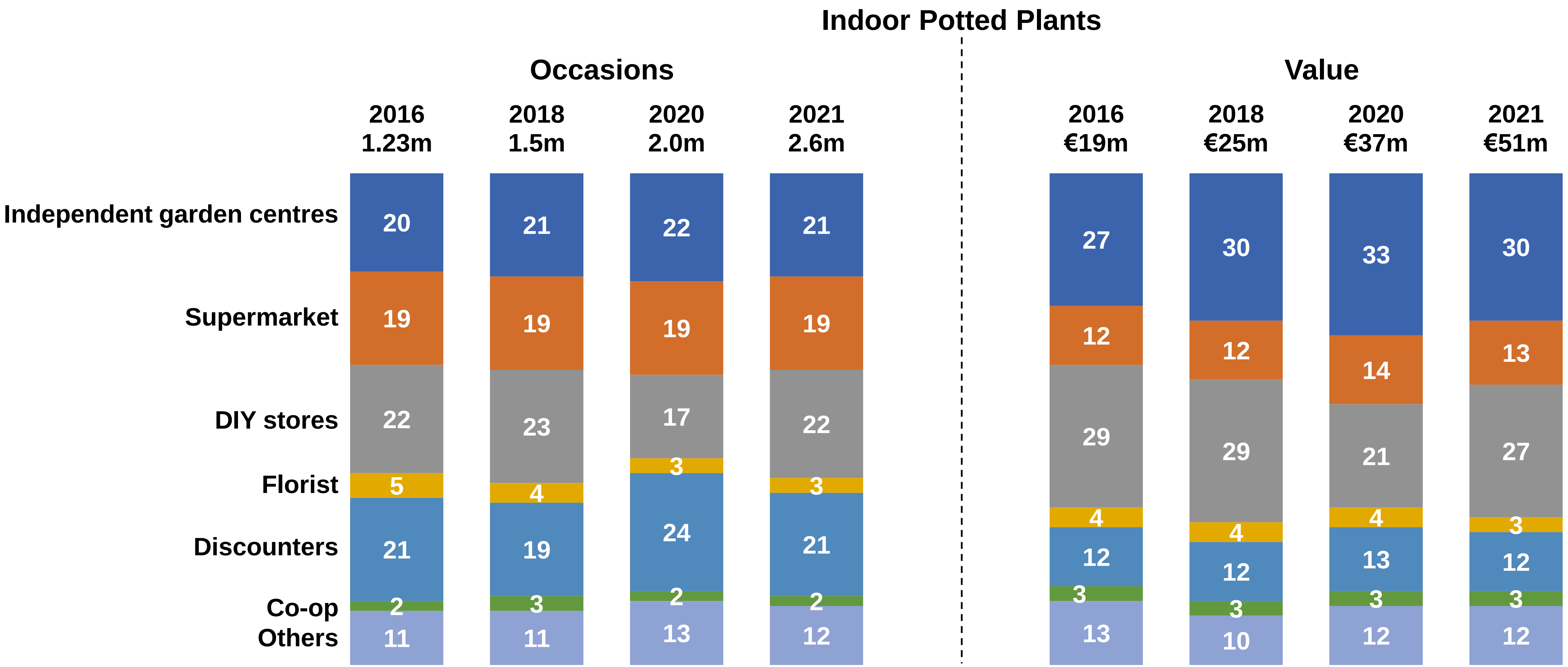
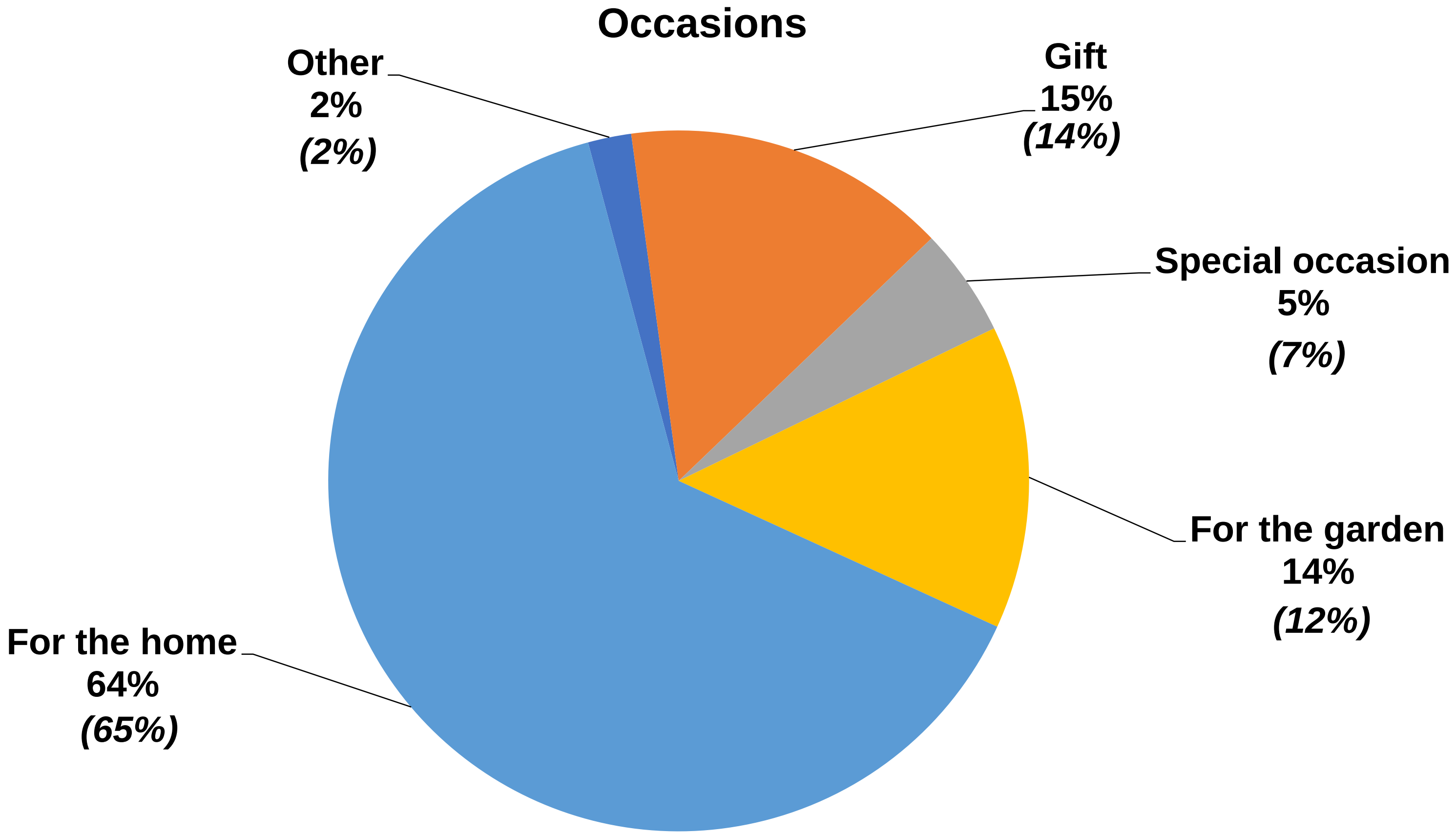
Market Share X Channel X Sector – Trend



Reasons For Purchasing Indoor Potted Plants - Occasions



(2020 %s in brackets)

Fresh Cut Flowers

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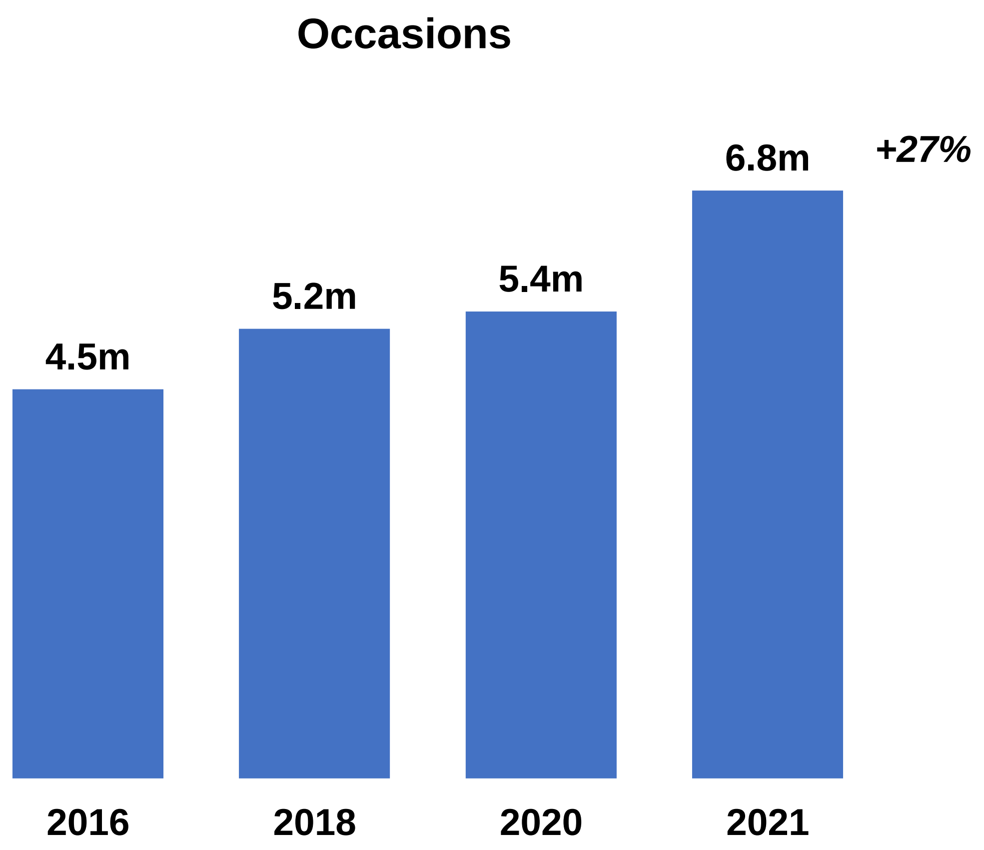
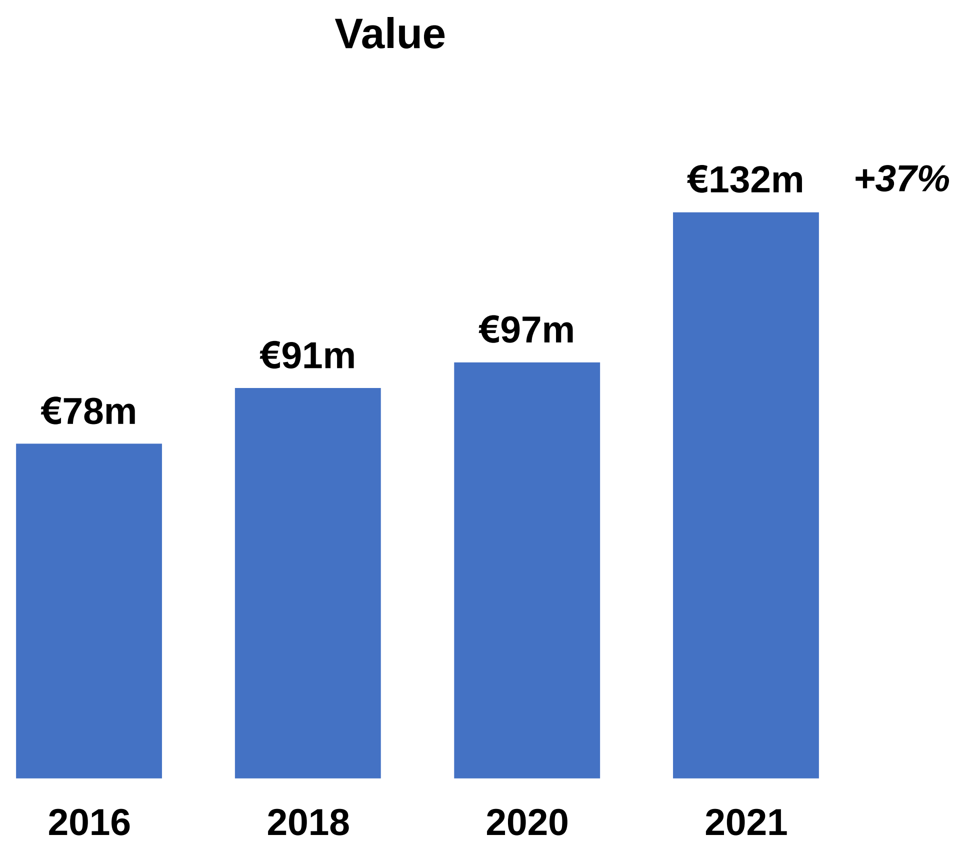
Fresh Cut Flowers Category

Definition includes:

- Fresh cut flowers
- Wreaths
- Foliage

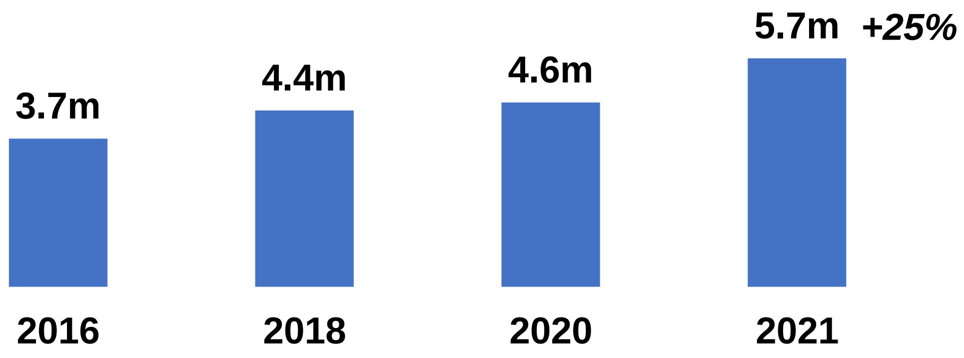
Fresh Cut Flowers, Foliage & Wreaths – Summary





Fresh Cut Flowers Market*

Occasions



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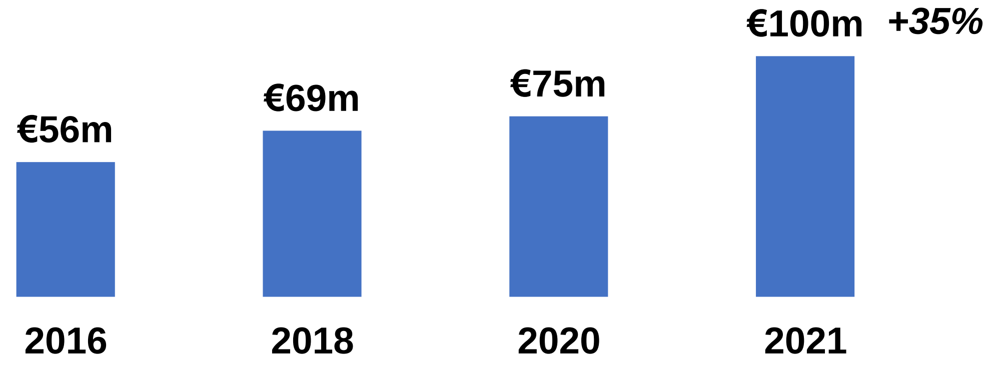
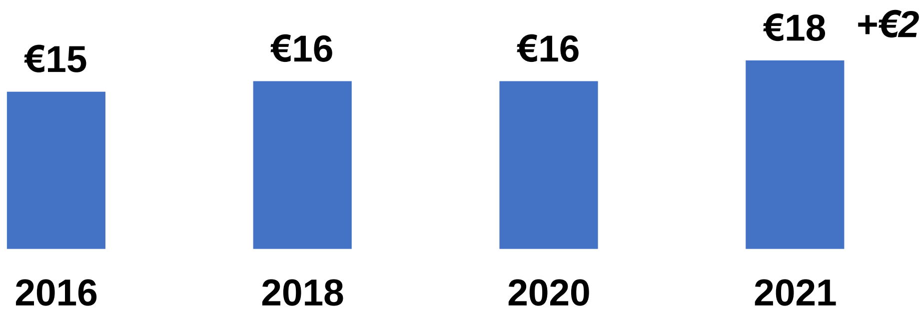


	2016	2018	2020	2021
Per capita	1.02	1.16	1.17	1.43
	€15.63	€18.31	€19.10	€25.30

Spend per purchase occasion



Key Demographics

- **Volume purchasing of cut flowers has a female bias, but men account for nearly half of all spend.**
- **Spend is spread relatively equally across age groups.**
- **Two thirds of purchases are through discounters and supermarkets. Florists' share suffered. Though 12% of spend was on line – the majority of which were florists.**

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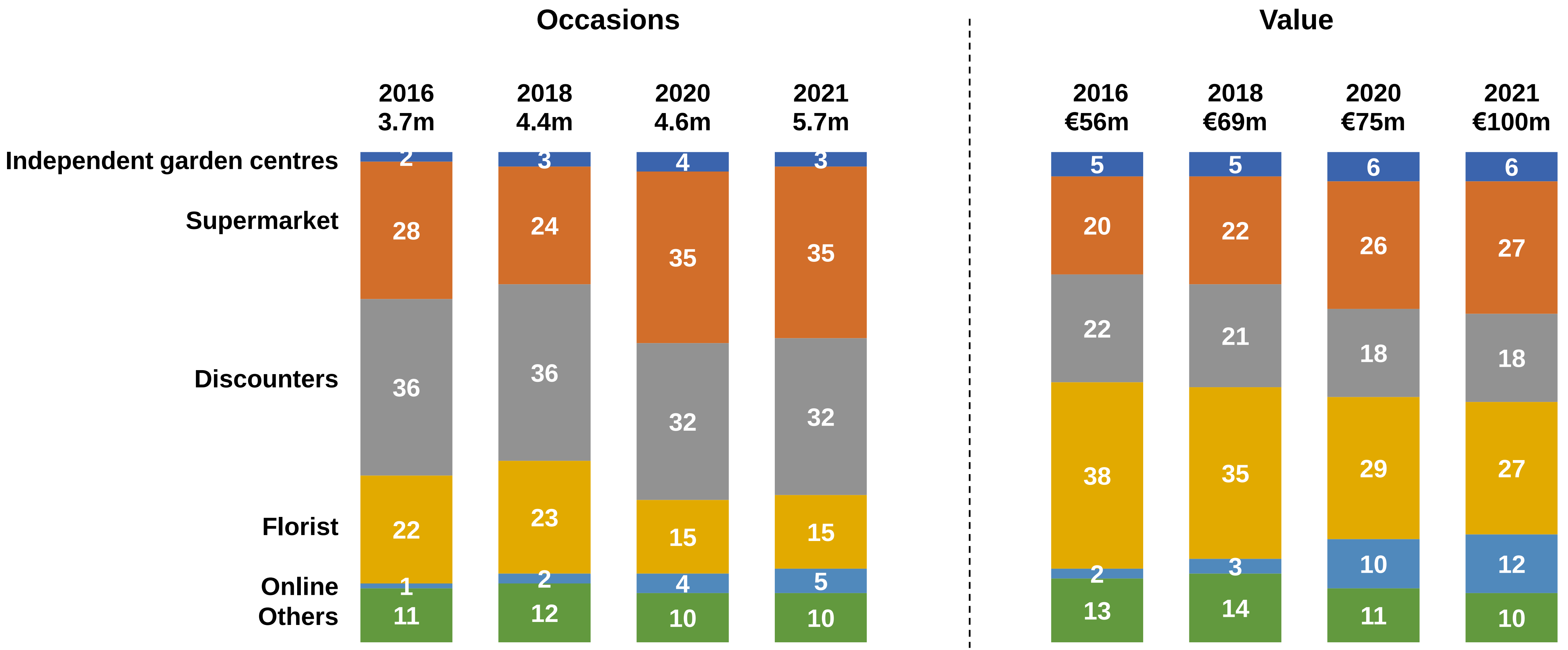
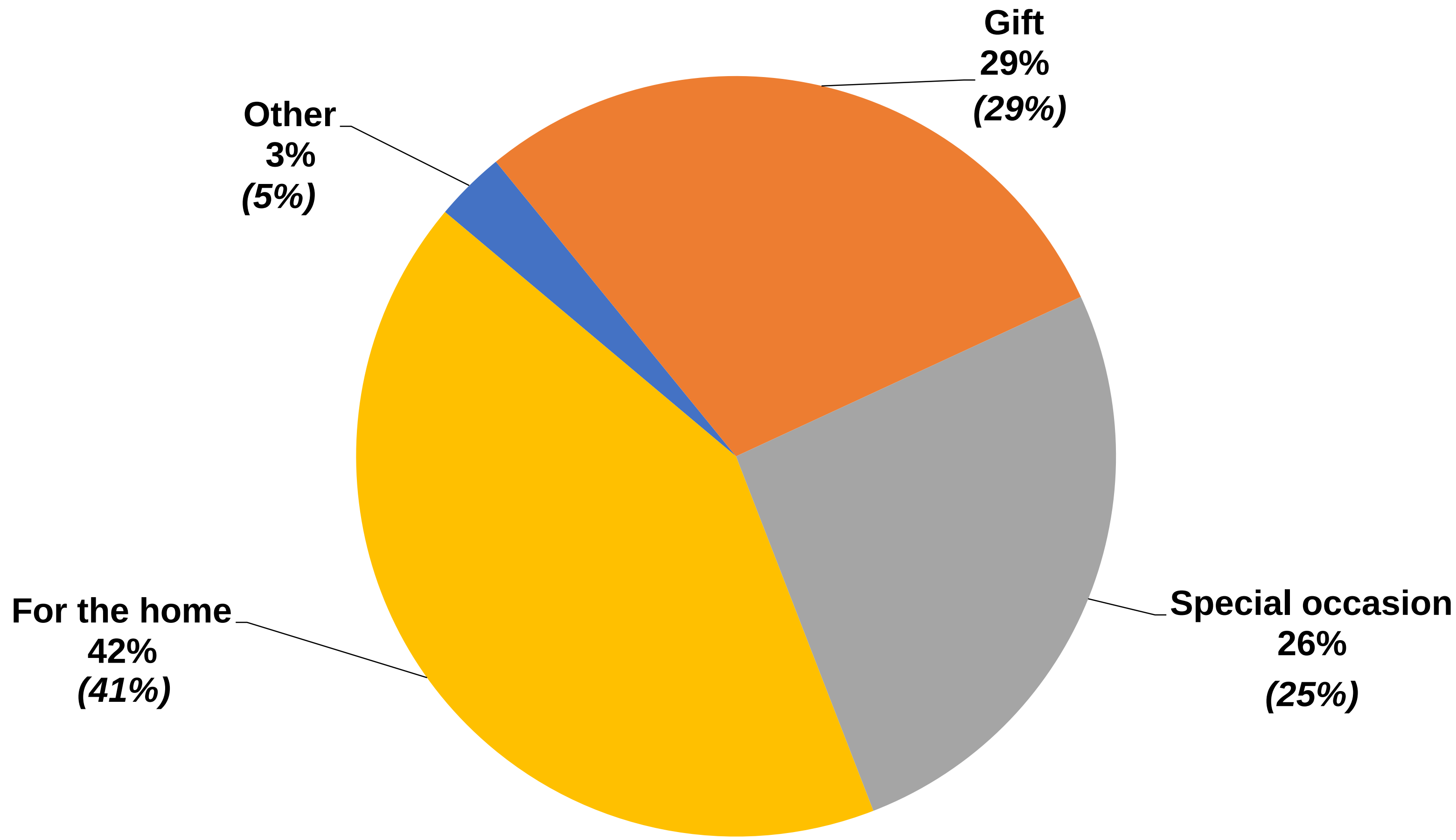
*Excludes foliage & wreaths

Fresh Cut Flowers* X Channel



*Excludes foliage & wreaths

Reasons For Purchasing Fresh Cut Flowers - Occasions



(2020 %s in brackets)

Garden Products

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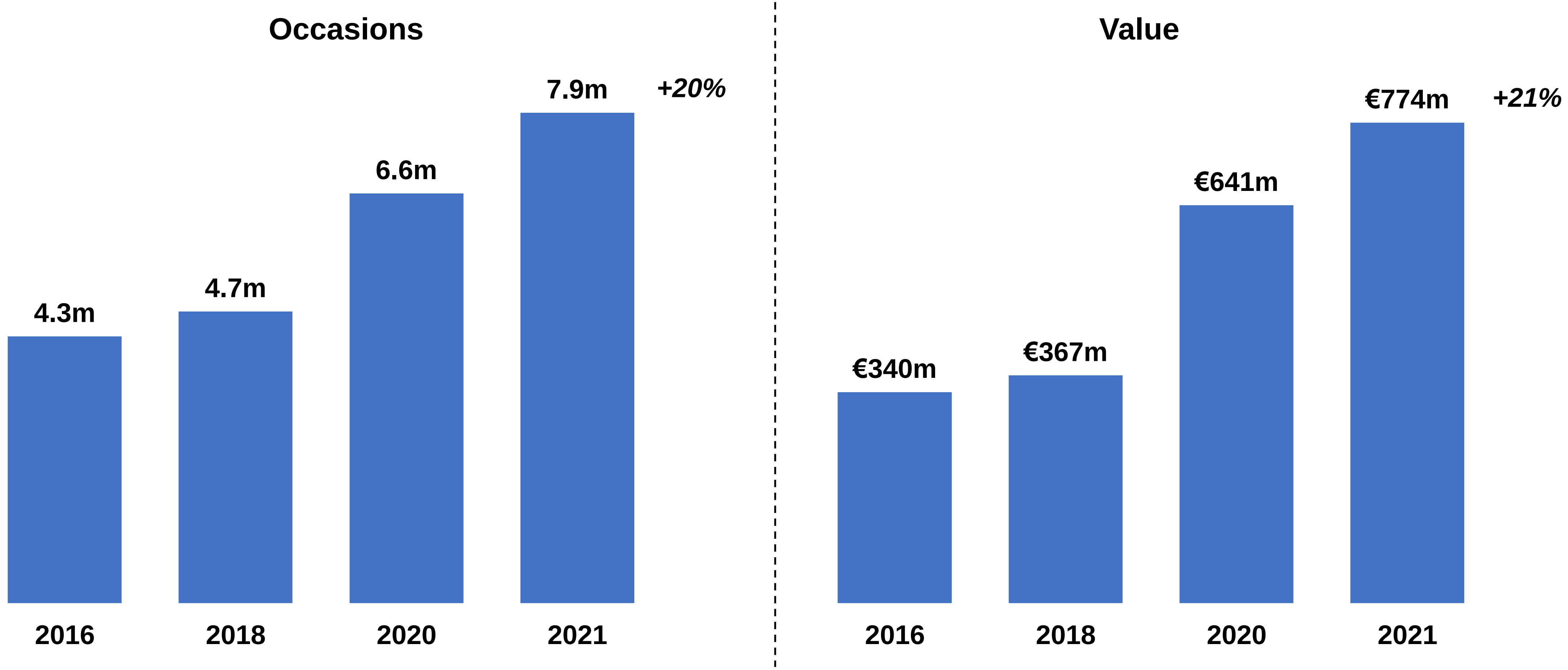
Garden Products Category

Definition includes:

- Garden treatment (e.g. feed, fertiliser and pesticides)
- Peat/bark/soil treatment (e.g. wood chippings/bag of peat/manure)
- Garden accessories (e.g. sculptures, fountains, pots, containers)
- Paving/decorative stones/gravel
- Decking
- BBQ equipment
- Garden furniture (e.g. tables, chairs, outdoor heaters)
- Gardening tools/equipment (e.g. spades, forks, hoes, strimmers, lawn mowers)
- Garden structures for growing in (incl. glass houses, tunnels, cloches)
- Other garden structures (e.g. sheds, trellising, fences, lean-to's, pergolas etc.)
- Other hard landscaping products (sleepers, bricks etc. for building in the garden).

Garden Products – Summary



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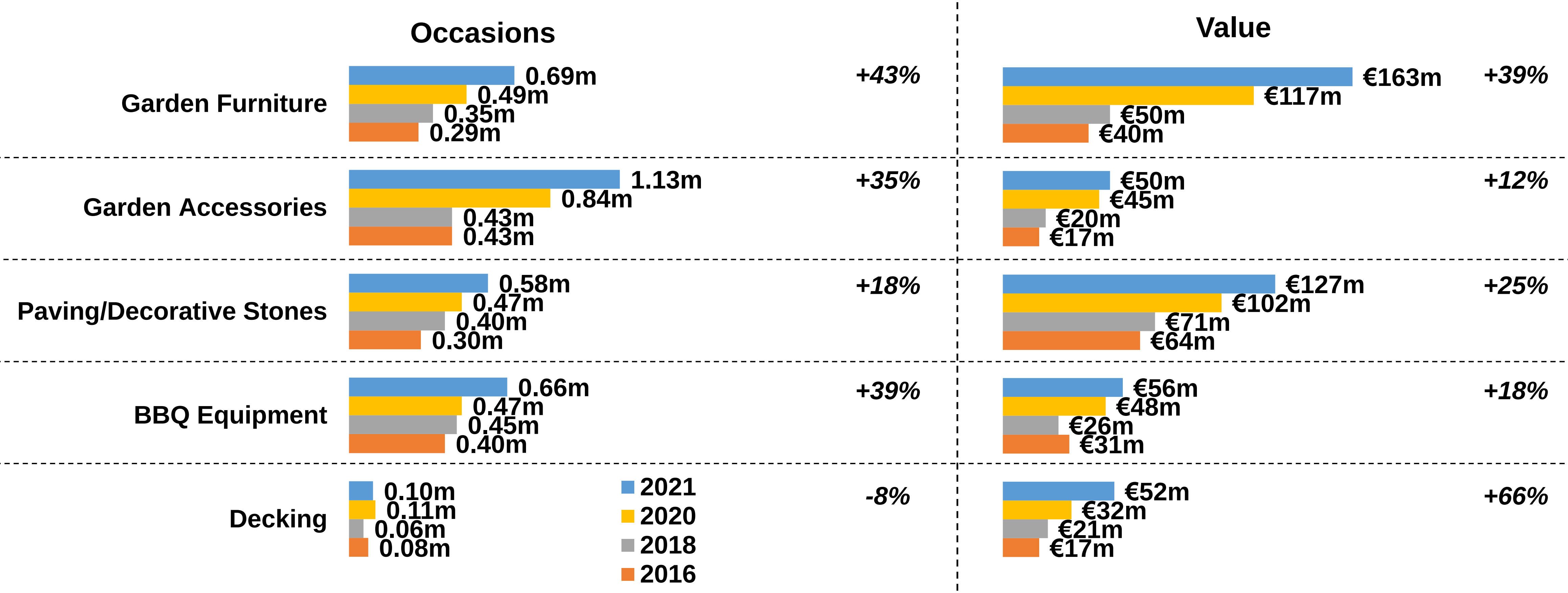
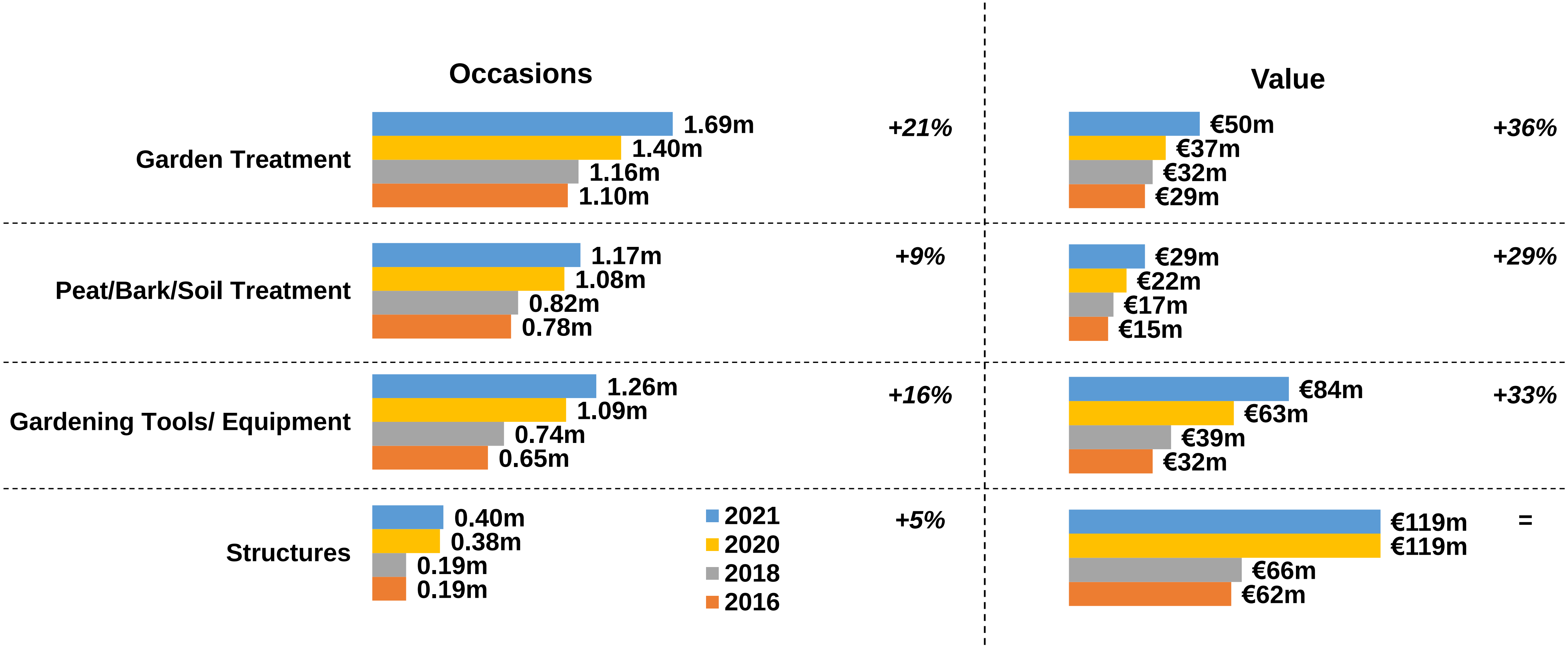
Garden Products: Ornamental



Garden Products: Functional



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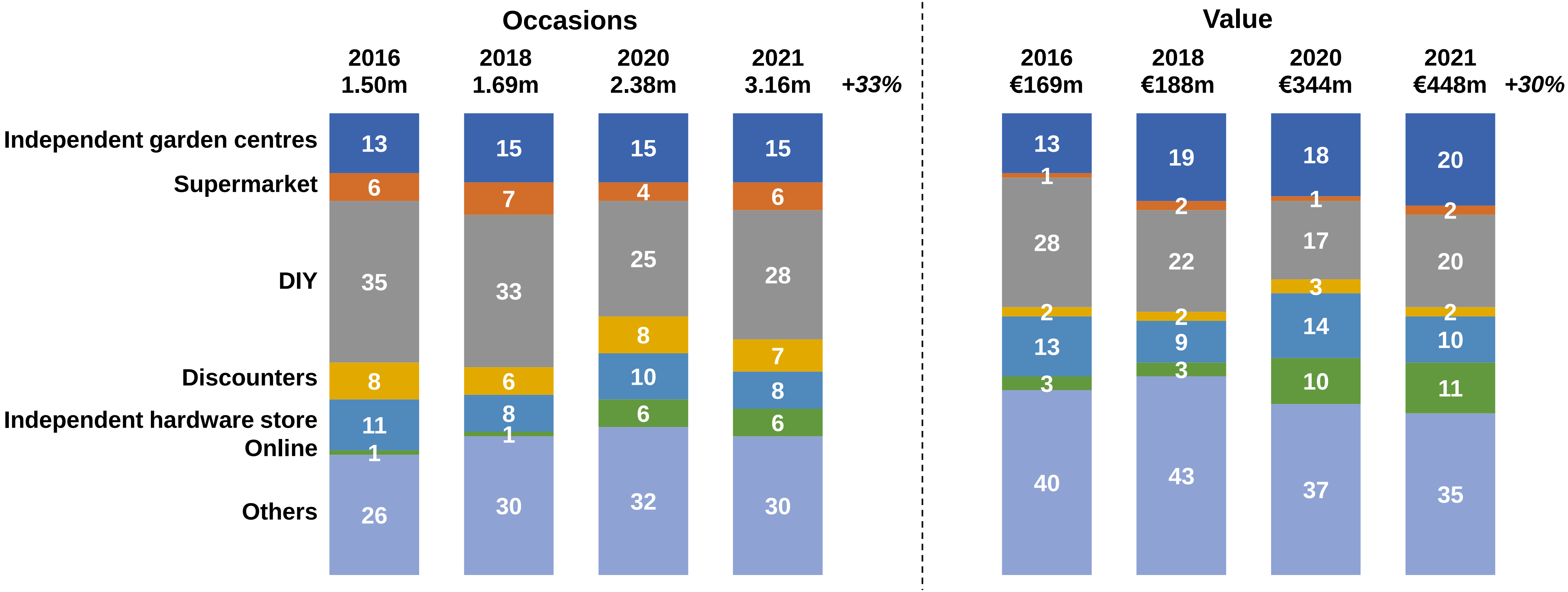
Ornamental Garden Products X Share of Channel*



*(2020 Occasions: 5% Co-op, 8% Lifestyle Stores, 6% Builders' Merchants)

*(2020 value: 13% Builders' Merchants, 6% Co-op, 4% Lifestyle Stores)

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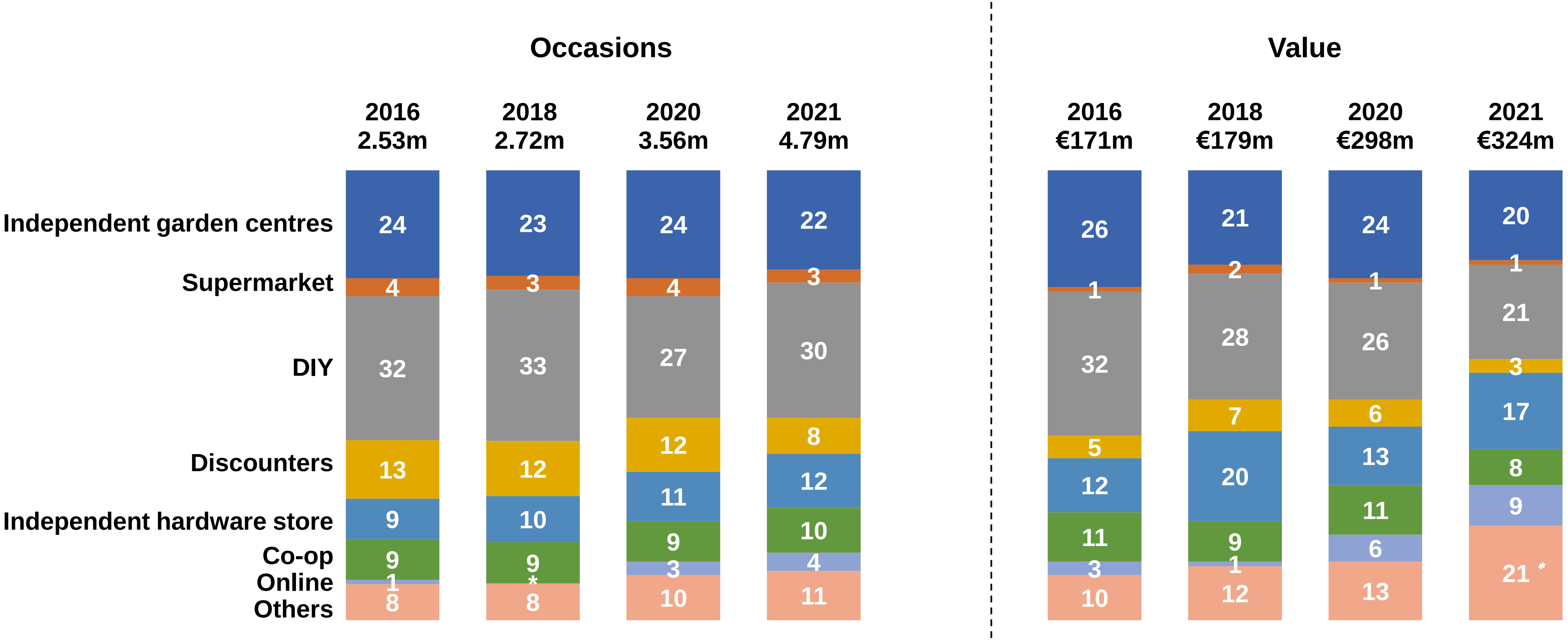
Functional Garden Products X Channel



*9% Builders' Merchants

Landscaping Services

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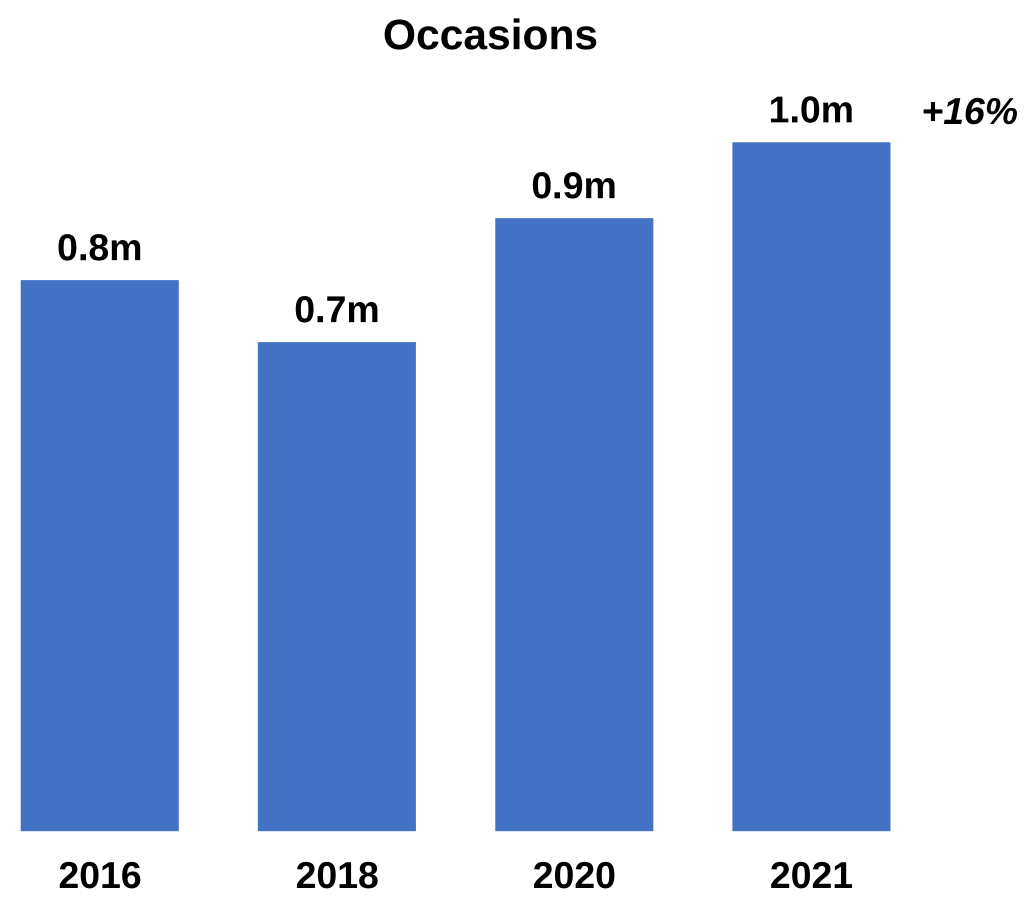
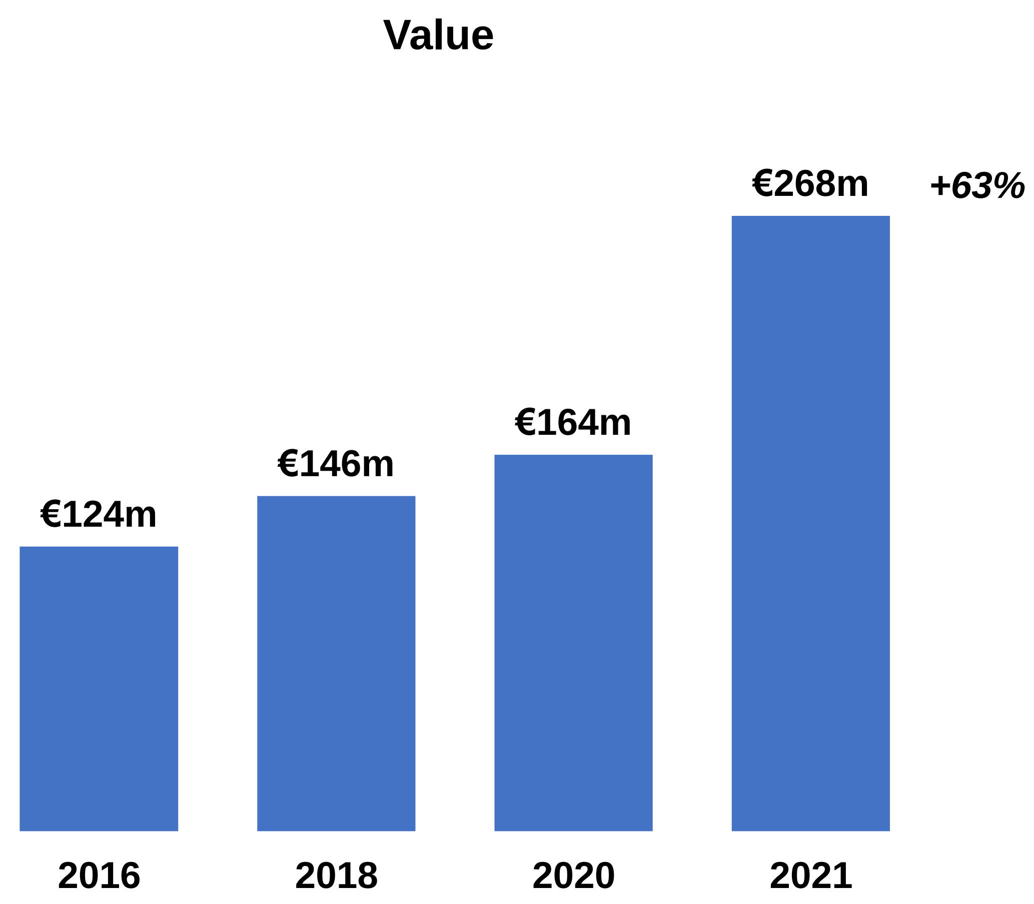
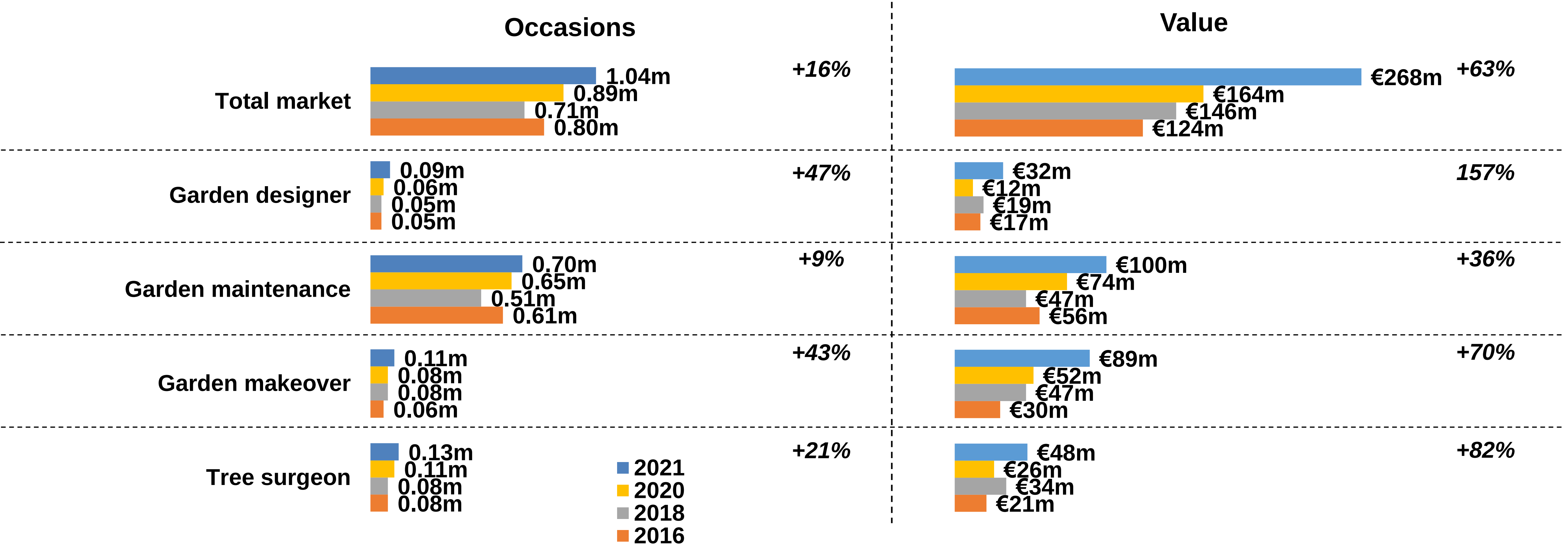
Landscaping Services – Summary

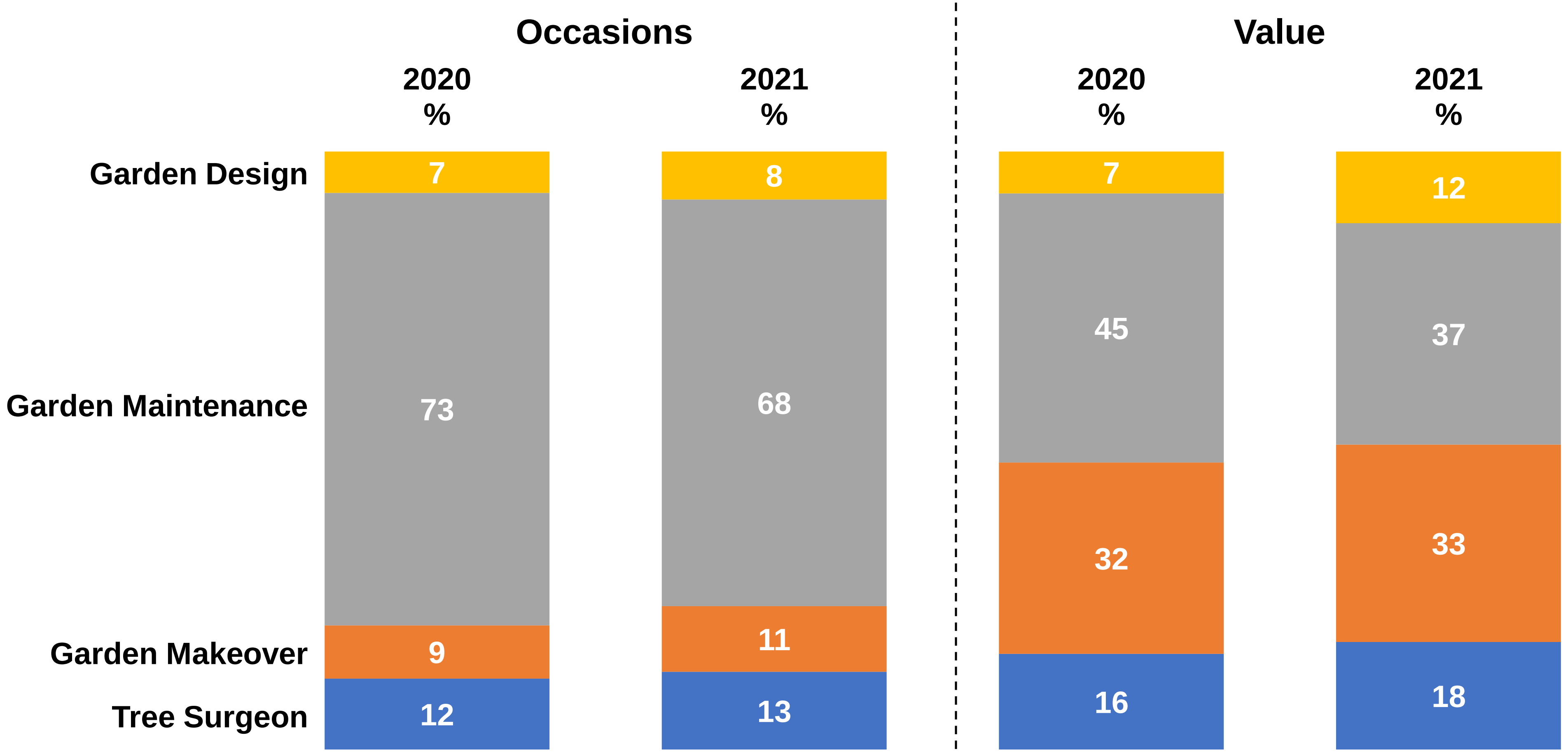




Landscaping Services – Summary



Landscaping Services – Share of Market



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Amenity Sector
Full Year 2021
Management Report
Thank you!

February 2022