# Home and Garden **Consumer Survey** 2024

We asked 2000 UK consumers about their shopping habits, attitudes and priorities when it comes to home and garden purchases. Check out the key takeaways below.



## Where do UK consumers prefer to shop for home and garden products?

27%

I prefer to buy from larger retail stores

6%

I prefer to shop small from independent shops on marketplaces

37%

I prefer a mixture of larger retail stores and smaller online sellers

22%

I buy mostly from Amazon 1%

I prefer to buy on social media marketplaces

### What matters most to consumers when shopping for home and garden products?

**19%** 

I prefer to buy products that have done less journey miles **O** 

13%

I prefer a carbon neutral delivery if offered

**38%** 

Lower cost is more important to me than environmental concerns

33%

I prefer to buy local

33%

I prefer products with plastic-free packaging

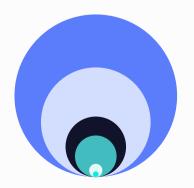
**ଌ 12%** 

Eco friendly shopping isn't a priority for me

18%

I prefer to buy from second hand shops / online stores

# Which online marketplaces do consumers use?



Amazon

Facebook Marketplace

**58%** eBay

TikTok shop

Etsy

OnBuy

**⊞linnworks** www.linnworks.com