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GREENFINGERED BRITS ARE IN A RACE TO GET THEIR GARDENS “INSTA READY” FOR SUMMER, SPENDING A STAGGERING 14 HOURS MAKING IT PICTURE PERFECT, ACCORDING TO RESEARCH FROM M&S HOME INSURANCE

Brits are getting their green spaces “Insta-ready” for summer, according to new research by [M&S Home Insurance](#), with almost three quarters (73 percent) saying they like their garden or outside space to look “Insta ready” for summer..

Brits aged between 18-29 are the most keen on prepping their gardens, with 83 percent admitting they are busy getting their green space ready.

A third of Brits (31 percent) say there is nothing better than getting their garden “instagrammable” for the summer, spending as many as 14 days, and an average of £360, on plants, ornaments and furniture for their garden or outside space. Those aged 18-29 plan on investing the most (£451) in making their green space picture perfect.

It’s no surprise that after all this time and money, the nation’s gardeners love to photograph their efforts, snapping an average of 14 pics a month of their green fingered efforts and over half (56 percent) will go on to share their snaps to their social media channels.

Gen Z’s capture the highest number of images, at 17 snaps a month, with four in ten (39 percent) going a step further and admitting they take photos of their plants and garden all the time.

Regionally, Cardiff and London share the joint top spot for floral photography, with people taking 18 photos a month of their gardens, window boxes, and houseplants.

Home grown vegetables (39 percent), enjoying a chilled drink in the garden (35 percent), spring blossoms (34 percent) and a selfie sniffing the flowers (30 percent) garner the most likes on socials, along with wearing big sunnies in the garden (26 percent) and flower beds in full bloom (23 percent).

Six percent say they even get likes on a picture of their compost heap.

A whopping 93 percent say it makes them feel proud when their gardening generates likes and comments across their social media pages, with 91 percent believing that getting their hands dirty to take care of their plants also helps boost their overall happiness and wellbeing.

The passion for social media seems to be fuelling the nation’s love for gardening with 84 percent agreeing it’s the reason they’re becoming more green-fingered.

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Two in five Brits (41 percent) say they select their indoor and outdoor plants based on their social media feed and nearly a third (32 percent) say they look to social media to help them learn new gardening skills.

Neil Rogers, M&S Home Insurance, said: “It’s clear to see we’re a green-fingered nation and it’s great that social media is inspiring even more people to have an interest in plants and gardening. Our research highlights that people will often invest significant time and money into their gardens, viewing them as an extension of their living space, showing just how important these outdoor spaces are to us.

“The time and effort people spend on their outdoor spaces reaffirms the importance of protecting these special places, by reviewing what is included within their home insurance policy to ensure they are covered, should the worst happen”.

60 percent of the nation describe themselves as accomplished gardeners, with a further third (32 percent) agreeing that more people are channelling their inner Alan Titchmarsh than ever before, so much so that 26 percent have noticed that Brits are catching the gardening bug at an earlier age.

Over half (57 percent) see their garden or outside area as an extension of their living space, with one in two (50 percent) saying it’s important to have houseplants and greenery throughout their home.

Over three quarters of people (77 percent) flex their green muscle in their garden, while a third (31 percent) spend most of their gardening time looking after houseplants. 12 percent say they get their gardening fix looking after their balcony garden, with a further one in ten (10 percent) filling their passion for green things by looking after a family member or friend’s garden. 11 percent of the nation have a window box that they look after.

The research also found that even though we love to show off our gardens, 31 percent of people say their home insurance does not cover their garden, with a further 37 percent unsure whether they have cover in place. This is despite the fact that 28 percent know people who have had items in their garden or garden-shed stolen or damaged. One in six (14 percent) say they have had items damaged or stolen themselves.

Over a quarter (27 percent) have had outdoor furniture stolen, while 22 percent have had plants, bushes or trees vandalised or stolen (21 percent). A further 21 percent have had items stolen from their shed.

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Notes to Editors:

Research of 2,000 Brits was commissioned by M&S Bank and was conducted by [Perspectus Global](#) during April 2024.

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About M&S Bank

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S Bank offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money service offers one of the widest ranges of currencies available on the high street.

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