



TREE OR FAUX: EXPERTS REVEAL COMPREHENSIVE GUIDE TO SELECTING THE PERFECT CHRISTMAS TREE

- As the festive season approaches, experts have revealed all the top tips for picking the best Christmas tree, and how to pick between real or faux
- Real Tree Expert Mark Sage and Faux Tree Expert Rory Parkes have unveiled a comprehensive guide for how to get a tree that has longevity and suits your space, and surprising hacks to assess freshness in the store
- All products mentioned are available in-store and at [diy.com](https://www.diy.com) now

NOVEMBER 2025: With the festive season fast approaching, Horticultural Buying Manager, Mark Sage and Christmas Buying Manager, Rory Parkes are here to help the millions of Brits selecting and caring for their Christmas trees this year.

Around 23 million households* got their hands on a Christmas tree last season, but selecting the right one can be a challenge. Whether you're choosing a real tree and need to know the right species and how to spot a healthy one, or opting for the perfect artificial alternative, these top tips will help consumers confidently select a showstopping centrepiece.

B&Q experts have provided a comprehensive guide for the festive season for both real and artificial Christmas trees, covering selection, care and styling.

MARK SAGE'S GUIDE TO BUYING A REAL TREE

Mark Sage, Lead Outdoor Buyer at B&Q, says: “A real Christmas tree brings a wonderful, traditional atmosphere to the festive period, complete with the fresh scent of pine. To keep it looking its best, however, a few simple preparation and maintenance steps are crucial. My top considerations when choosing a real tree are focused around maximising your tree’s longevity and ensuring the beautiful needles stay bright from the day you take it home until well after Christmas morning. Taking simple preventative measures early can save a lot of hassle and expense later.”

MARK SAGE'S TOP 5 TIPS FOR SELECTING A REAL TREE

1. **Timing is key:** “It is best to shop on the first peak weekend (November 29th or 30th) for the strongest selection of size, shape, and species. Most trees are cut around the same time, so it is best purchase them sooner rather than later.”
2. **The freshness test:** “Perform the 'bend test' - the needles should be bright green, flexible, and stay firmly attached to the branch when gently touched. It is important to avoid trees with dry or brittle needles.”
3. **The crucial cut:** “Before standing, it is advised to carefully saw 2.5cm (1 inch) off the base of the trunk. This removes the sap ‘plug’ that forms after cutting, allowing the



tree to absorb water efficiently. You could even use the cut off slice to make an annual tree decoration keepsake!"

4. **Variety selection:** *"For minimal mess, choose the Nordmann Fir which has excellent needle retention. For those seeking a fragrant option, choose the Fraser Fir, which has a fantastic citrus-cedar scent."*
5. **Providing enough water:** *"To ensure a tree lasts all festive season, it is crucial to ensure enough water is provided, however, not too much. Useful tools like the [Krinner tree stand](#) have a built-in water well that can keep a tree hydrated for a substantial period of time."*

RORY PARKES' GUIDE TO BUYING AN ARTIFICIAL TREE

For those preferring a low-maintenance, high impact, long-term festive solution, B&Q's Christmas Buying Manager, Rory Parkes, offers essential tips for selecting the ideal artificial tree that will bring festive joy for years to come.

Rory Parkes, Christmas Buying Manager at B&Q, says: *"Choosing an artificial tree gives you freedom and convenience, and the realism in modern designs means you don't have to compromise on that beautiful, festive look. The branches are also perfectly shaped, providing an ideal base for hanging your decorations. It's about finding the perfect size, shape, and lighting option that you can enjoy hassle-free for many seasons to come. The B&Q range is built for maximum impact with minimal effort."*

RORY PARKES' TOP 5 TIPS FOR SELECTING AN ARTIFICIAL TREE

1. **Prioritise realism:** *"Look for trees that incorporate Polyethylene tips. These are moulded from real branches and offer a significantly more realistic and authentic look than traditional PVC needles."*
2. **Measure the diameter:** *"Always measure the width of your chosen space, not just the ceiling height. Consider slimline or pencil shapes for hallways and tight corners to maximise space."*
3. **Consider pre-lit:** *"Save time and achieve professional light distribution by opting for a pre-lit tree. Decide between classic warm white, cool white, or multi-coloured LED options."*
4. **Check storage design:** *"Choose a tree with a hinged-branch construction. These are the easiest to assemble and quickly fold up for compact, fuss-free storage at the end of the season."*
5. **Check the density and tip count:** *"To achieve the fullest appearance, check the density and tip count, as a higher number means greater overall volume and a more premium look that effectively hides the central pole. Once the tree is set up, you can make it look even richer by taking the time to "fluff" and shape the branches, deliberately alternating the direction of the tips (some East-West, others North-South). To enhance the sensory experience, consider adding [scentsicles](#) to give your artificial tree a fresh, natural pine aroma."*

Mark's top real tree picks:

[210-240cm 7ft Nordmann fir](#)
[Large Full Real cut](#)
[Christmas tree](#)
£50

[210-240cm 7ft Nordmann fir](#)
[Extra large Slim Real cut](#)
[Christmas tree](#)
£55

[180-210cm 6ft Fraser fir](#)
[Large Slim Real cut](#)
[Christmas tree - £45](#)

Rory's top artificial tree picks:

[7ft Full Olber Warm white](#)
[LED Pre-lit Artificial](#)
[Christmas tree](#) £120

[6ft Full Olan Warm white](#)
[LED Pre-lit Flocked effect](#)
[Artificial Christmas tree](#)
£75

[10ft Olber Natural effect](#)
[Hinged Full Artificial](#)
[Christmas tree](#)
£220

All products mentioned are available in-store and at diy.com while stocks last. Next day Click + Collect delivery is available on many products for a convenient shopping experience. B&Q Club members enjoy rewards every time they shop, helping them create a home they love.

ENDS



Notes to editors:

[***UK consumers weigh up more sustainable real Christmas tree**](#)

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About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 2 million products available to order at [diy.com](https://www.diy.com) for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](https://www.tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The Marketplace offers a unique, integrated experience with in-store returns for many products and, as of July 2025, Click + Collect options too. B&Q's Marketplace at [diy.com](https://www.diy.com) offers over 2 million products from over 2,000 third-party sellers alongside products for sale from B&Q.

Their team of more than 20,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](https://www.diy.com/corporate/community) or to read our Build a Life Project annual report visit [diy.com/responsible-business](https://www.diy.com/responsible-business)

B&Q is part of Kingfisher plc, the international home improvement company, operating over 1,900 stores in 7 countries across Europe.

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