

Outdoor Living - UK - July 2009

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What is this report about?

Total sales of garden products have struggled to grow in recent years, both because of a succession of poor summers, but also due to downward pressure on the prices of manufactured products such as barbecues and garden furniture. For many products retail prices now are what wholesale prices were previously, and manufacturers have also improved specifications so consumers who have been persuaded to buy are getting a lot more for their money.

Key issues covered in the analysis

- Eight out of ten adults (41 million) have a garden, so there is a very big potential market for outdoor living products.
- Nearly a quarter of adults (11.7 million) are converts to the idea of the garden as an 'outdoor room' that they are prepared to buy products for.
- While over four in ten who have a garden like to use it to entertain friends and family only a quarter have tableware specifically for outdoors. So there is an opportunity to attract another 7 million outdoor entertainers to outdoor tableware.
- With seven out of ten with a garden using it to sit and relax, but the garden also being used for growing and watching wildlife retailers should look at the concept of the 'sensory garden' that merges the natural and man-made and appeals to all the senses.
- Around 8 million adults have a conservatory on their home and there is an opportunity to widen their appeal as 'transitional 'garden' rooms for all the family.
- There has been a boom in grow-your-own over the last few years, driven by a desire for more healthy, local food, but also people wanting to save money: a third (15.8 million) see growing fruit/vegetables as a good way to cut food bills.

Scope of the report

The main focus of this report in terms of market size is the following product categories:



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