

Garden Products Retailing - UK - July 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

At the start of 2009, with the UK in recession and some large retail chains going out of business, garden centres were bracing themselves for a tough year. But then came a period of good spring and early summer weather, and this helped the sector achieve its best sales for a number of years. To an extent, the market has also been helped by the recession itself, in that people are spending more time at home, so are also spending more time in their gardens. This has benefited outdoor products related to home entertaining, while at the same time if people are staying at home more and spending less on holidays or other leisure activities, they are paying more attention to their garden surroundings.

With a further squeeze on incomes and consumer spending to come in 2011, GYO and outdoor living will continue to present sales opportunities to garden products retailers, particularly if the sun shines.

What have we found out?

- There is massive potential for garden products, furniture and plants as more than eight in ten adults have a garden and 3% have an allotment.
- Around three in ten (14 million) adults think that paying more for better quality plants is worthwhile. Highlighting that plants are grown in the locality (or even on site) on product labelling would draw a connection between local sourcing and product quality.
- While repeat customers can be rewarded with loyalty schemes or gardening clubs, rewards need to be big enough to make them think twice about going to another outlet. More than a third (18 million) shop at a number of places for garden products, but only one in five (10 million) buys most of their garden products from the same outlet.
- A quarter of adults (13 million) really enjoy gardening as a hobby and this offers garden retailers the opportunity to make their garden centre a 'social hub' for keen gardeners and those developing an interest in gardening by launching a gardening club to highlight the social aspects of gardening.
- There is potential to get more than one in six (9 million) adults growing their own fruit and vegetables. Overcoming some of the barriers to growing their own food (including lack of space, time or skills) and giving people more reasons to have a go are crucial to increasing sales of seeds and plants.
- Display gardens that are regularly updated and take ideas from events such as the Chelsea or Hampton Court Flower Shows would help to provide more inspiration to the 17% of adults who think garden centres are a good source of ideas. The emphasis should be on practical advice to 'create the look' on a budget.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100