

Garden Products Retailing - UK - July 2013

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"Demand for garden products is volatile but is a huge market and companies are prepared to run the risks and compete for a slice of the action. Today's garden retailer faces tough competition; they are investing for the future, improving standards of displays, while spreading their risks by adding a broader range of goods and services."

Jane Westgarth, Senior Retail Analyst

In this report we answer the key questions:

- Are people flocking to buy garden products online?
- Is there a future for independents in garden retailing?
- How important are cafés and restaurants at garden centres?
- Do DIY retailers have a strong following of garden shoppers?
- Is competition intensifying?

Competition is intensifying as non-specialists including the supermarkets and IKEA raise their game in an effort to capture market share. [Next](#) is also expanding its new Home & Garden chain, with plans to add 17 to its current three outlets. Rising standards are shaping garden retailing, as multiples, independents and major DIY chains drive hard for market share. Retailers are investing in layouts, presentation and ambiance and all of these factors are helping to drive sales. Branding is also developing strongly, particularly at the DIY chains.

Garden centre specialists are also reducing their seasonal dependence on plant sales and creating more reasons to visit and spend. So today's garden centre is usually an out of town 'department store' with the garden at its focus: Restaurants are big business for many garden centre operators and standards have been increasing dramatically. Other non-garden ranges often include Christmas decorations, pets, clothing, footwear, food and gifts.

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