

Garden Products Retailing - UK - June 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The garden products market was helped by good weather and improved consumer confidence. Spend is expected to grow by helped by a real upturn in personal disposable income which should boost consumer confidence further. The long-term trends are for market growth, but individual years can be volatile, affected by the weather, particularly in the key spring season."

- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Is online shopping for garden products growing market share?
- What are the technical trends that will affect garden shopping?
- Can garden centres attract more under-45s?

Garden centres are reducing their dependence on seasonal sales by expanding their ranges to include non-garden goods such as clothing, homewares and Christmas merchandise, as well as developing a sophisticated restaurant offer to attract leisure shoppers. There is also more investment in online and multi-channel retailing by the major operators.

There is a very broad definition of gardening used in this report, covering everything from growing stock, gardening tools and sundries to those consumer products bought for the garden such as furniture, barbecues and sheds.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Issues and Insights

- Is online shopping for garden products growing market share?
 - The facts
 - The implications
- What are the technical trends that will affect garden shopping?
 - The facts
 - The implications
- Can garden centres attract more under-45s?
 - The facts
 - The implications

The Market – What You Need to Know

- Improved consumer confidence boosts garden spending
- Weather can create volatility
- Plants make up 29% of spend
- GYO and projects in a day are important
- Entertaining in the garden boosts demand
- Almost 23 million gardens in the UK

Market Size and Forecast

- Figure 9: Consumer spending on garden products, 2010-20

Segment Performance

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Seasonal planting

More entertaining in the garden

Garden chemicals

Cordless and robot mowers

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