

Garden Product Retailing - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The outlook for garden products retailers is tough, as competition intensifies, both in-store and online. B&Q will build on its strengths as a place where novice gardeners can get something to cheer up their plots easily and will pick up market share because of the disruption at Bunnings-owned Homebase.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

Meanwhile large garden centres will continue to differentiate by creating attractive leisure destinations, while maintaining expertise, good choice and quality in their garden departments. Argos will benefit from opening outlets within the larger branches of its owner, Sainsbury's and Sainsbury's will benefit from greater exposure of its ranges within the Argos website – this will particularly benefit sales of garden furniture and tools. The charge of the value sector will continue, led by B&M and The Range as well as the discount supermarkets. Plus, more online presence, particularly for fresh plants, will entice more shoppers away from stores.

- **What is the outlook for shopping online for gardening goods?**
- **Which retailers will be the winners and losers in 2018?**
- **Restaurants are a significant way for garden centres to differentiate**

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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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Channels to Market

- How online selling is developing
- Garden centres most important sector
- Garden centres should not lose sight of their core strengths
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52% of those with gardens bought garden goods in 2017

88% bought plants and gardening goods in-store

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B&Q is used by four in 10 shoppers for plants, bulbs and garden chemicals
 67% of shoppers bought garden tools, furniture or décor in-store
 Amazon is the third-most used retailer for garden tools, furniture and décor
 Convenience plays a huge role in decisions about where to shop
 Gardens are associated with relaxing, outdoor leisure and healthy lifestyles
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In-store or Online Shopping for Garden Tools, Furniture or Décor

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