

Garden Products Retailing - UK - July 2014

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

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“Garden centres have developed robust strategies for compensating for the risks associated with peaks and troughs in demand caused by variable weather. We are seeing far more major garden centres investing in refits and extensions. More space in garden centres is sheltered from the weather, including areas where plants are sold.”
- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Will more garden centre shopping go online?
- Are supermarkets grabbing share from the garden centres?
- What should garden centres do to attract the next generation of gardeners?

Garden retailing is concentrating into the hands of fewer but larger companies. For several years large multiple groups have been buying up individual garden centres as well as garden centre chains.

Competition from non-specialists is also intensifying. DIY chains, B&Q and Homebase are investing in their ranges and branding within the garden area and remain hugely popular among consumers for garden goods. The supermarkets are no newcomers to garden markets but are also improving their ranges. Significantly, Morrisons and Waitrose are raising their game, injecting ‘pods’ into car parks which sell a range of core garden plants and garden care items. Meanwhile Tesco is using the Dobbies brand to bring more garden goods into Tesco outlets.

Online availability of garden products is huge and there is a wide variety of websites where people can browse and order garden goods via the internet. The garden operators have also joined the e-commerce revolution improving their online assortments and also introducing multi-channel services. Even so, there is scope to grow online sales, particularly for fresh plants.

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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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