



## Press release

### UK: May bank holidays post growth for DIY sector

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Latest research from GfK reports that compared to last year, an extra £20 million\* was spent on DIY across the 2 weeks of the Spring bank holiday, and an additional £50 million\*\* across the 2 weeks of the early May bank holiday this year.

During the Spring bank holiday period, the garden sector posted particularly positive numbers for key garden decorative areas, with more than 40 percent value growth for decorative garden finishes and water based treatments. It also seems consumers took advantage of the good weather and began preparing their gardens for the summer ahead, with some key garden categories showing strong value growth; growing media up 14 percent, plants, seeds and bulbs up 20 percent, fertilisers up 32 percent and lawnmowers up 33 percent.

Value sales of paint and power tools also grew, 5 percent and 20 percent respectively; perhaps indicating consumers also used this time to undertake a number of projects over the weekend.

Simon Foy, Account Director at GfK comments, "The figures do show some positive trends, which not only highlights the continued importance of the May bank holidays as a key DIY trading period, but will also help to make the year to date comparisons to May much more favorable than the year to April for the garden sector. Particularly looking at the early May bank holiday, garden sectors led the way, with total garden up 64 percent. This is linked to the better weather experienced this year vs last year, plus likely pent up demand due to the cold start to this year."

\*GfK DIY TSR Total Market 2 w/e 1/6/13 vs. 2 w/e 9/6/12, value sales

\*\*GfK DIY TSR Total Market 2 w/e 12/5/13 vs. 2 w/e 11/5/12, value sales

#### About GfK

GfK is one of the world's largest research companies, with more than 12,000 experts working to discover new insights into the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating and using the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2011, GfK's sales amounted to EUR 1.37 billion.

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