

FLOWER SEEDS BOUNCE BACK AFTER COLD START STUNTS GROWTH



Sales of flower seeds have increased by 4.3% in 2013*. April and May posted particularly strong growth figures of 15.2% and 49.1% respectively. June continued with strong growth of 38.5%.

This result is very encouraging considering March alone saw a decline of 41%.

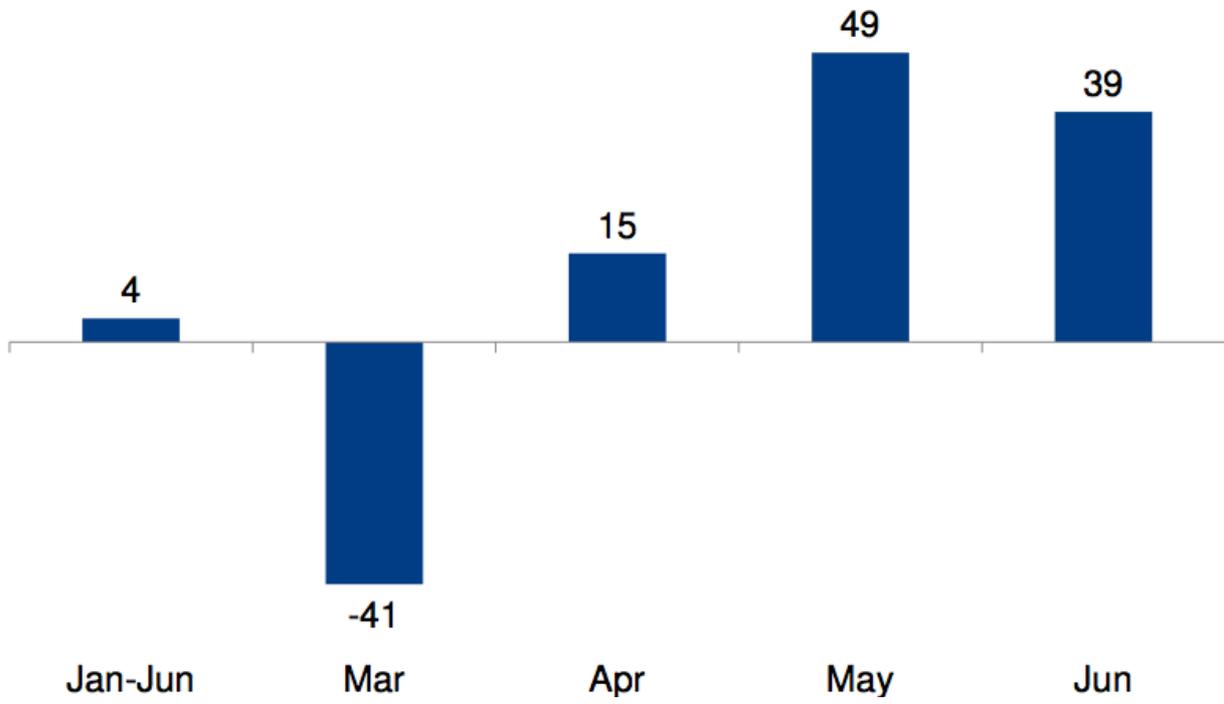
Despite the cold weather seen at the start of the year, hardy sweet pea seeds have performed well, showing a 16.9% growth year to date and a 54.4% increase in June alone. Sunflower seeds also saw impressive growth with value sales up 46.1% in June.

Overall the garden category has seen improved performance this year, helping to compensate for the declines seen at the beginning of the season, mainly due to the cold weather. If the warm weather continues this should help to maintain the positive news around the garden category.

*January – June 2013 vs. January – June 2012. All figures quoted relate to value growth, GfK panelmarket excluding ironmongers, flower seeds excluding hybrid.

Flower seeds* bounce back after cold start stunts growth

Value % change



Written by Richard Maden