



Press release

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Dismal weather dampens outdoor DIY market over the Easter bank holiday, but interior sales increase

Room specific products experience value growth

GfK Retail and Technology UK have reported a 16.4% value increase of room specific products during the 2012 Easter weekend in comparison to 2011*. Bedroom furniture saw an impressive value growth of 31.2%, living and dining furniture saw a 29% value increase and kitchens 19.6% growth. Garden products did not fare so well during the wet weekend, experiencing a -53.2% value decline. Due to the disappointing sales of these outdoor products, the market overall witnessed a -11.4% value decline. The successful performance of indoor specific products, however, ensured that it was not all doom and gloom.

Simon Foy, Account Director at GfK comments, "Easter is such an important trading period for the DIY sector and weather conditions always play a significant part in the performance of key sectors. Unfortunately this year with the weather not as good as last Easter, it was a difficult trading period for the garden categories with sales more than halving year on year. Despite this, there was impressive growth in the interior markets and in particular room specific. This indicates there is still willingness from consumers to undertake significant DIY activities over the Easter break, resulting in total sales only falling by 11%."

*All figures reflect DIY Total Store Report Total Market value % change Easter comparison (w/e 7th April 2012 vs. 23rd April 2011)

About GfK

GfK is one of the world's largest research companies, with more than 11,000 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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