

The sun comes out to play as lawnmower sales soar in Q1 2012

2012 is off to a strong start in the powered garden tools market with lawnmowers and grass trimmers paving the way in Q1 2012.

The total garden power market grew 37% in value terms and total volume was also up 35% on Q1 2011. This spike in sales is not surprising, given low rainfall levels recorded in both February and March which allowed for greater opportunity to get outdoors and work on projects in the garden.

Lawnmowers proved to be the star performer with sales value in Q1 2012 jumping 48% in comparison to Q1 2011 where an unusually wet February dampened sales.

Likewise there was a hefty increase in volume which also increased 46% over the same period compared to Q1 2011.

With the notoriously fickle British weather and recent April showers, will this trend continue into Q2 2012?

Lawnmowers

Total Sales Value £000's

Jan 09-Mar 12

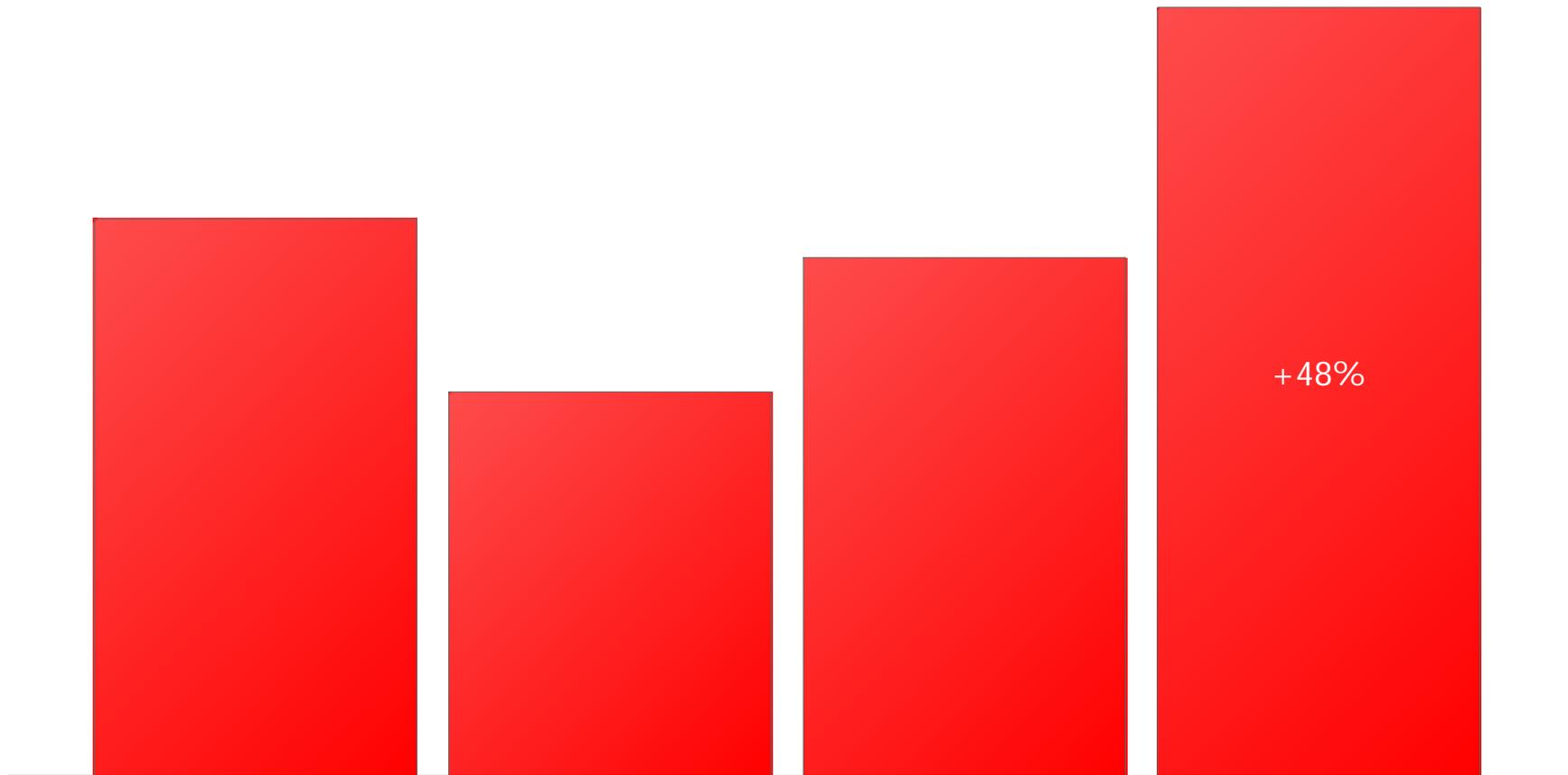


Jan 09-Mar 09

Jan 10-Mar 10

Jan 11-Mar 11

Jan 12-Mar 12



Electric Grass Trimmers, while recording a lower overall total sales value than lawnmowers, also performed admirably in Q1 2012.

The total sales value actually grew by more in terms of a percentage than lawnmowers, and was the fastest growing of all product groups over the quarter. This figure rose by 55% compared to Q1 2011 which is a great result. Unsurprisingly volume for Q1 2012 also saw positive numbers with a 67% improvement on the same period last year.

With weather experts warning of a cold May with above average rainfall, Q2 2012 could be challenging for powered garden tools if these predictions prove to be correct. However with Q1 2012 results, the total power garden market has been given a great start.

Electric Grass Trimmers

Total Sales Value £000's

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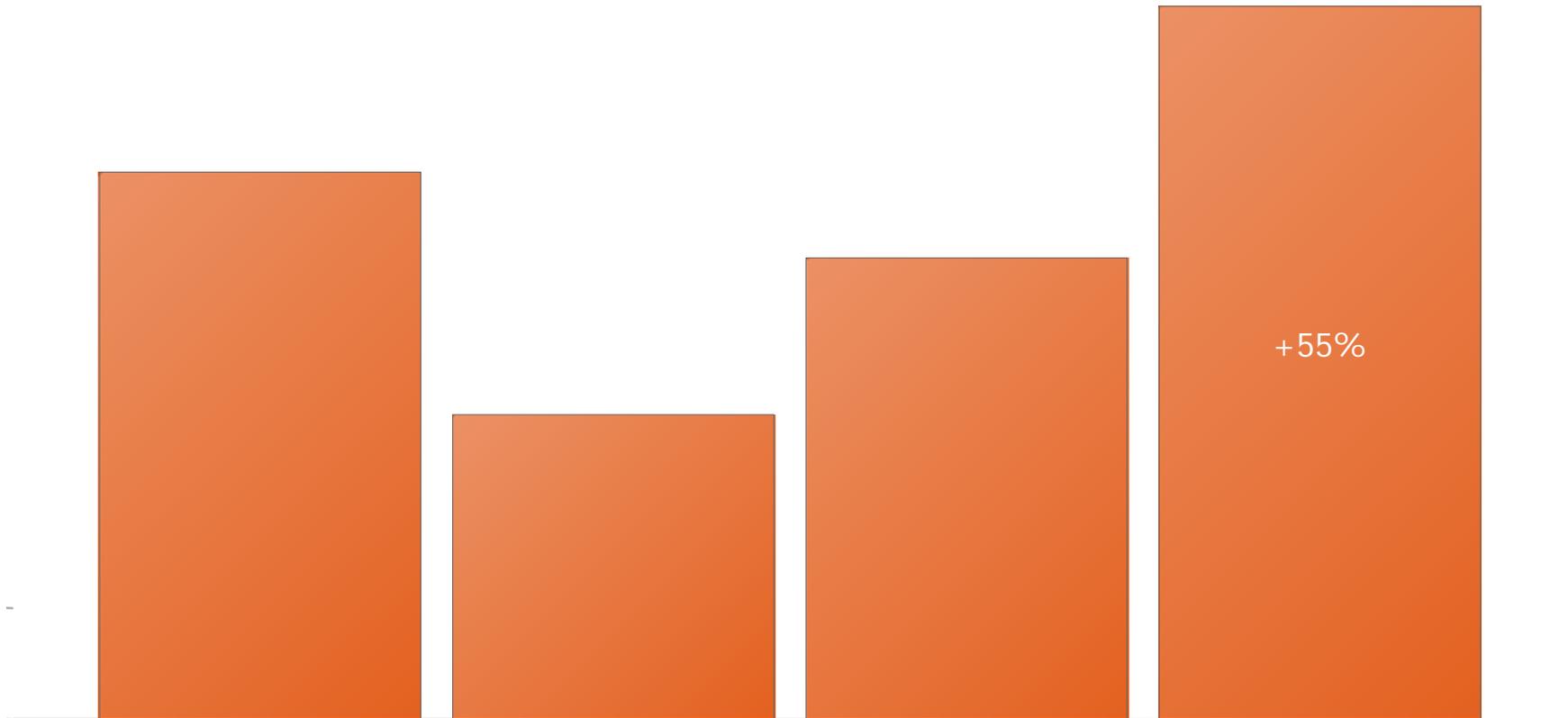


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Source: GfK Panelmarket Jan-Mar 2012 vs. Jan-Mar 2011

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