

## Press release

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### **Pest control and chemical sales provide ray of light for garden market**

#### **Wet weather sees garden care sales decline, yet hope remains**

GfK can report that value sales for the total garden care market\* decreased by -14 percent in July 2012 year-to-date (YTD), versus 2011. However, it was not all doom and gloom, as chemical weed and pest killers proved resilient to the value decline.

Sales of slug killers grew by 85 percent in value year-on-year (YOY) in July 2012. Despite terrible weather conditions for us, the heavy rain and mild spells have been ideal for slugs. This high level of slug activity has posed a real threat to gardeners around the country. As a result, unit sales increased by 29.9 percent in July 2012 YTD, when compared to the previous year. Weedkiller sales reported 0.3 percent YTD value growth, which is a relatively stable performance considering the market decline.

Pest control is not the only category to have benefitted from the wettest summer in one hundred years. There is evidence of some pent up demand across the powered garden market in July. Rising numbers have purchased Garden Power\*\* products, as the heavy rainfall proved conducive to grass growth. Total lawnmowers were up 17 percent in terms of sales value YOY in July 2012, driven by rotary lawn mowers. Similarly, total grass trimmers increased by 12 percent, with petrol grass trimmers performing strongly.

Simon Foy, GfK account director, comments: 'The decline in sales of garden care products was to be expected given the weather we have had. April 2011 was one of the biggest April sales periods we have seen, coinciding with the Royal Wedding, additional Bank Holiday and good weather. It was, therefore, always going to be a tough comparison point for April, combined with the fact there was more than three times as much rainfall. However, the robustness of sales in the chemicals area is a positive for the industry, illustrated by strong growth in slug killers and stable value sales YTD for weedkillers.'

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\* Garden Care products include lawn fertilisers, lawn spreader, lawn seed, plant fertilisers, houseplant care, weedkillers, pest & disease, growing media, soil conditioners



\*\* Garden Power products include lawnmowers, grass trimmers, chain saws, blowvacs, shredders, hedge trimmers and lawn rakes

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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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