

Press release

UK: Gardening/DIY records healthy performance despite poor weather conditions

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Although total consumer durable spending was down by 2.8 percent in 2012* (Y/E** December 2012), DIY/Gardening remained stable in the market and is still the largest sector tracked by GfK.

The 3.9 percent decline seen within the sector (2012 vs 2011), was primarily down to the poor performance of gardening products, which particularly suffered during the harsh weather conditions throughout the year. DIY goods, however, witnessed a drop of only 0.7 percent (Y/E December 2012).

Additionally, price increases and mix continued to soften the blow of volume drops. Power tools for example, fell by 10.5 percent in terms of units, but only by 2.3 percent in value (Y/E December 2012).

Online sales show promising growth

We have seen an encouraging trend towards internet purchasing as online sales for total consumer durables in the UK reached their highest level in 2 years (19 percent).

From January to December 2012, online sales of power tools grew to 7 percent. Due to the different product and brand mix, the average price of a power tool bought online is 19 percent higher than the average price of a one bought offline.

Simon Foy, GfK Account Director states, "Despite the appalling weather conditions negatively affecting the Garden markets in 2012, the DIY sectors have remained relatively robust in value terms. This is in part due to the increasing average prices across many sectors and range mix. In some areas we are seeing an overall increase in pricing due to feature developments in a category. For example, key to growth within power tools are cordless hammer drills, a product which is more expensive than the average drill and could be due to a perceived benefit consumers are willing to pay for.

Foy adds, "In addition we see the internet as a growing sector of the market which is seemingly encouraging consumers to trade up. In the example of power tools, consumers are spending almost 20 percent more on an average purchase online than in store."

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*Data throughout for 'Total Consumer Durables' based on GfK Market- i report, Total Retail Market, including Office, IT, Telecommunications, Photo, Automotive, DIY/Gardening, Major Domestic Appliances, Small Domestic Appliances, Consumer Electronics

**Y/E – Year End

*GfK's Simon Foy and Daniel Fearnley will be speaking at the **Totally DIY show** next week. Entitled, 'What are the key trends that affected the DIY market in 2012?' the sessions will be held on Monday 11 February 14.10 and Tuesday 12 February 11.10.*

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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