



Press release

UK: winter months aid sales for wild bird care market

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Latest research from GfK reports that from January 2012 to January 2013, purchases of wild bird care products experienced growth of 6.8 percent in value and 5.5 percent in volume respectively. Within this market, wild bird food accounted for 80 percent of total sales, and 20 percent for bird feeders and accessories.

This increase in sales can be attributed to the harsh winter the UK has just seen. In fact, 40 percent of annual wild bird care sales value was seen within 4 months alone, from October 2012 to January 2013.

Although bird feeders and accessories accounted for only 20 percent of total sales, they in fact achieved the highest value growth within the total wild bird care market, amounting to 21.8 percent.

These latest positive growth figures for the total market come after a period of double digit declines in the previous year from September 2011 to January 2012.

Richard Maden, GfK Account Manager comments, "This time last year the bird care category was reporting double digit value declines. The category has now bounced back, with January 2013 reporting the best value figures within one month for over 2 years, helping to drive 6.8 percent value growth across the year."

With spring approaching, the bird care market continues to perform well. Latest figures for February show the wild bird care total category up 3.9 percent when compared to February 2012. This growth was also seen across both bird food and bird feeders.

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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