

Press release

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UK: Outdoor garden categories bounce back after challenging start to year

Latest research from GfK reports that the garden structures category, largely made up of garden sheds and garden storage*, posted exceptional value growth of 22.8 percent in May this year. Looking at the year to date**, overall, this category has also achieved a reasonable 2.3 percent rise in value.

Despite a challenging start to the year, with March alone showing a 25.9 percent value decline, the garden structures category has bounced back. The key driver behind this growth is the storage category, posting a 67.7 percent value growth year to date. Arbours are also worth mentioning, showing an encouraging 17 percent value growth.

Looking towards the wider outdoor living market, BBQ's have shown positive signs. This category reported 7.7 percent value growth in April and marginal value growth of 0.5 percent in May. Garden solar lamps have also seen an uplift as the season progresses, with sales more than trebling between March and May, with over 800 thousand units sold in May alone.

Richard Maden, GfK Account Manager comments, 'Despite a difficult start to the season, the wider garden categories posted an improved performance. Every garden category tracked by GfK except for pest and disease achieved value growth in May 2013, helping to offset the significant declines seen earlier in the year. Looking forward to June and with a spell of sunshine on the way, we are hoping to see some positive figures for the garden categories. It is important, however to remember that June 2012 reported particularly poor sales, which is likely to make June 2013 look even more optimistic'.

*GfK's garden structures definition covers sheds, storage, summer houses, play houses, arbours, gazebos and open sided structures.

**January 2013 – May 2013

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Note: Garden structures and garden solar lamps – DIY/mass merchandisers

Note: BBQ's – Panelmarket excl. ironmongers



About GfK

GfK is one of the world's largest research companies, with around 13,000 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 2012, GfK's sales amounted to €1.51 billion.

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