



PRESS RELEASE

FOR IMMEDIATE RELEASE SEPTEMBER 2009

Garden Leisure Market UK 2009 - 2013

New AMA report provides a major review of the UK Domestic Garden Leisure Market

This is the **tenth edition** of the Domestic Garden Leisure Market Report and reviews the market for garden furniture, barbecues and associated accessories estimated to be worth an overall £520 million. The report assesses developments in the garden leisure market in the light of the current economic climate and provides an overall analysis of the sector, with indications of the threats and opportunities likely to affect the future performance of this market. The report consists of over 70 pages, including a variety of tables and charts, with forecasts until 2013.

A brief summary of the report is included on the following page.

Priced at £650, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at sales@amaresearch.com.

Editors Note:

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

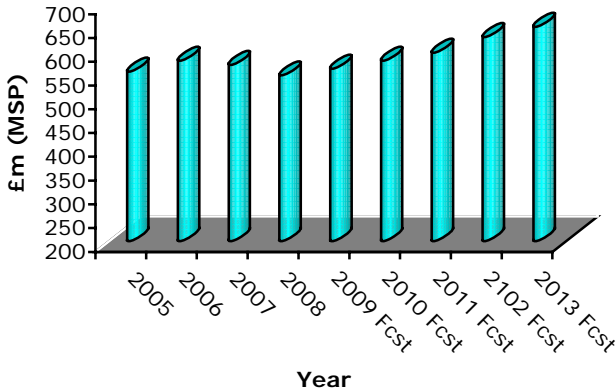
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Chris Moore or Keith Taylor on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

AMA Research Ltd
Montpellier House
Montpellier Drive
Cheltenham
Gloucestershire GL50 1TY
Tel: +44 (0)1242 235724
Fax: +44 (0)1242 262948
E-mail: keithtaylor@amaresearch.co.uk
Website: www.amaresearch.co.uk

MAJOR REPORT ON THE DOMESTIC GARDEN LEISURE MARKET UK 2009 - 2013

UK Market for Garden Leisure 2003-2013 (£ MSP)



The domestic garden leisure market is currently estimated to be valued at **£520 million** in 2008. It experienced high levels of growth at the start of the decade, benefiting from high consumer confidence, good weather in key trading periods, and media coverage, creating interest in the garden as a living area. However, spending on garden leisure products has slowed in recent years due to a combination of factors including falling consumer confidence in the face of the poor economy and successive cold, wet spring and summer periods.

In the medium to long term, the garden leisure market is forecast to see consistent growth. It has been predicted that 2009 will have a long, hot summer and this has already seen sales boosted over the spring. The climate in the UK is expected to become warmer and dryer in the summers and milder, although wetter, in the winter in the long term. This could see the barbecue season expand and demand for garden leisure products increase.

Although the future is difficult to predict due to the market's reliance on good weather in an unpredictable climate, we expect to see all sectors of the market grow in future years, with an estimated market value of **£571 million** in 2011.

Garden leisure products are increasingly sourced and manufactured abroad, particularly in the Far East and Eastern Europe, where production costs are much lower than those in the UK. This has led to low levels of manufacturing of garden leisure products in the UK.

Garden leisure products are distributed through 6 main channels. These are DIY sheds, garden centres, high street chains and department stores, catalogue and mail order retailers and hardware stores and independent DIY retailers.

AMA Research's report "**Garden Leisure – UK 2009-2013**" is available in hard copy or electronic format for £650 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.