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Garden Products Distribution Market - UK 2010-2014

New AMA report Reviews Developments in the Distribution of Garden Products

"The garden products distribution market is a highly fragmented sector with some distributors operating in all product sectors, whilst others focus on a more limited number of product sectors. Key distribution channels for garden products are DIY multiples, garden centres – both with over 25% shares – mail order, grocery multiples, high street retailers etc, with internet sales of some product sectors now increasing quite strongly."

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.**

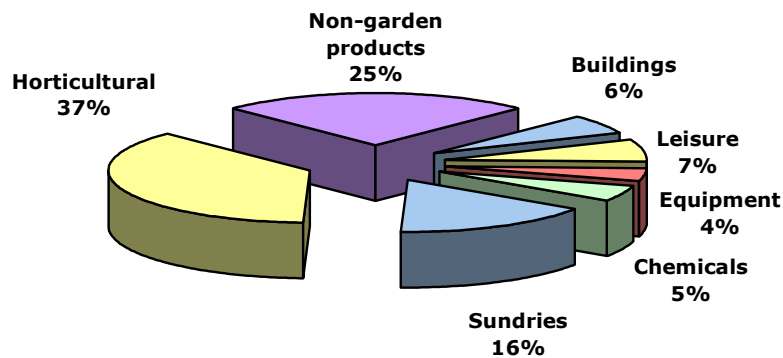
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

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.

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Garden Products Distribution Market UK 2010-2014

Garden Centres Product Mix, 2009 by Value



The 10th edition of the Garden Products Distribution market provides a comprehensive analysis of the structure of the market, reviewing key channels and players within the market. The main garden product sectors are also analysed including the product market sizes, mixes, trends and distribution channels. The report also provides a forecast of market prospects up to 2014.

The garden products distribution market is a highly fragmented sector with some distributors operating in all product sectors defined in the report, whilst others focus on a more limited number of product sectors. Key distribution channels for garden products are DIY multiples, garden centres – both with over 25% shares – mail order, grocery multiples, high street retailers etc, with internet sales of some product sectors now increasing quite strongly.

Different products favour different distribution channels. For example, as illustrated in the chart, garden centres are dominant suppliers of horticultural products, whilst DIY multiples dominate sectors such as garden furniture and chemicals. Garden Centres are increasingly moving towards non-garden products to enhance their overall position as 'destination centres', focusing on catering, gifts, foods, Christmas ranges etc

Horticultural products, garden buildings and garden sundries are key product sectors accounting for an estimated 28%, 24% and 18% respectively. The health of the distribution market is highly dependent on the prevailing economic conditions, the housing market, consumer confidence and spending, and the weather. Despite the economic downturn, 2009 has been a reasonable year for most garden products, with prospects for 2010 relatively positive – though sales in the early months have been negatively impacted by the poor weather. The trend to 'grow your own' has been a key driver impacting on seeds, plants, tools and buildings etc

Overall, garden products is a large, mature market, although saturation levels for each product sector are variable, with decking and garden rooms yet to reach maturity, compared to products such as pots & planters and garden furniture which are more mature sectors.

The market has benefited from underlying trends towards outdoor living, environmental and nutritional concerns, an ageing population that is generally more interested in gardening as well as first time gardeners encouraged by the 'grow your own' boom. In any given year, the weather will impact on the market, particularly at key trading periods, such as encountered in Q1 2010, but long term prospects are relatively optimistic as the garden remains a key area of interest and improvement for many homeowners.

AMA Research's "**Garden Products Distribution Market – UK 2010**" report is available in hard copy or electronic format for £650 and can be ordered online at www.amaresearch.co.uk or by calling 0871 3103450.