



PRESS RELEASE

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Internet Garden Products Market UK 2010-2014

New unique AMA report addresses developments in the online market for garden product supplies and considers future developments

"The Internet garden products market has shown **exceptional levels of growth** over the last five years as increasing numbers of consumers gain access to the Internet and confidence in shopping online grows."

A brief summary of this **new unique** 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.co.uk.

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.**

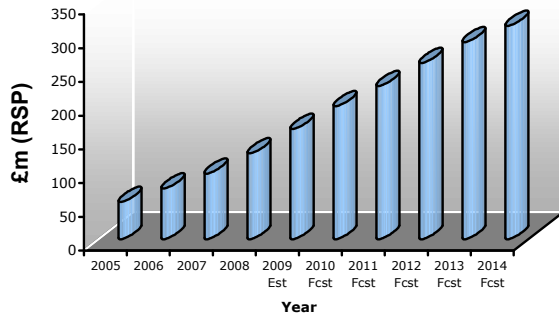
If you would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

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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Internet Garden Products Market UK 2010-2014

UK Internet Garden Products Market by Value (£m RSP) 2005-2014



The Internet garden products market has shown exceptional levels of growth over the last 5 years as increasing numbers of consumers gain access to the Internet and confidence in shopping online grows. In 2009, 70% of households in the UK have Internet access, an increase of 28% compared to 2006. Increasing numbers of consumers are purchasing online, with garden products a growth area – particularly as older age groups become more comfortable with online purchasing.

The Internet garden products market is estimated to be worth around £160 million at retail prices in 2009, a 28% increase on the previous year. This market estimate includes a mix of both **specialist e-tailers** - which primarily sell garden products and use the Internet as their main distribution channel - and **non-specialists** which offer garden products online but this does not represent their main distribution channel. Key 'non-specialists' include Argos, DIY Multiples, Mail Order companies, Screwfix etc.

This market is dependent on both the uptake in usage of the Internet as a source of buying garden products by consumers and the general factors impacting on the overall garden products market. The general health of the market is dependent on a range of factors including the prevailing economic conditions, the housing market, consumer confidence & spending, and the weather. Despite the economic downturn, 2009 has been a reasonable year for most garden product sectors, with prospects for 2010 relatively positive; although sales in the early months have been negatively impacted by poor weather. The trend to 'grow your own' has been a key driver impacting on the horticultural, tools and buildings sectors.

The overall share of the market taken by the Internet channel is around 3-4%, though share is growing. However, it is important to emphasise that there are significant difference in product mix between the Internet channel and the overall garden products market. For example, leisure products and garden equipment account for around 50% of the Internet sector sales, but is much lower in the overall market, while, conversely, chemical sales via the Internet are very low.

The Internet has allowed smaller specialist e-tailers to enter the garden products market – often specialising in a narrow product range and creating a new competitive dynamic. In response to this growing competition, increasing numbers of store-based and catalogue companies have entered the online e-retail sector and they account for over 50% of the market – with Argos and B&Q particularly strong.

The outlook for this market continues to be positive despite the current UK economic climate, with the market value forecast to reach over £300m by 2014. The number of new Internet 'start-ups' in the garden products market is likely to increase, as more companies appreciate the benefits of trading online, this includes both e-tailers and non-specialist retailers. The future performance of the Internet garden products market is likely to be driven by overall trends in online e-retail shopping and levels of consumer confidence and expenditure. New technology and new IT products will expand choice and availability.

AMA Research's report "**Internet Garden Products Market – UK 2010-2014**" 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.