

FOR IMMEDIATE RELEASE JULY 2011

Pond Equipment Market Report – UK 2011-2015 Analysis

New AMA report Reviews the UK pond equipment market

“The pond equipment market is relatively small at under £50m, but is characterised by an enthusiastic customer base. The market is sub-divided into preformed ponds and liners, pumps, filtration systems, water features etc, and market performance is particularly susceptible to both the weather and economic climate in any year – though underlying future prospects remain favourable.”

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

Priced at £665, 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.**

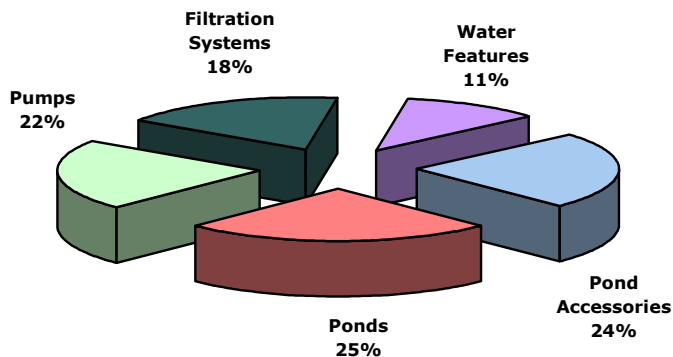
If you would like to receive an editorial review copy or would like to speak to the author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

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.

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

Pond Equipment Market Report - UK 2011-2015 Analysis

UK Pond Equipment Market by Product Sector - % mix – 2010 by value



In 2007, the UK market for pond equipment began to suffer from an adverse economic environment and falling consumer confidence. Poor summer weather, particularly in 2010, has also hindered this sector as generally people will be more reluctant to install a new pond in bad weather. A further negative effect on the pond equipment market was a poor house building and moving market, since experienced pond owners will often install new ponds upon moving house. The market continued to decline in

2010 when it was estimated to be worth an estimated £33m at manufacturers selling price (msp).

The major sectors within the market: ponds, pumps, filtration systems, water features and pond accessories all experienced market decline in 2010. However, some improvement is expected from 2011, with most sectors seeing low growth and all sectors forecast to grow from 2012.

The ponds market is the larger market by value and is estimated to be worth around £8m in 2010, having seen an estimated 7% decline since the previous year. Market performance is particularly susceptible to bad weather and the sector is sub-divided into liners/underlay (52%), pre-formed ponds (41%) and other pond types (7%).

The pumps market accounts for approximately £7m in 2010 and saw a lower rate of decline than the ponds sector. Sales of pumps for self-contained water features and replacement pumps have contributed to market value. The market may be sub-divided into pumps with flow rates up to 999 litres/hour (29%), 1000-3999 litres/hour (46%) and 4000+ litres/hour (25%)

Filtration systems is another large sector within the pond equipment market and is estimated to be worth around 20% of the overall market in 2010. Lower levels of pond installation have hindered the market, but improvement is forecast from 2011 when low levels of growth are expected.

Pond accessories is a fragmented market in terms of product range and is estimated to be worth around £8m in 2010. Sales are dependent on owning a pond, but some sectors, e.g. fish food and pond treatments, may be viewed as essential products and are less dependent on good weather for sales. Similarly, water features is a smaller sector of the pond equipment market – accounting for around 10-12% of the market, with sales benefiting from gift and impulse purchases.

In terms of distribution, the major channels for pond equipment are specialist aquatic/water garden centres, followed by garden centres and finally other smaller channels of distribution such as mail order catalogues, the Internet and landscape contractors.

Future prospects for the pond equipment market are more favourable from 2011, with the total market forecast to remain stable before returning to growth in 2012.

“Pond Equipment Market Report – UK 2011 – 2015 Analysis” is available in hard copy or electronic format for £665 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.