

## **Farm shop, furniture and BBQs all report uplift for 2013 in final Garden Centre Association figures**

*By Matthew Appleby Monday, 20 January 2014*

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The Garden Centre Association's Barometer of Trade figures have revealed Christmas sales were up by 12.57 per cent in November and 5.95 per cent in December compared to the previous year.

Overall sales at GCA garden centres in 2013 were up 3.3 per cent.

GCA chairman Peter Burks said: "Sales of gifts during November were up 8.14 per cent compared to the previous year and December gift sales were up 5.58 per cent on 2012.

"It's encouraging to see more people preparing for Christmas by visiting garden centres in their areas instead of high streets to pick up essentials."

November's sales of clothing were up by 13.37 per cent compared to the previous year. Outdoor plants were up 16.13 per cent in December.

The best performing categories overall during 2013 were food hall/farm shop, which was up 8.05 per cent and furniture and BBQs, which saw an increase of 6.46 per cent.

Burks added: "I'd like to thank all of our member garden centres for their hard work during 2013. The year has been a learning curve for us all and we look forward to even more positive sales in 2014."

Trelawney Garden Centre director David Danning said: "The last few years for us, Christmas sales have been disappointing, along with many others, and it was so pleasing to start to see a reverse in that trend this year.

"We have a renewed confidence in the department and have looked in detail at our layout and selection for the coming year. As the BoT figures are broken down into each product group we can see where we have done particularly well and those areas we need to work at harder.

"Retailing in this day and age isn't easy and information like this is paramount to help us grow and to survive."