

Media release for the Garden Centre Association

Clothing remains a bestseller in June

CLOTHING remained a bestseller for a second month in garden centres across the country in June (2017) according to the results of the Garden Centre Association's (GCA) Barometer of Trade (BoT) report.

Sales compared to the same month last year (2016) were up 16.71%. Other good performers during the month were furniture and barbecues, up 12.07% and houseplants up 7.31%.

Iain Wylie, GCA Chief Executive, explained: "While clothing sales are not as high this month as they were for May, it was still the fastest growing category in our member garden centres for the month of June.

"The Great British weather was as unpredictable as ever during June, with the north receiving rain and the south remaining relatively warm and dry. We even experienced some rather hot weather for a brief period. The ever changing weather can cause uncertainty when it comes to gardening, which is why it seems customers stuck to buying in non-traditional categories, such as clothing."

Sales in catering were up 4.01% and food hall and farm shop up 0.8%. Hard landscaping sales were down -1.6%, gifts were down -1.93% and pets and aquatics sales were up 3.24%.

Garden sundries were up 0.2%, seeds and bulbs were down -12.91% and outdoor plants were down -3.18%.

Claire Salt, Clothing and Gift Supervisor at Fairways Garden Centre, said: "For this season in particular we have focused on a more casual style of summer clothing and footwear in our clothing department. Our most popular lines without question have been the floaty Italian style of LV Clothing and the stylish yet reasonably priced shoes from our large offering from LJ&R Footwear.

"Both ranges have been hugely successful with our customers and many leave our garden centre either purchasing a summer top or a pair of glittery flip flops!"

Member garden centre sales showed an average overall decrease for the month of 4.64% but they are still showing average overall Year to Date growth of 6.4%.

The GCA BoT reports are compiled using actual sales figures and provide an up-to-date trading position statement. They are made available mid-month following the end of the prior month after all member garden centres have submitted their results.

The BoT reports allow members to compare their trading positions with other centres.

The GCA represents nearly 200 garden centres nationwide.

For further information, please call 01244 952170. Alternatively, please visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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Photograph caption one: Clothing remained a best seller in June according to the GCA's BoT results.