

Media release for the Garden Centre Association

Clothing sales fly off the rails in February

GARDEN centre customers were updating their wardrobes ready for spring according to the Garden Centre Association's (GCA) Barometer of Trade (BoT) results for February (2014).

The results, which are compiled using member garden centre sales figures and provide an up-to-date trading position statement, revealed clothing sales were up 11.7% as compared to February 2014.

Will Armitage, Chairman of the GCA, explained: "February was quite a wet and windy month, which has seen an increase in sales in more non-traditional categories at our member garden centres with catering up 6.34% and food hall/farm shop up 4.76%.

"Despite the bad weather outdoor plant sales were also up 4.87%. However, seed and bulb sales were down 13.38%."

The BoT reports produced by the GCA allow member garden centres to compare their trading positions with other centres.

James Ducker, Managing Director of Langlands Garden Centre, said: "February was a particularly strong month in both our garden centres. Outdoor plant sales were 32% up on 2013 and clothing was 102% up at our Leeds centre.

"At our larger centre in Shiptonthorpe, which is located between Hull and York, outdoor plant sales were up 16% and clothing was up 145%. We are just hoping the strong start to the year continues throughout the season."

For further information, please call 0118 930 8918. 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: Will Armitage, Chairman of the Garden Centre Association.

