

**Media release for the Garden Centre Association**

# **GCA reports good sales for July**

THE GARDEN Centre Association's Barometer of Trade (BoT) results for July (2014) have revealed strong sales at member garden centres during the month.

The results out on August 20, which are the only official GCA July trading figures to be released, show the year to date figure currently stands at 8.97% up.

Will Armitage, Chairman of the GCA, explained: "The hot weather experienced last month saw a slight decrease in sales in more traditional categories such as outdoor plants and garden sundries. However, many non-traditional categories saw increases. As people start looking towards autumn and planting for spring we expect the more traditional areas to pick up again during the next couple of months.

"The best performing categories for the month were hard landscaping with sales 21.09% up, clothing up 13.44% and catering was up by 11.7%. Other categories that saw increases during the month were gifts, which was up by 9.72% and pets up 3.9%.

"Food hall/farm shop sales have also performed well throughout the year with the year to date figure standing at 5.09% up."

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

Clare James, Director at Garsons Titchfield, said: "The good weather throughout July has meant increased customer numbers across the centre.

"In addition to this, our butchery counter has also brought in a number of new customers, who have then been tempted to purchase from our large range of chilled, frozen and grocery products.

"We have seen increased sales on meat pies, alcohol from a range of local suppliers and general grocery products, such as cold drinks and confectionary."

For further information, please call 0118 930 8918. Alternatively, please visit [www.gca.org.uk](http://www.gca.org.uk), log on to [www.facebook.com/pages/GardenCentreAssociation](https://www.facebook.com/pages/GardenCentreAssociation) or follow the organisation on Twitter at [www.twitter.com/GC\\_Association](https://www.twitter.com/GC_Association).

**ENDS**

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**Photograph caption:** Customers browsing at a GCA garden centre.

