

GCA sees 11 per cent October sales rise

11 November 2015, by Matthew Appleby, [Be the first to comment](#)

For the month of October the overall garden centre performance was up by 11 per cent with a year to date change of 7.5 per cent.



There was a 26.82 per cent rise in sales of furniture and barbecues compared to 2014 and outdoor plants were up 17.59 per cent. Clothing was also a good seller at 9.20 per cent up.

Sales in catering were 14.48 per cent up compared to the same month in 2014 while food hall and farm shop sales were 11.51 per cent up. Sales in gifts were up 9.74 per cent.

GCA chief executive Iain Wylie said: "As the festive season approaches, the early indications show Christmas sales are looking positive and there is the potential for a good season ahead. While the headline 10 per cent increase may not be as high as other categories such as furniture and barbecues, the average sales value for the Christmas category is seven times greater and the value of the increase is three times as great.

"It's interesting to see sales of furniture and barbecues up at this time of the year. Because of the season we expect people to be purchasing items such as fire pits, outdoor heating and lighting and cosier seating so they can still enjoy their gardens before the very bitter weather sets in.

"Strong outdoor plant figures show people have potentially been busy preparing their plots with plants ideal for colder weather and that produce some much needed winter colour such as shrubs and evergreens.

"Clothing has been one of the top selling categories for the past few months, which is proving how garden centres are becoming real destinations with an increasingly diverse product range."