Garden Centre Catering 2011

Growth and Success

KeyPoints Report

Background

- This report is a ‘state of the nation’ review of garden centre catering

- It has been prepared by the HTA for HTA members to help them to assess the nature of the opportunity presented by garden centre cafes, and how well the sector as a whole is performing

Report aims

- To size the garden centre catering market
- To assess the extent to which the market has grown in recent years
- To explore the different types of consumers who use garden centre cafes
- To assess their satisfaction with different aspects of the garden centre cafes they use
- To identify potential opportunities to increase returns from garden centre cafes

Method and sources

- This research draws on two main data sources
- In May 2011 a survey of 1,000 GB adults aged 15+ was conducted by Ipsos Mori for the HTA
  - This survey included questions on the extent to which garden centres are visited, and the extent to which garden centre catering is used and valued
- In January 2011 a survey of HTA member retailers was conducted
  - This survey asked around 50 garden retailers several questions about their garden centre catering operations (where these exist)
  - This provides a useful 'cross-reference' with the Ipsos Mori survey

Contents

Section One – Garden centre catering market size and key metrics

Total visitors to garden centre cafes (2005, 2008 and 2011)
Percentage of garden retailers offering catering (2008 and 2011)
Percentage of adults visiting garden centres (2006 and 2011)
Percentage of garden centre visitors claiming the last centre they visited had a café
Percentage of garden centres planning to refurbish their café and use it in promotions
Percentage of garden centre turnover from catering (among those offering catering)
Typical garden centre catering transaction values
Estimated market value of garden centre catering (2005, 2008, 2011)
Percentage of turnover and footfall to cafes by time of day

Section Two – Characteristics of garden centre café users

Footfall to garden centre cafes by age of customer
Percentage of café customers whose last visit was in the week/weekend by age of customer
'Gardening Elders' and their use of catering
Customers' ratings of the last garden centre café they used
Customers' ratings of the last garden centre café they used by age of customer
Rating of garden centre cafes compared with the rest of the garden centre
Rating of garden centre cafes compared with non-garden centre catering
Percentage of garden centre visitors who do not use garden centre catering
Reasons non-users of the catering do not use the catering

Section Three – Conclusions and potential opportunities

Tables linking key findings to possible actions for garden centres