Garden Retail Market Analysis report 2012

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[1]**Choose any report up to the price of £295.00 for HTA Members (excluding the HTA Garden Spender Location report)**

Special Offer Garden Retail Market Analysis

Free Report Options

1. **Engaging Younger Gardeners Report – 2011**

This report outlines what the under 45s want and need from their garden and gardening. It looks at how their lifestyles and life cycle stage affects their spending habits. This report will help you identify how best to engage with these consumers in order to tap into their spending, which is becoming ever more squeezed in recent months.

2. **Garden Centre Catering – 2012**

This report assesses the size and value of garden centre catering, identifying the types of people who use them. It identifies how garden centre catering compares to the rest of the garden centre and to non-garden centre catering in order to assess potential threats and opportunities. This report can help you to decide whether to move into the garden centre catering market, or can help you to get the most out of it if you are already in the market.

3. **Great British Gardener – 2011**

This paints a picture of consumers' gardening habits and attitudes, creating a profile of gardeners and their needs from gardening. It indicates the types of gardens in Britain, who does the gardening, how often and the enjoyment, interest and knowledge consumers' have in gardening. It outlines where and how often consumers shop for gardening products, helping you to identify possible ways to engage with them through the correct language and most appropriate channels.

4. **Bedding Plants – 2010**

The report is structured to help you understand the size and structure of the bedding plant market, outlining who is purchasing different types of products, how much they are buying and what motivates them to purchase. It can help you identify consumer segments in order to understand what types of products, pricing strategies and promotions can help you to maximize profits.

5. **Garden Centre Futures – 2010**

This report assesses the use of garden centres, profiling their customer base and identifying what customers go to garden centres for. It looks at how garden centres have differentiated themselves from other garden retailers over the recent years by stocking different product categories and by becoming a relaxing, leisure shopping destinations. This report can help businesses to better meet their customers' needs and attract new consumer segments by developing their products and category offerings and improving their retail environments.

To view the full list of reports and their executive summaries please click here