

BESTSELLERS

26 July, 2013

GTN's WEEKLY BESTSELLERS NEWSLETTER

July continues to pull back those early season losses

Heatwave conditions this month have certainly helped to give garden centre sales a boost with feeding and watering products performing well.

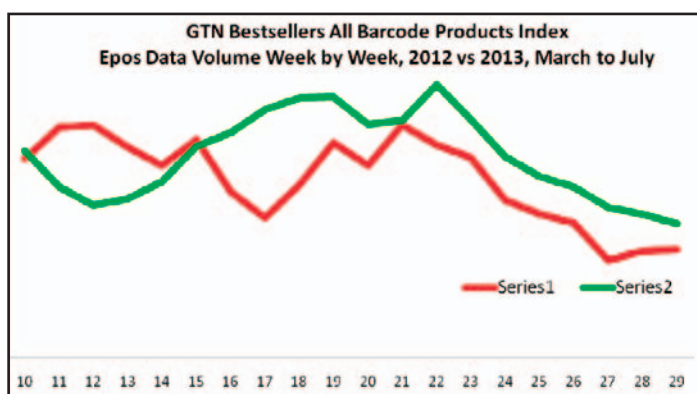
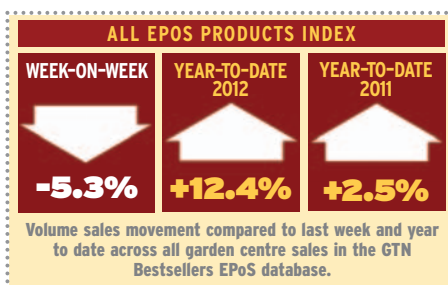
The GTN Bestsellers Epos data reveals that volumes have been at a higher level year on year for the past 14 weeks - in fact, 20 out of 29 weeks have been up on 2012. Looking back it was just the key weeks early on in the year that were poor!

Garden centre footfall is still particularly high at this time of year with restaurants reporting good business.

The good weather has meant that plenty of outdoor furniture

and barbecues are being sold, plus surprisingly high volumes of plants. Even growing media sales are sustaining high sales levels - over the past eight weeks volumes are 39% higher than 2012, and 31% up on the same eight weeks of 2011. Gardening must be cool!

All this welcome activity poses the following questions. Is this increase in business throughout



July solely down to the fact that gardeners are making up for a poor spring? Or is it more to do with garden centres making themselves a more attractive place to visit during the summer? What do you think? Email trevor.pfeiffer@tgcmc.co.uk

GTN Bestsellers Top 50 sales volumes compared to the same week last year:

- Garden Products - up 18%
- Veg-2-Gro - down 25%
- Growing Media - up 41%
- All items index - up 17%

Tip of the week

It's time to go Orchid Crazy

As sales of Tomorite start to tail off, the next hot tip No 1 Bestseller for the rest of August and September is Orchid Drip Feeders. That's been the case every year we've run the GTN Bestsellers charts. So are you ready to go Orchid Crazy and make the most of the sales opportunities? How about showcasing orchids in your restaurant or coffee shop? Try large orchids by the entrance and baby orchids on the tables - all with plenty of Orchid Feed easy-pick-up displays too!



GTN Bestsellers Veg-2-Gro Chart 21.07.2013

VEG-2-GRO CHART, WEEK ENDING SUNDAY 21 JULY 2013

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This week at a glance

▶ NEW-ENTRIES
7

▶▶ RE-ENTRIES
23

▲ CLIMBERS
5

▼ FALLERS
15

◀ NON-MOVERS
0



New entry Taylors Autumn Planting Seed Potatoes Casablanca has jumped straight to top spot in the Veg-2-Gro Chart.

To read the full chart information this week go to

www.gardentradenews.co.uk

This week	Last week	SUPPLIER - Product description - BARCODE	Volume Sales Change
1	New	TAYLORS Autumn Planting Seed Potatoes Casablanca - 5015882110889	Highest New Entry
2	Re-entry	TAYLORS Autumn Planting Seed Potatoes Charlotte - 5015882110650	Highest Re-entry
3	Re-entry	TAYLORS Autumn Planting Seed Potatoes Maris Peer - 5015882110667	+100% Increase
4	50	TAYLORS Autumn Planting Seed Potatoes Duke Of York - 5015882110643	Highest Climber
5	8	QUANTIL Lettuce Mixed Baby Leaf - 5060033670682	+50% Increase
6	New	TAYLORS Autumn Planting Seed Potatoes Catriona - 5015882110896	+100% Increase
7	1	QUANTIL Purple Sprouting Broccoli - 5060033670446	
8	5	HAWKESMILL Strawberry Finesse 9cm - 5055021203126	
9	2	QUANTIL Lettuce Little Gem - 5060033670651	
10	18	QUANTIL Lettuce Winter Cos - 5060033670675	
11	Re-entry	TAYLORS Shallots Picasso - 5015882214334	+100% Increase
12	9	FARPLANTS Chilli Pepper Masquerade - 5019945949683	
13	4	QUANTIL Carrot Chantenay - 5060033671498	
14	12	GARDENERS KITCHEN Chilli Pepper Jalapino - 5015077120341	
15	36	FARPLANTS Chilli Pepper Red Missile 1L - 5019945967830	Increase
16	Re-entry	HAWKESMILL Strawberry Elan 9cm - 5055021203102	+100% Increase
17	Re-entry	FLORÉAC Herb Origanum 14cm - 5412476244652	+100% Increase
18	Re-entry	QUANTIL Black Kale - 5060033671412	+100% Increase
19	Re-entry	GARDENERS KITCHEN Patio Tomato Totem - 5015077120556	+50% Increase
20	11	GARDENERS KITCHEN Tomato Tumbling Yellow - 5015077120730	
21	Re-entry	FARPLANTS Tomato Micro Tom - 5019945938731	+100% Increase
22	Re-entry	UNWINS Gro-Sure Chilli Kit - 5051618020299	+100% Increase
23	38	QUANTIL Cabbage - Pointed (Sweetheart) - 5060033671627	Increase
24	Re-entry	UNWINS Gro-sure Carrot Nandor F1 - 5051618005883	+100% Increase
25	Re-entry	TAYLORS Shallots Golden Gourmet - 5015882108152	+100% Increase
26	7	SUTTONS Speedy Seeds Leaf Salad Mix - 5011567184442	
27	New	UNWINS Gro-Sure Carrot Charlemagne - 5051618018517	+100% Increase
28	New	UNWINS Lettuce Mixed Baby Leaf Lettuce - 5051618017664	Increase
29	Re-entry	SUTTONS Radish Scarlet Globe - 5011567176171	Increase
30	Re-entry	SUTTONS Lettuce Tom Thumb - 5011567168046	+50% Increase
31	27	QUANTIL Carrot Baby Round - 5060033670552	
32	Re-entry	GARDENERS KITCHEN Leeks F1 Verina - 5015077668133	Increase
33	Re-entry	THOMPSON & MORGAN Coriander - 76567004812	Increase
34	New	THOMPSON & MORGAN Lettuce Lollo Rosso - 76567005741	Increase
35	22	SUTTONS Lettuce Salad Bowl - 5011567168398	
36	Re-entry	FARPLANTS Chilli Pepper Super Chilli - 5019945935617	+100% Increase
37	3	GARDENERS KITCHEN Runner Bean Enorma - 5015077120310	
38	Re-entry	FARPLANTS Novelty Tomato Tumbling Tiger - 5019945955936	+100% Increase
39	Re-entry	HAWKESMILL Strawberry Elsanta 9cm - 5055021203119	+100% Increase
40	Re-entry	HAWKESMILL Strawberry Loran 9cm - 5055021203164	+100% Increase
41	New	GARDENERS KITCHEN Patio Runner Beans 'Hestia' - 5015077120617	+100% Increase
42	Re-entry	GARDENERS KITCHEN Chilli Pepper Habanero - 5015077120693	Increase
43	Re-entry	GARDENERS KITCHEN Chilli Pepper Apache - 5015077120709	Increase
44	10	GARDENERS KITCHEN Tomato Sungold - 5015077120723	
45	Re-entry	HAWKESMILL Strawberry Red Princess 9cm - 5055021203201	
46	New	GARDENERS KITCHEN Sugar Snap Peas - 5060221141673	+100% Increase
47	14	FLORÉAC Herb Rosemarinus Prostratus 14cm - 5412476345366	
48	Re-entry	SUTTONS Speedy Seeds Salad Winter Mix - 5011567185395	
49	28	THOMPSON & MORGAN Radish French Breakfast 3 - 76567005420	
50	23	SUTTONS Rocket Wild - 5011567177475	

For full details contact Trevor Pfeiffer on
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GTN Bestsellers Garden Products Chart 21.07.2013

GARDEN PRODUCTS CHART, WEEK ENDING SUNDAY 21 JULY 2013

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This week	Last week	SUPPLIER - Product description - BARCODE	Volume Sales Change
1	1	SCOTTS Levington Tomorite 1L - 5010272064483	
2	4	GARDMAN Ice Orb Solar Light - 5024160803672	Increase
3	2	BAYER Provado Ultimate Bug Killer, Ready To Use 1L - 5000371051774	
4	6	FITO Drip Feeder For Orchids 32ml - 8006320027705	Increase
5	5	SCOTTS Miracle-Gro All Purpose Soluble Plant Food 1kg - 5000308210700	Increase
6	3	SCOTTS Roseclear Ultra, Ready To Use 1L - 5010272088212	
7	New	SCOTTS Miracle-Gro All Purpose Plant Food 1L - 5010272090451	Highest New Entry
8	9	GARDMAN Solar Mosaic Border Lights - 5024160804396	
9	18	HOZELOCK Standard Hose End Connector - 5010646010764	Increase
10	24	HOZELOCK Double Male Connector - 5010646037464	Increase
11	12	SMART SOLAR Flutterby Butterfly - 5050642040525	Increase
12	7	CREATIVE PRODUCTS Watering Spikes - 5031694050403	
13	13	HOZELOCK Aquastorm 15 Sprinkler - 5010646037679	
14	10	CREATIVE PRODUCTS 2 in 1 Paving Brush - 5060247070025	
15	27	HOZELOCK Repair Connector - 5010646026765	Increase
16	8	SCOTTS Miracle-Gro Pour & Feed 1L - 5010272090413	
17	17	GARDMAN Post Light, Stainless Steel - 5024160180704	
18	20	SCOTTS Roundup Weedkiller Gel 150ml - 5017676015219	
19	46	GARDMAN Solar Rock Spot Light - 5024160183361	Highest Climber
20	26	GARDMAN LED Light String Starlight 50 lights - 5024160184306	Increase
21	31	GARDMAN Marker Light Single - 5024160182661	Increase
22	15	VITAX Nippon Puffer 300g - 5012042143008	
23	42	SCOTTS Bugclear Ultra Gun 1L - 5010272090093	Increase
24	32	HOZELOCK Threaded Tap Connector - 5010646022804	Increase
25	New	GARDMAN Solar Flower Glows Assorted Colours - 5024160183705	+50% Increase
26	11	SCOTTS Weedol Rootkill Plus Gun 1L - 5010272086379	
27	14	GARDMAN Bottle Candle Lantern - 5024160817495	
28	38	WOODLIDGE Small Pot Feet - 5021346110852	Increase
29	25	PHOSTROGEN Plant Food, 80 watering can size plus 50% extra free - 5000371054485	
30	30	GARDMAN Bamboo Canes 90cm, pack of 20 - 5024160080301	
31	Re-entry	PREMIER DECORATIONS Bottle Tea Light Holder 22cm - 5050882290940	Highest Re-entry
32	21	BAYER Toprose 1kg - 5000371050524	
33	23	GARDMAN Bamboo Canes 2.4m, pack of 10 - 5024160080912	
34	36	NEUDORFF Organic Fast Acting Weedkiller 750ml - 4005240136164	
35	New	HOZELOCK Hose Connector Twin Pack - 5010646038270	Increase
36	47	GROWTH TECHNOLOGY Orchid Myst 100ml - 5025644912736	Increase
37	33	HOZELOCK Standard Waterstop - 5010646010788	
38	16	SCOTTS Roundup Fast Action Ready To Use 1L - 5017676000284	
39	19	WESTLAND Resolva 24H Ready To Use 1L - 5023377851544	
40	41	HOZELOCK Threaded Tap + Hose End Connector - 5010646037426	
41	Re-entry	GARDMAN Bamboo Canes 1.2m, pack of 20 - 5024160080356	Increase
42	22	BAYER Bio Slug & Snail Killer 1kg - 5000371052023	
43	Re-entry	APTA Pot Toppers - 5022413520093	+50% Increase
44	37	HOZELOCK Multi Spray Gun with free Waterstop - 5010646048637	
45	49	GARDMAN Jam Jar Tealight Holder - 5024160786654	
46	Re-entry	REVOLUTION Chinese Solar Party Lantern - 5045300202605	+50% Increase
47	Re-entry	WESTLAND Organic Chicken Manure Pellets 3kg - 5023377852701	+50% Increase
48	34	BAYER Baby Bio Original 175ml - 50371280	
49	Re-entry	FITO Orchid Drip Feeder 5 Pack - 5060002360347	Increase
50	Re-entry	SMART SOLAR Butterfly/Dragonfly Silhouette Stake Light - 5050642031226	

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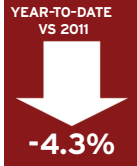
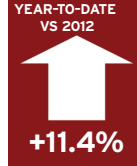
Scotts Miracle-Gro All Purpose Plant Food is the highest new entry in the Bestsellers Garden Products chart at No 7.

To read the full chart information this week go to

www.gardentradenews.co.uk

BESTSELLERS

GARDEN PRODUCTS CHART



HozeLOCK lights up garden product sales



chartwatch

Watering and watering-related plant foods are holding sales at a higher level than last year - this week's GTN Bestsellers Garden Products volumes are up 18% on 2012. It's interesting to note that during the same week last year there wasn't a single hose product in the chart - just Greenwash watering cans - and there wasn't a hosepipe ban either. It must just be the heat forcing people to fill up paddling pools or run sprinklers for children to play in, rather than just watering garden plants. HozeLOCK lead the way with nine lines in the Top 50. These include:

- ▶ Top 10 positions for Standard Hose End Connector and Double Male Connector.
- ▶ New entry Hose Connector Twin Pack.
- ▶ Multi Spray Gun (pictured left) at No 44.

Garden lighting products have also been selling in volumes this week with 11 lines in the Top 50, headed by Gardman Ice Orb Solar Light at No 2. Gardman also have a new entry in Solar Flower Glows (assorted colours) at No 25 and their Solar Rock Spot Light is the highest climber at No 19. Premier Decorations Bottle Tea Light Holder is the highest re-entry as it returns to the chart at No 31. Outdoor plant feed is the other main sector performing well with Scotts Miracle-Gro All Purpose Plant Food (1-litre) the highest new entry at No 7. Bayer Toprose is also in the chart at No 32. There is no change at the top with Tomorite holding on to No 1 spot.

▶ See the **Garden Products Chart** on **Page 3** to make sure you're not missing out on valuable sales opportunities.

First sign of Christmas

Autumn planting seed potatoes fill five of the top six places in the Veg-2-Gro chart...the first sign that Christmas is on the horizon, as far as GYO enthusiasts are concerned anyway. Casablanca, a new entry from Taylors, jumps straight in at No 1, while another newcomer from the same company - Catriona - fills No 6 spot. Taylors also have the highest re-entries at Nos 2 and 3 in Charlotte and Maris Piper while their Duke of York is the highest climber, jumping 46 places to No 4. Sales volumes are slightly behind last year but the autumn seed potato lines appear to have gone on sale a week later than last year - watch this space as an indicator of Christmas sales to come! Other new entries include the following:

VEG-2-GRO PRODUCTS CHART



- ▶ Unwins Gro-Sure Carrot Charlemagne at No 27 and Unwins Lettuce Mixed Baby Leaf one place behind.
- ▶ Thompson & Morgan Lettuce Lollo Rosso.
- ▶ Gardeners Kitchen Patio Runner Beans Hestia (No 41), and Sugar Snap Peas (No 46).

▶ See the full **Veg-2-Gro Chart** on **Page 2** to make sure you're not missing out on valuable sales opportunities.

Heatwave drives Cacti Compost into Growing Media Top 50...

Yes, it's true...the fastest percentage growth in this week's Growing Media chart has been made by Westland Cacti Compost (10 litres), which re-enters the chart at No 39 after increasing sales by 100%. It seems that gardeners are still wanting to buy growbags, and Scotts Levington Original Gro-bag is the highest re-entry with an 82% rise in sales. Other notable performances this week are:

- ▶ Arthur Bowers New Horizon Multi-Purpose Compost (50 litres), a re-entry at No 28.
- ▶ Westland Gro-Sure All Purpose Compost All Purpose Compost (50 litres) increases sales by 53%.
- ▶ Westland West+ Multipurpose Compost & 4 Month Feed (25 litres) moves up the chart to No 25.

▶ See the full **Growing Media Chart** on www.gardentradenews.co.uk using your GTN Bestsellers subscription log-in and password.

GROWING MEDIA CHART



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HOW WE COMPILE THE BESTSELLERS CHARTS

The GTN Bestsellers Charts rank products in terms of quantities sold each week using EPOS data from UK garden centres, aggregated by individual barcode transactions through tills. The chart is independent of any supplier or buying group and the current total turnover of the garden centres supplying data each week is over £120m per year.

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