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20% Introductory Discount
Brand NEW Database

Garden Centres Market Database - UK 2009

MTW Research have published a brand new mailing & telemarketing list representing more than 90% of the UK Garden Centres market in 2009. This brand new list offers fresh, relevant sales leads and is available to purchase at an introductory 20% discount.

With full data compliance & no limitations on usage, the database offers excellent value for money for all garden product manufacturers who are seeking to increase sales through this channel in 2009.

The 2009 Garden Centres Database Includes:-

- **2,200+ Garden Centres & Nurseries** – Head Offices / Single Sites
- **2,200+ Full Address & Postcodes** – Mailing Preference Service Screened to Ensure Compliance
- **2,200+ Contact Names** - Senior Decision Maker / Head of Purchasing
- **1,350+ Telephone Numbers** – Corporate Preference Service Screened
- **Turnover for Every Garden Centre** (<£100k, £100-£250k, £250-£500k, £500k-£1m, £1m-£5m, £5m+)

Whilst the recession continues to impact the UK Garden Centre Market in mid 2009, clement weather during May and June is indicated to have underpinned the market in a number of key product sectors including garden furniture, barbecues, seeds and bulbs, garden tools and chemicals.

This database provides key sales leads for suppliers seeking to increase market share of the Garden Centres market. Representing more than 90% of the sector in 2009, the Garden Centres database offers excellent value for money and is available to purchase exclusively from MTW Research at a 20% discount – see back page for pricing.

Garden Centre Database Turnover Breakdown:-

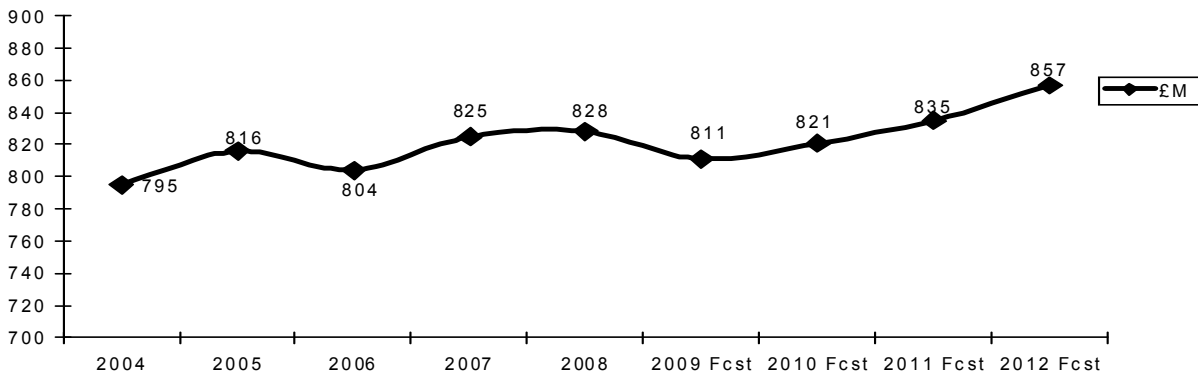
Turnover Band	<£100k	£100k-£250k	£250k-£500k	£500k-£1M	£1M-£5M	£5M+
Number of Companies	230+	420+	620+	310+	350+	80+

Garden Centres Market Database – UK 2009
Available Now, Exclusively from MTW Research

The UK Garden Centres Market in 2009...

The following chart illustrates our estimates of the UK Garden Centres market sales from 2004 with forecasts to 2012:-

Garden Centres Market Sales 2004-2012



Source: MTW Research "Garden Centres Market Rank & Profile Report – UK 2008"

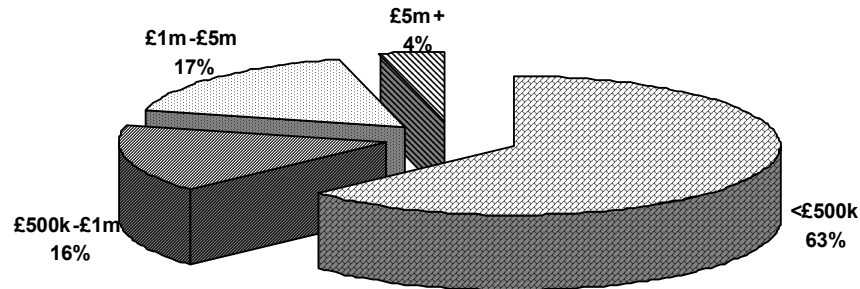
The UK Garden Centre market represents an increasingly competitive environment, with lower levels of consumer confidence resulting in rising pressure on prices. In addition, a rapid slowdown in the housing market has also deflated sales in a sector where house moving represents a key stimulus for purchase of a number of garden products. Differentiation in terms of product and marketing support has become increasingly important and sources indicate that garden centres are increasingly seeking suppliers who are able to offer 'added-value' in terms of products and service in order to combat the 'flight to price' by consumers.

In terms of market structure, the garden centres channel remains fragmented. Research undertaken by MTW during the compilation of this database found that the independent garden centres remain a key target market for garden product manufacturers, with almost 80% of the market accounted for by garden centres with a turnover of less than £1 million in 2009.

NO LIMITATIONS ~ Use The Data For Any Purpose ~	COST EFFECTIVE ~ One Purchase, Unlimited Usage ~	MORE RELEVANT ~ Experienced in the Industry ~
Garden Centres Database – UK 2009 Specifically Designed for Garden Products Manufacturers and Distributors to Quickly Increase Sales to Garden Centres & Nurseries		

The chart below illustrates the structure of the market in mid 2009:-

Garden Centres Market – Market Share by Turnover 2009



Source: MTW Research / Trade Sources

The need to identify and target the independent garden centres effectively remains vital in order for manufacturers to grow sales profitably through this channel. This exclusive database represents an invaluable sales and marketing tool for garden product suppliers seeking to increase sales through the UK garden centres market in 2009, providing a competitive edge in an increasingly competitive industry.

About MTW Research...

See Overleaf for Prices & Special Discount

MTW Research are an independent publisher of high quality market and competitor research reports, statistics and databases in a wide range of business to business sectors including the UK DIY and Home Improvement Market, Construction Industry and Retailing Sector.

Our reports and databases are researched, written and compiled by qualified marketing professionals, who have experience of undertaking detailed multi-client and bespoke market research across a broad range of sectors in the UK DIY & Home Improvement industry for more than a decade. MTW Research are a wholly independent publisher of quality market research reports and databases and are therefore able to offer original, objective, relevant and quality market and competitor research which offers a fresh perspective on your market.

MTW Research offer 3 distinct products, including:-

- **Databases & Mailing Lists**
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Ultimate Pack (All Above PLUS Supplied on CD-Rom) (Supplied as multi-use with no restrictions or limitations on usage or frequency of contact with the companies on the database)	£495	£395	[]

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Terms & Conditions of Sale

MTW provide this list to clients with no limitations on type or frequency of usage of the list. This database has been screened against the TPS / MPS preference service at time of publication in July 2009. Whilst MTW endeavour to attain high levels of accuracy, the information supplied is based on primary telephone research, Companies House & Directory Enquiries and may be prone to errors or omissions, MTW accept no liability for such omissions or errors.

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