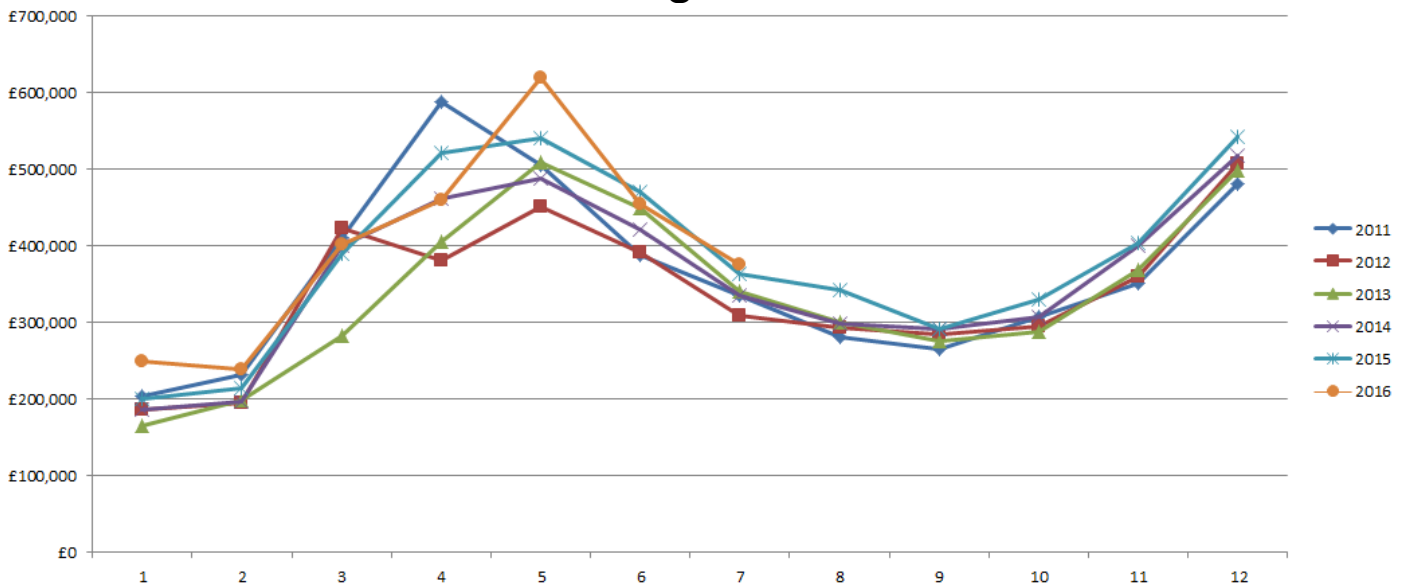


# Highlights of GCA Barometer of Trade

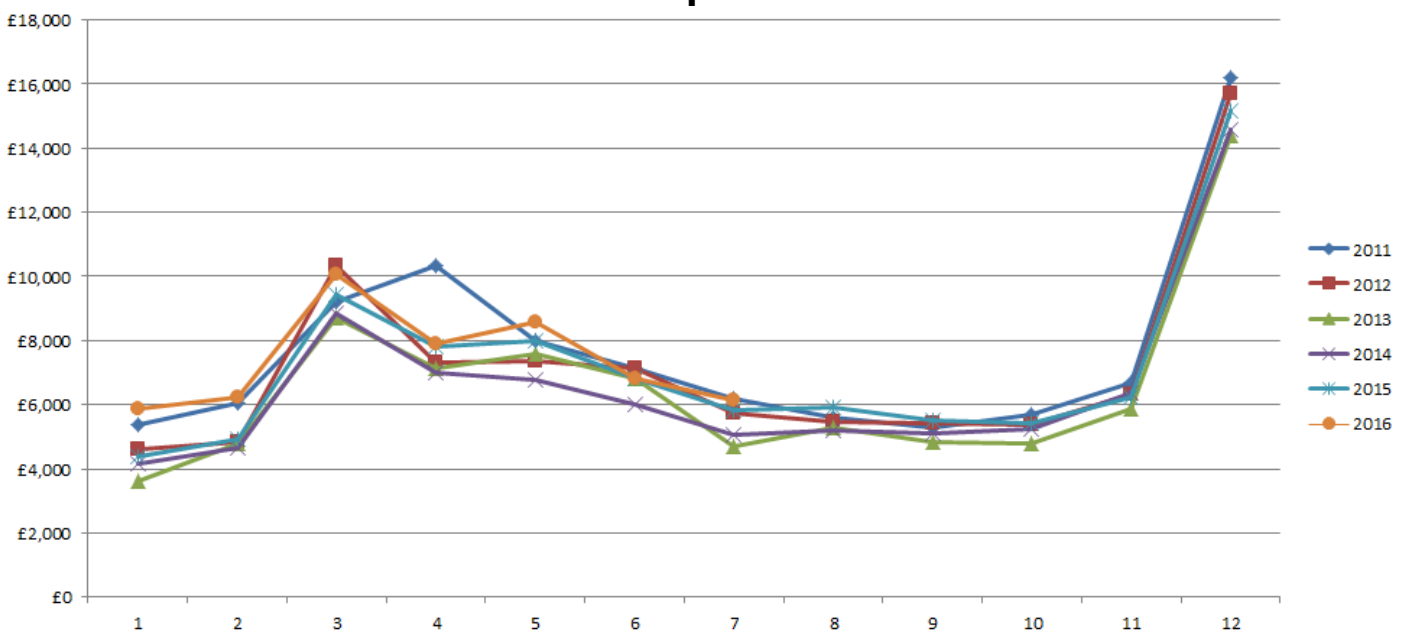
Summary report of GCA Barometer figures from January 2011 compiled for GIMA

Figures up to end Aug 2016

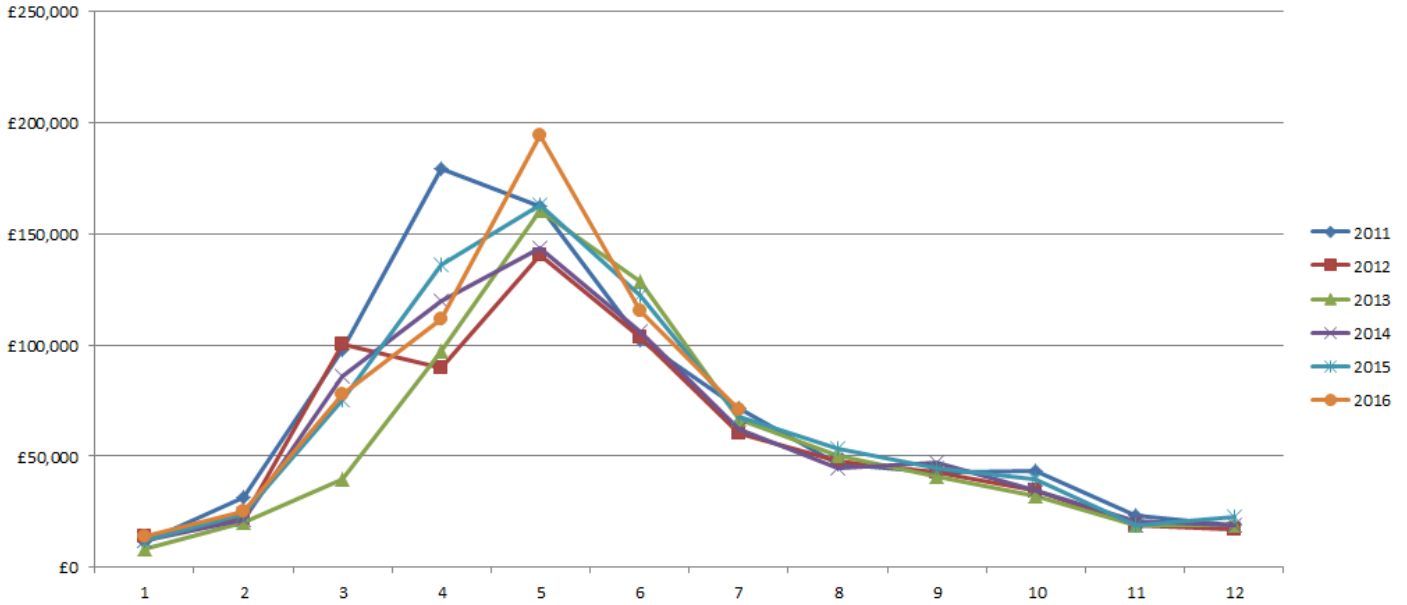
## Trends – Year On Year – All Categories



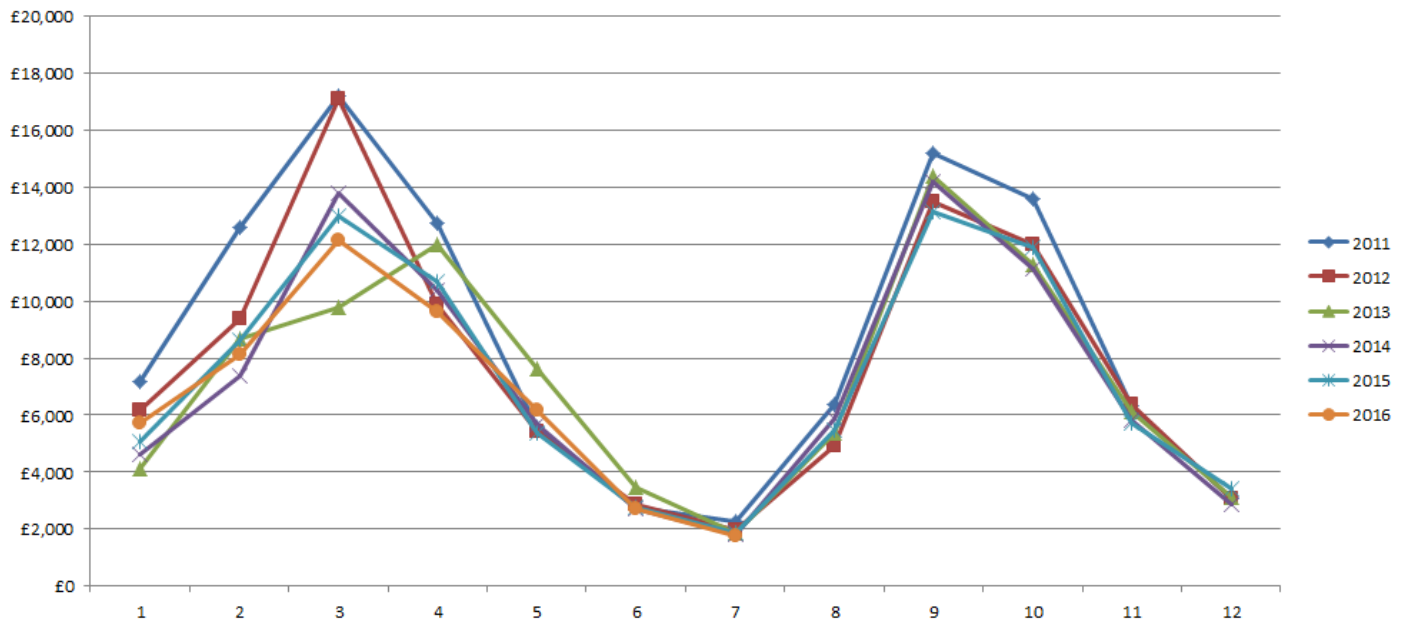
## Trends – Year On Year – 1. Houseplants



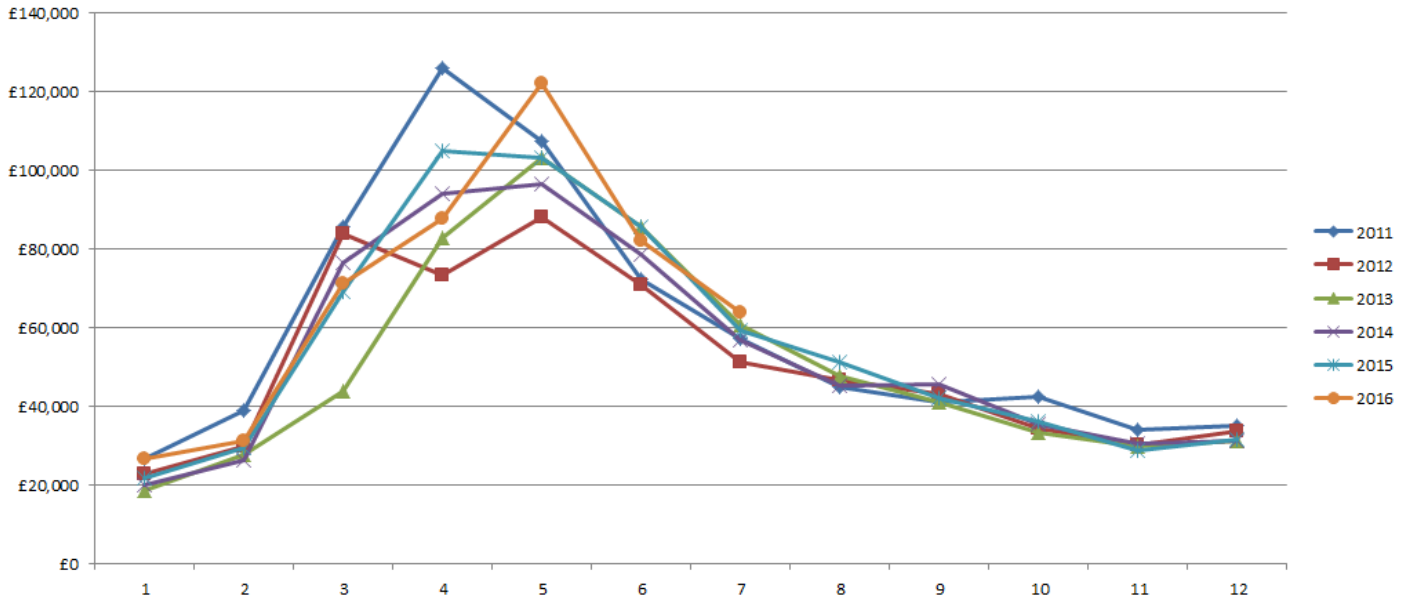
## Trends – Year On Year – 2. Outdoor Plants



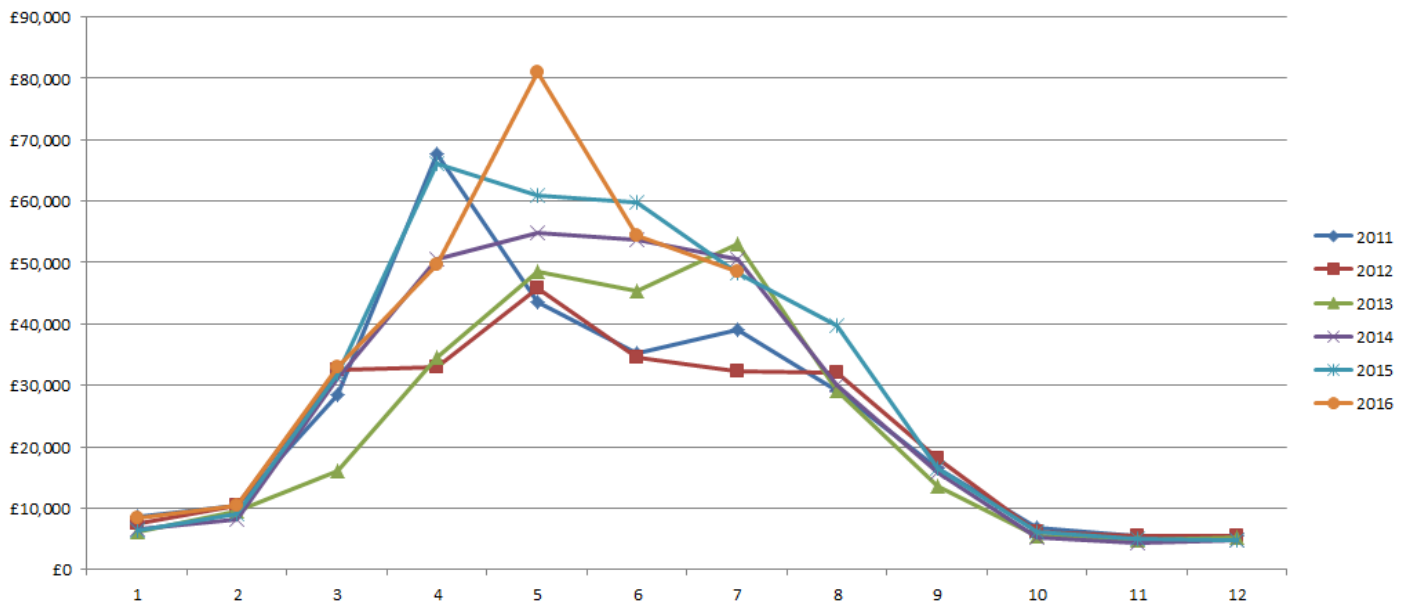
## Trends – Year On Year – 3. Seeds & Bulbs



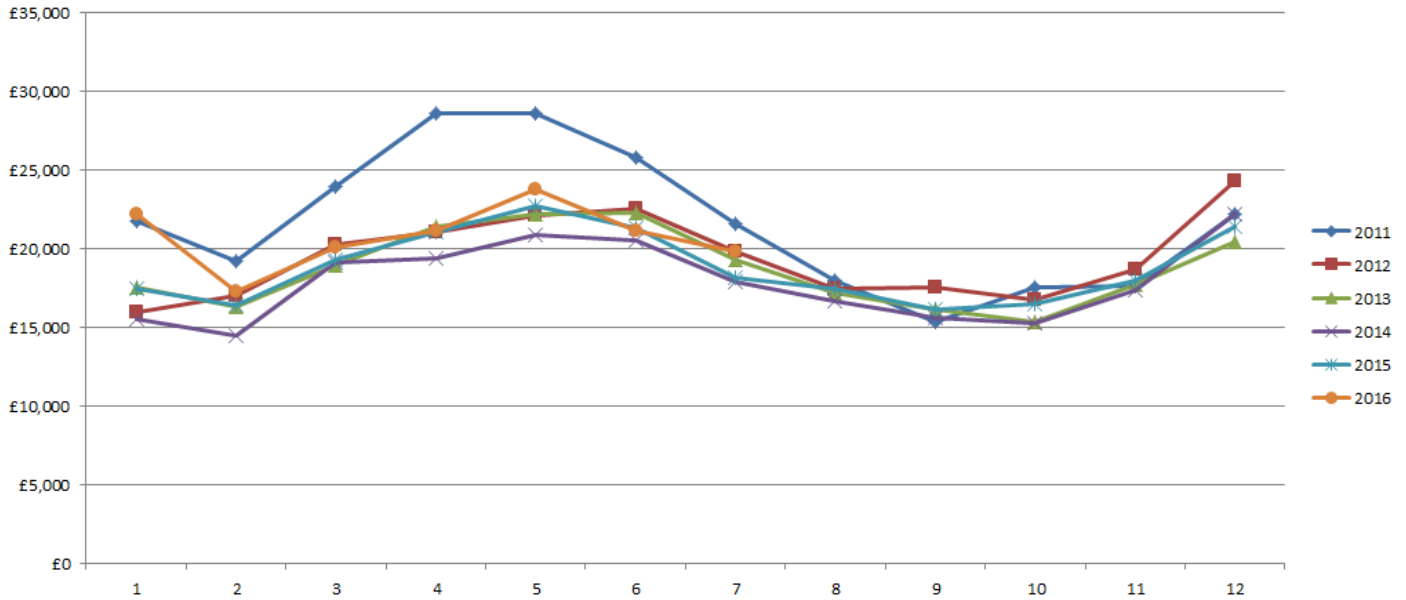
## Trends – Year On Year – 4. Garden Sundries



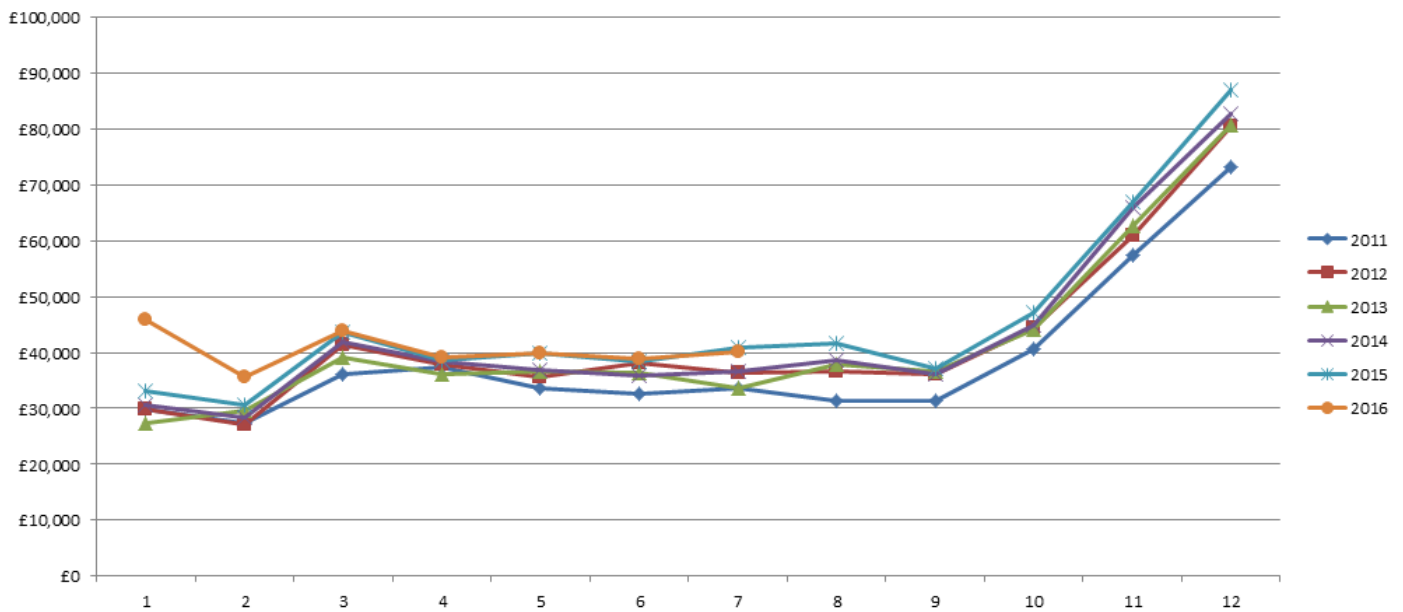
## Trends – Year On Year – 5. Furniture & BBQ



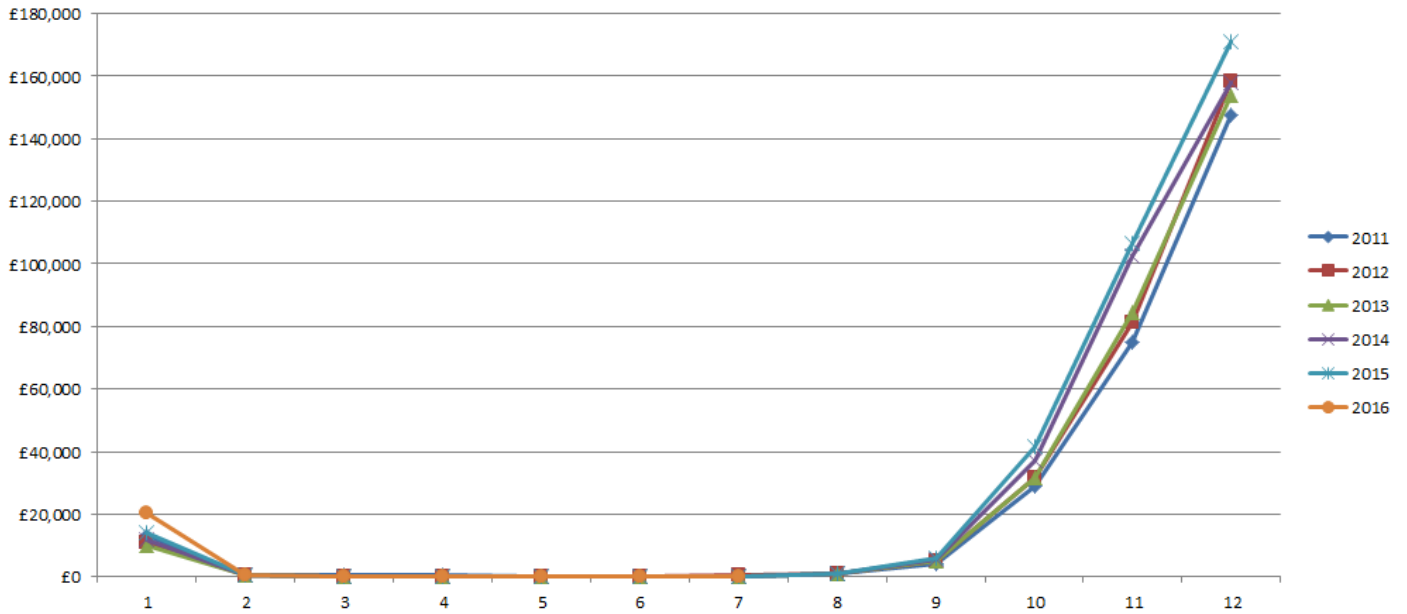
## Trends – Year On Year – 6. Pets & Aquatics



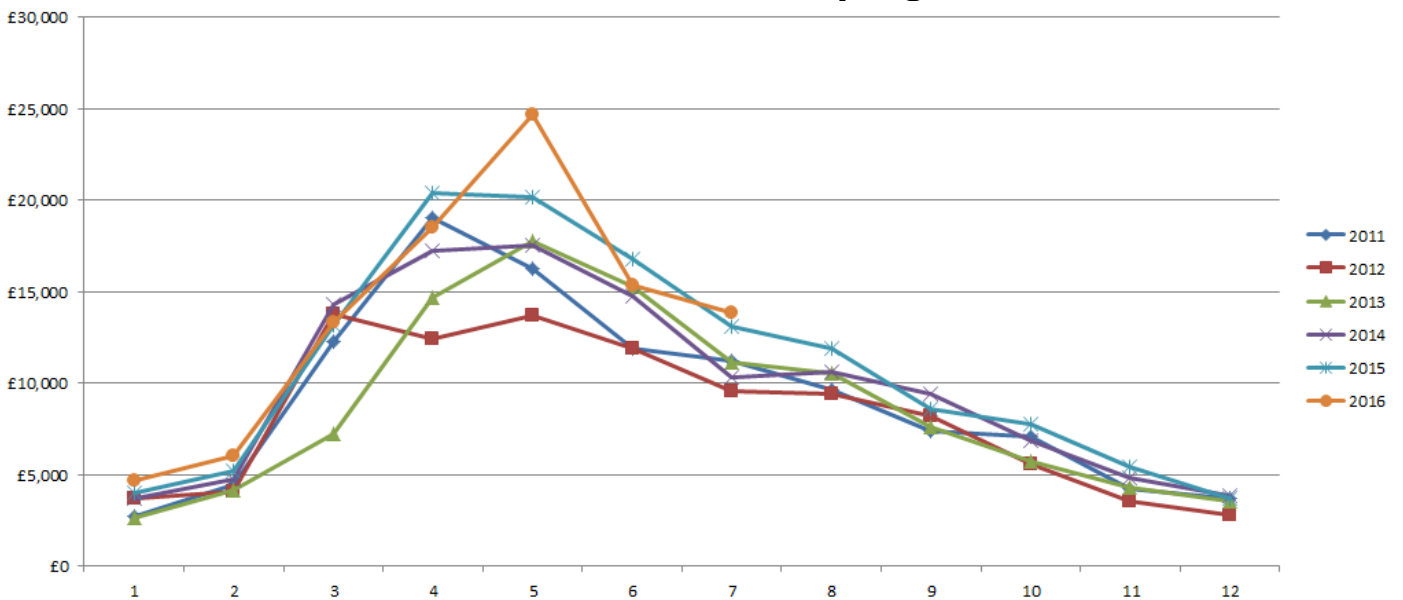
## Trends – Year On Year – 7. Gifts



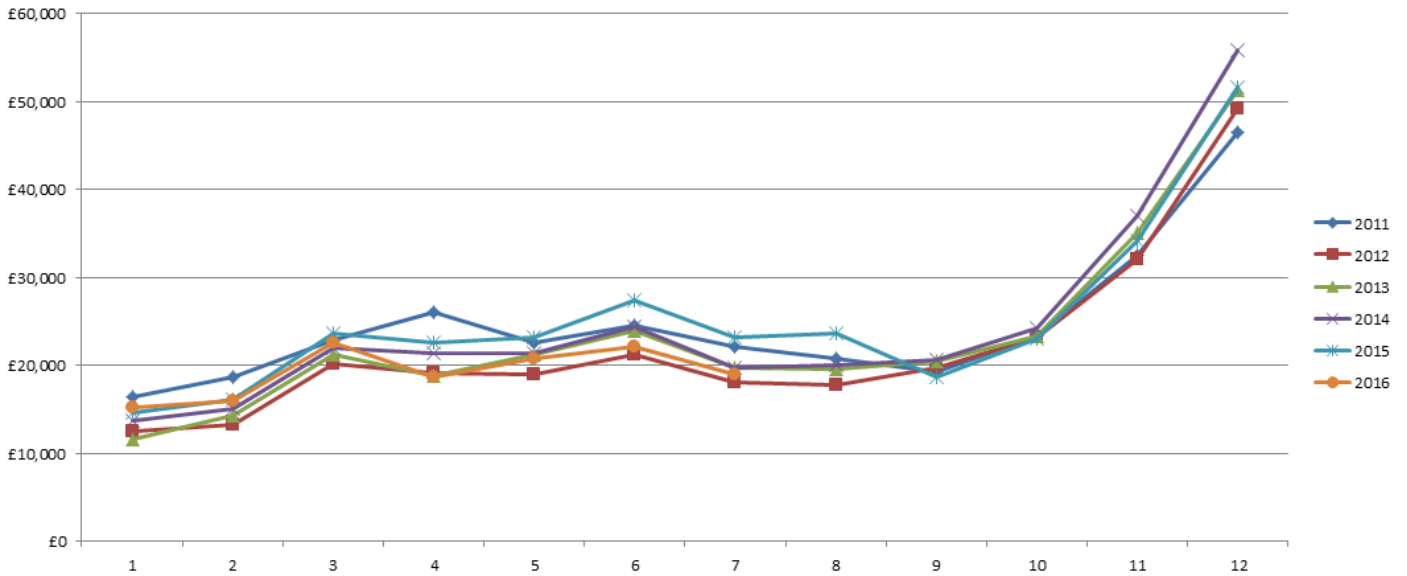
## Trends – Year On Year – 8. Christmas



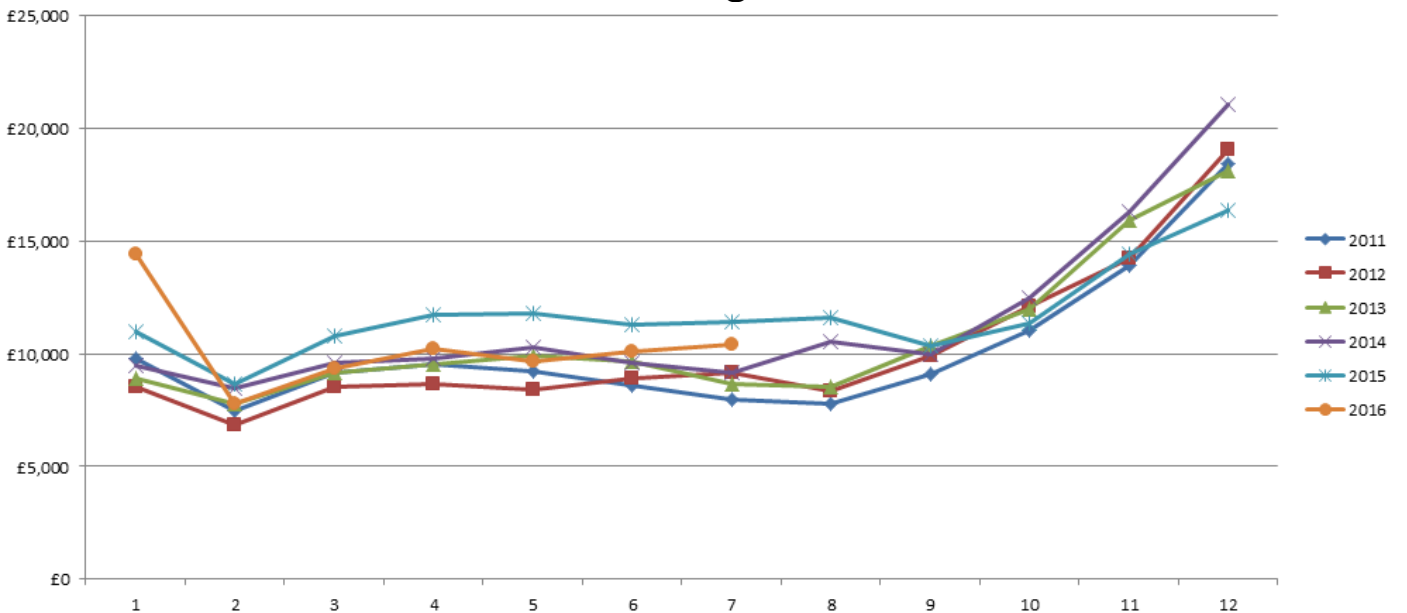
## Trends – Year On Year – 9. Hard Landscaping



## Trends – Year On Year – 10. Food Hall / Farm Shop

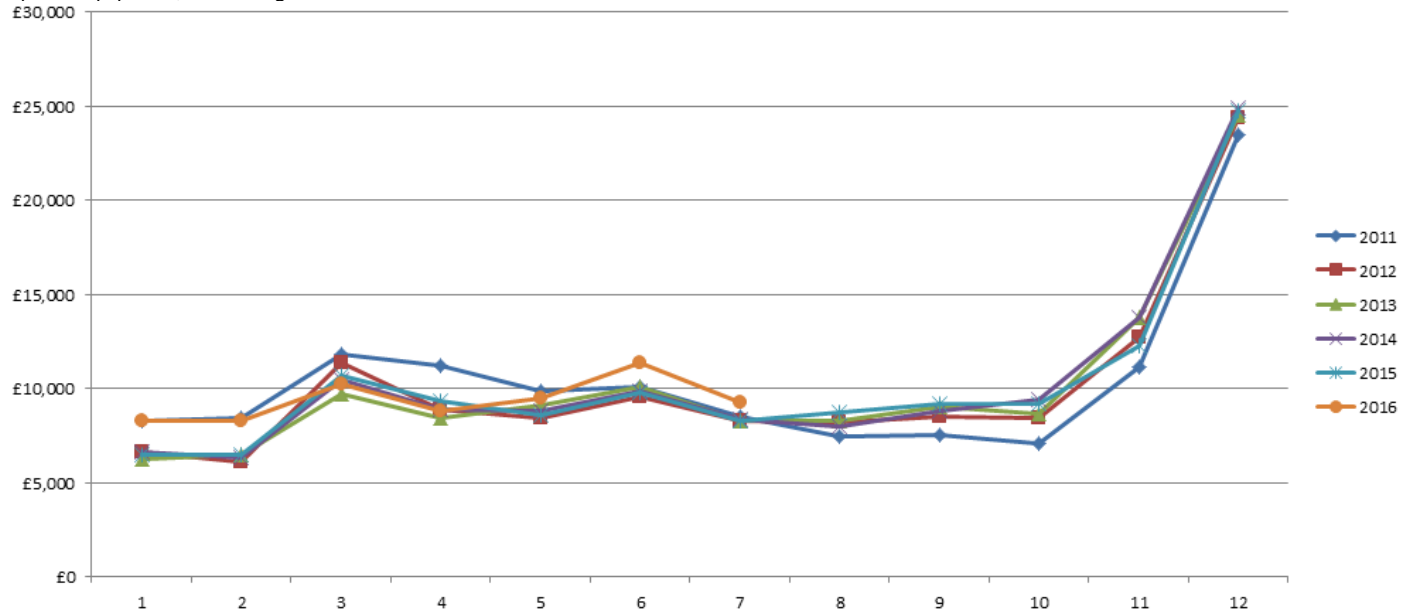


## Trends – Year On Year – 11. Clothing

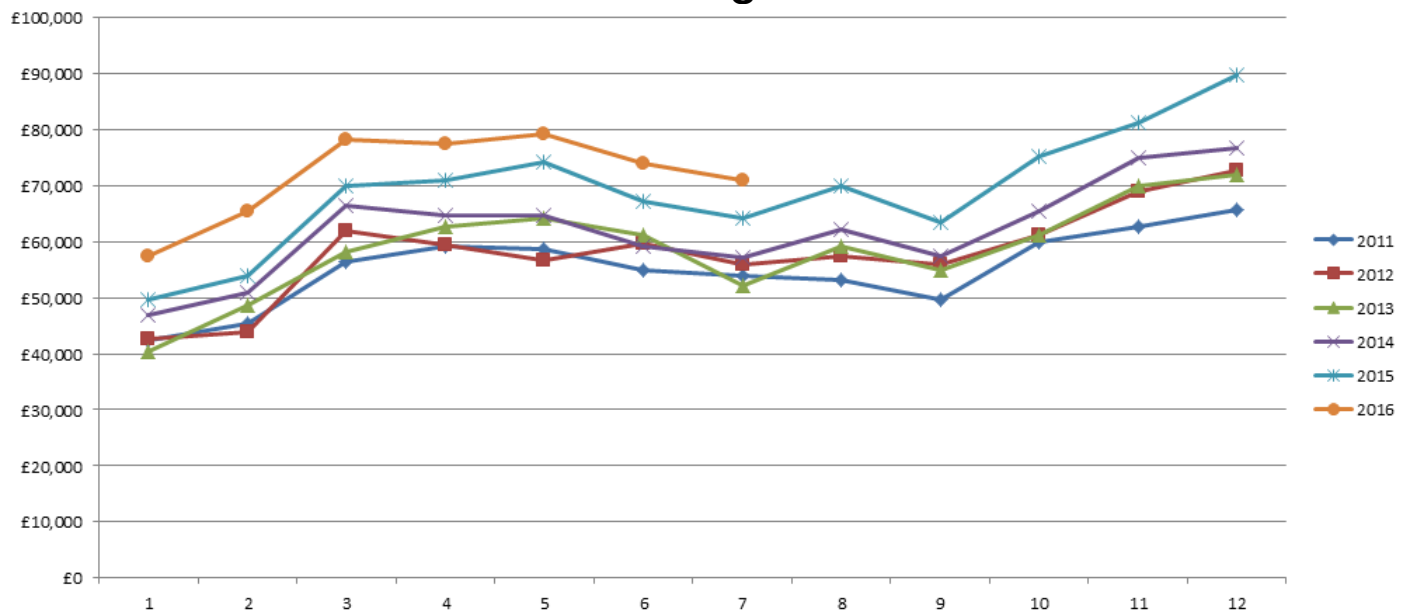


## Trends – Year On Year – 12. Other

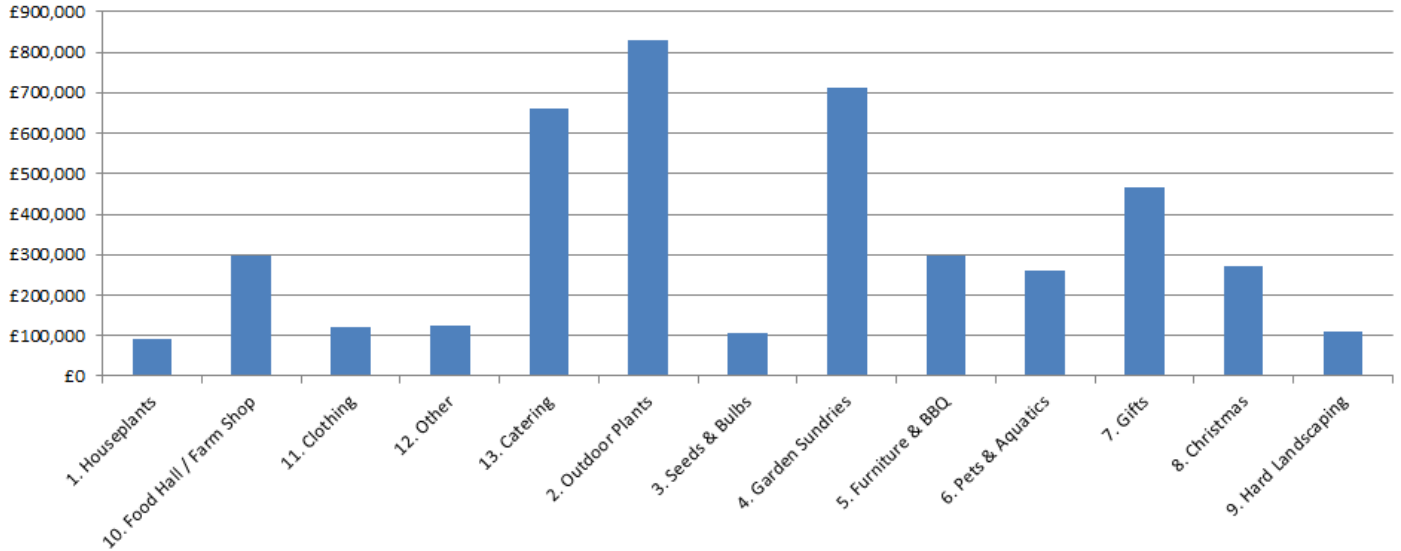
Including items such as Bags 4 Life, Camping Equipment, Conservatories, Delivery Charges, Gift vouchers, Hot Tubs, Machinery Hire Charges, Sports Equipment, Swimming Pools



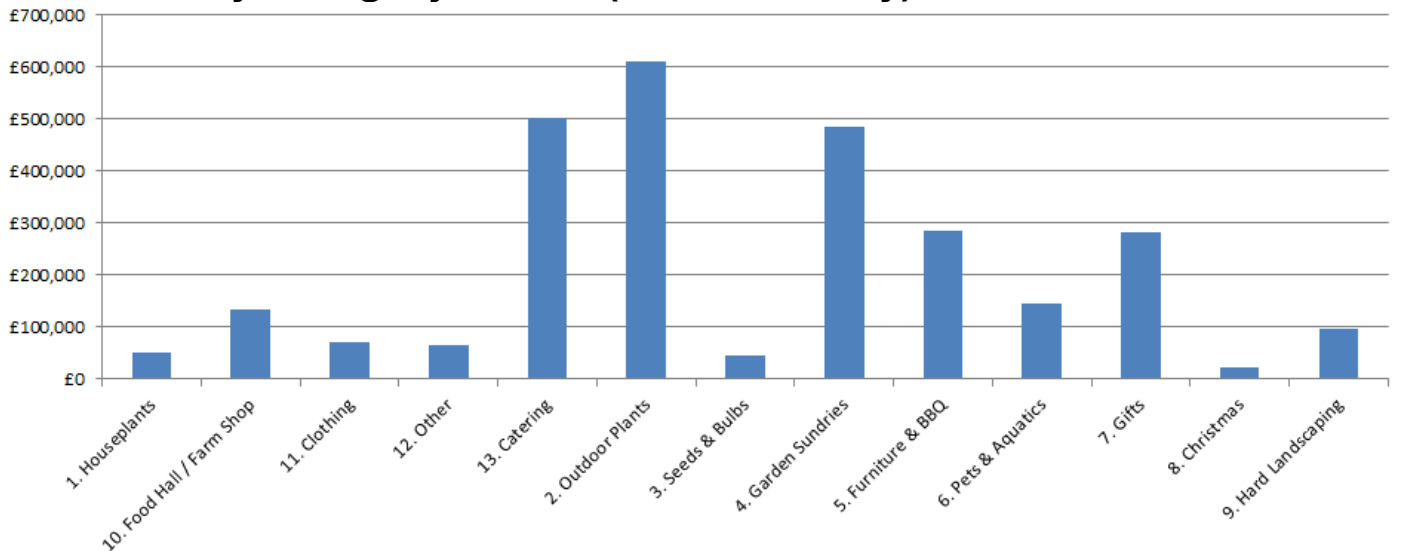
## Trends – Year On Year – 13. Catering



## Turnover By Category - 2011



## Turnover By Category – 2016 (Jan – Jul only)

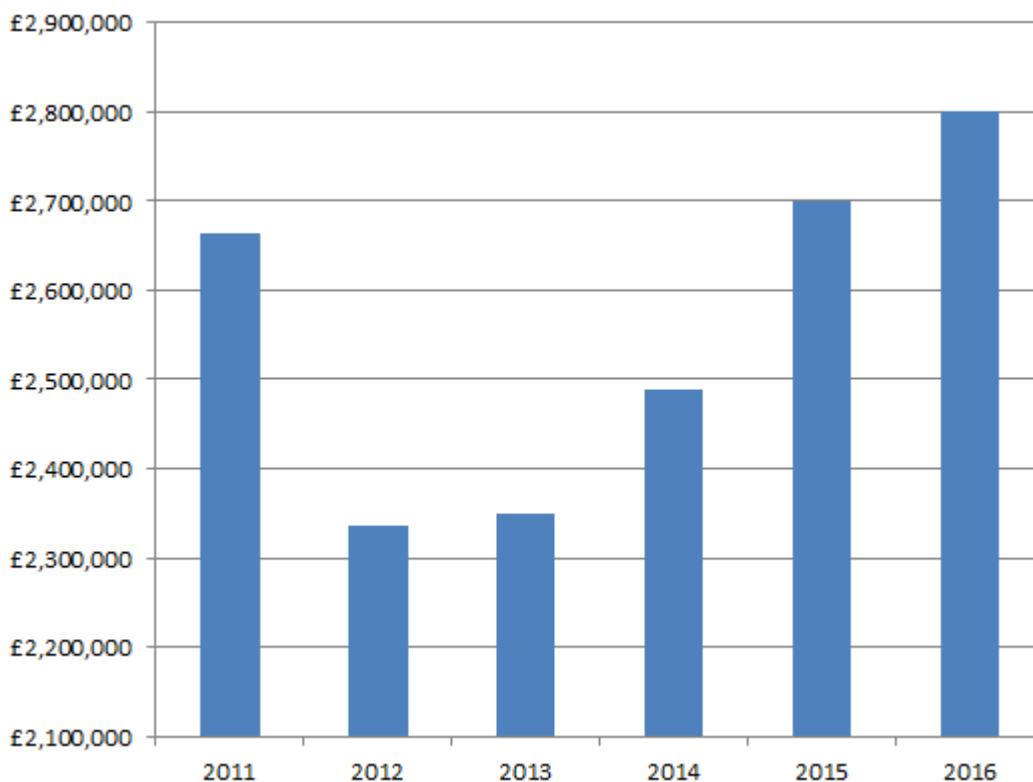




## Turnover Comparison – First 7 Months of Year (Year On Year)

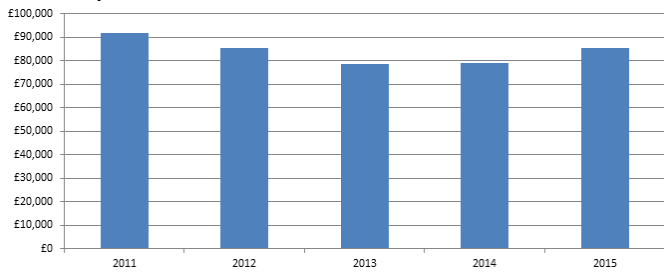
	2011	2012	2013	2014	2015	2016
1	£203,921	£185,891	£165,748	£185,700	£200,442	£249,305
2	£231,539	£195,294	£198,988	£196,651	£214,104	£238,690
3	£411,589	£422,241	£282,113	£400,320	£390,322	£402,518
4	£587,039	£380,686	£405,630	£461,319	£520,426	£460,270
5	£505,732	£451,436	£508,880	£488,034	£541,301	£619,582
6	£388,087	£391,042	£449,139	£421,443	£469,938	£454,993
7	£335,673	£309,279	£339,943	£335,720	£362,700	£375,328
<b>TOTAL</b>	<b>£2,663,580</b>	<b>£2,335,869</b>	<b>£2,350,441</b>	<b>£2,489,187</b>	<b>£2,699,233</b>	<b>£2,800,686</b>
<b>Gain/Loss</b>		<b>-£327,711</b>	<b>£14,572</b>	<b>£138,746</b>	<b>£210,046</b>	<b>£101,453</b>
<b>Gain/Loss %</b>		<b>-12.30%</b>	<b>0.62%</b>	<b>5.90%</b>	<b>8.44%</b>	<b>3.76%</b>

NB. See GIMA Pulse for inflation rates.

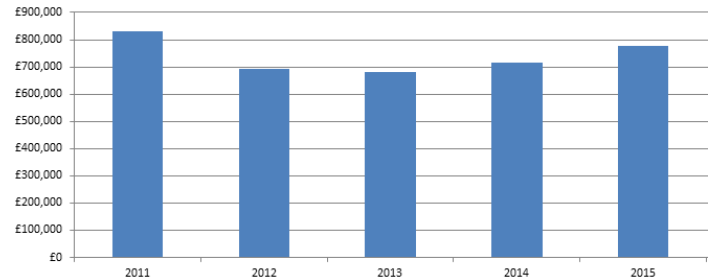


## Trends Over Time – Selected Categories

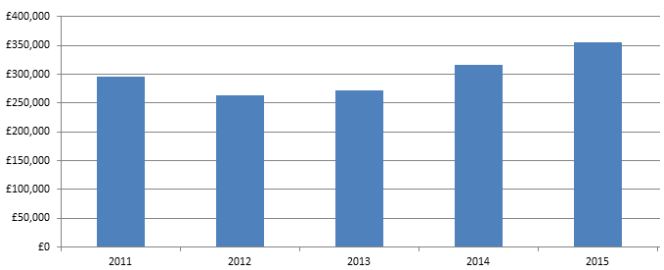
### Houseplants



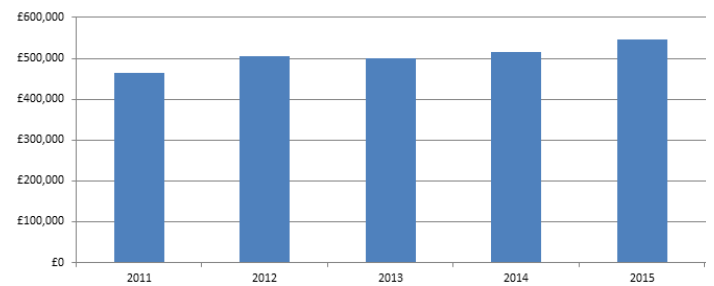
### Outdoor Plants



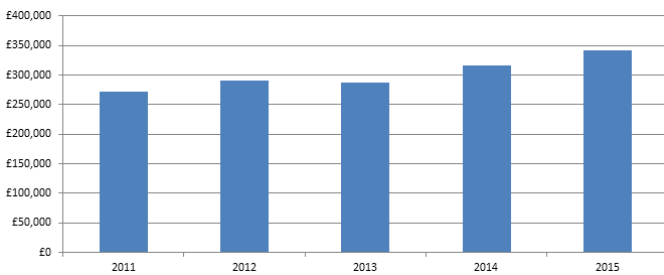
### Furniture & BBQ



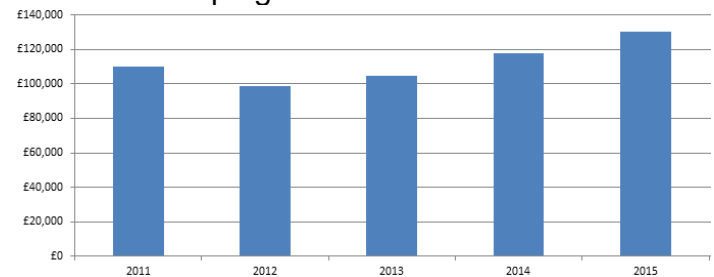
### Garden Sundries



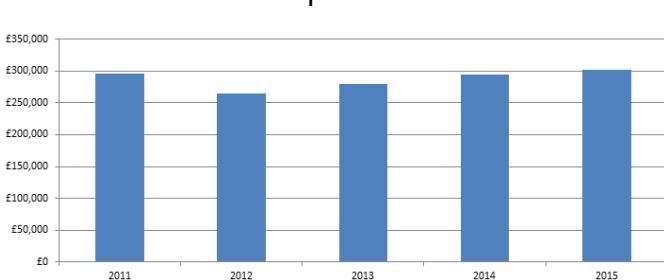
### Christmas



### Hard Landscaping



### Food Hall / Farm Shop



### Clothing

