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Model 21F35 illustrated

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(THATCHER)



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Lawn and garden equipment market to triple by 1985

The market for lawn and garden equipment, at \$3.6 billion in 1975, will climb to \$9.8 billion by 1985, forecasts a new study by market research specialists Frost & Sullivan, Inc. in New York City. The market for lawn and garden growing products and supplies, at \$1.8 billion in 1975, will reach \$3.8 billion by 1985, it adds.

The 211-page study analyzes specific product categories to forecast market growth as follows:

HARDLINES SALES

Categories	Percent Increase 1975-85
Power Lawn Mowers	154%
Other Big Power Tools	164%
Hand Power Tools	249%
Non-Power Garden Tools & Equipment	181%

GROWING PRODUCTS AND SUPPLIES SALES

Categories	Percent Increase 1975-85
Fertilizers	88%
Pesticides	59%
Soil Conditioners	82%
Grass Seed	N/A
Growing Products	156%

Within hardlines, chain saws are the fastest growing item, the study finds, with the market made up of gas-powered models that sell for \$150 and the faster-selling electric saws priced at \$50 at retail. Unit sales on chain saws will double by 1980 and will more than triple by 1985, the study forecasts.

"The handpower tool market is also booming, and it will continue to do so," the study adds. Another high growth area: non-powered garden tools and equipment. As for plants and other growth products, their sales will climb steadily over the next ten years, the study says.

On the other hand, fertilizers, soil conditioners, and pesticides are becoming mature markets.

The study entitled "The U.S.

Market for Lawn and Garden Equipment and Supplies" also reports on an important survey of retailers, wholesalers, and manufacturers; it identifies nine types of retail outlets. The more important include general merchandise stores that account for 26 percent of all lawn and garden sales; specialist outlets, including retail nurseries, that account for a 17 percent market share; and home centers and hardware stores that hold a 10 percent market share.

Florists hold a 35 percent market share, but cut flowers generate most of the revenues. In recent years, however, florists have moved heavily into potted plants and foliage, the study says, and thus this retail sector has become "an economic factor in the marketplace."

Here's how selected retail outlets will participate in the market growth:

- **Retail lawn and garden stores (including nurseries):** Their sales currently running at \$1 billion annually will climb to \$3.6 billion by 1985 to experience "the sharpest growth in lawn and garden merchandise sales." Lawn and garden stores have increased sales in recent years at a faster rate than have general merchandise stores, and this trend will also continue, the study concludes.

- **Hardware, lumber, and home center stores:** While lawn and garden product sales accounted for by hardware outlets have fallen significantly over the past 20 years, the sale of such merchandise through home centers has increased very rapidly in the last five to eight years. Furthermore, such sales growth by home centers that emphasize lawn and garden merchandise in the first place will continue to increase.

- **General merchandise stores:** These once accounted for the highest growth rate in lawn and garden supply sales, but now F&S forecasts "a somewhat lower rate of growth" in the future. However this type of store will continue to dominate the hardlines area. □

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