# Seasonal Selling: Getting Ready for Fall



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# How Do You **Keep the Momentum**of the Summer Selling Season Going into the Fall?

#### **Top Fall Trends**

- Canning
- Winter Preparation
- Storage and Organization
- Hunting and Outdoor Recreation

#### Food Preservation Purchases

Product Category	2007	2008	2009
Canning Supplies	4.0	9.7	11.6
Food-Processing Equipment	3.3	4.1	4.2
Food-Drying Supplies	1.6	2.4	2.5
Net Food Preservation	22	23	24

Measured in millions of households that purchased products in the category. Source: 2009 National Gardening Survey

#### **Winter Preparation**

#### **Hot Products**

- Home Insulation Kits
- Lawn and Garden Cleanup
- Winterization of Outdoor Power Equipment

#### **Storage and Organization**

- 8% of consumers plan to purchase storage and organization products during the holiday season.
- 84% plan to prefer to purchase these items from larger stores with more options, opposed to smaller stores with more customer service.

Source: The NPD Group, Inc.

"When it comes to holiday-related items, consumers seem willing to forego advice in favor of selection with the time-starved nature of the holiday season surely playing a role," said **Mark Delaney**, director of The NPD Group's home division. "Retailers, who can meet their needs quickly and in one stop, will win what is an extremely competitive game this year."

### Hunting and Outdoor Recreation

- Hunting license sales rose 3.5 percent and the Recreational Boating & Fishing Foundation reported that sales of fishing licenses nationwide were up 7.7 percent over last year, marking the greatest increase since the 1970s.
- An estimated 21.8 million Americans hunted at least once over the past five years.

Source: The National Shooting Sports Foundation

#### Fall Project Guide

Project	Tools, Services Needed
Raking the Leaves	Rake, Tarp, Wheelbarrow, Leaf Blower, Trash Bags
Winterizing the Home	Caulk, Weather Stripping, Foam Insulation, Rope Caulk, Door Shoes, Door Sweeps
Maintaining Outdoor Equipment	Replacement Parts, Rental Equipment, Repair Services
Pruning Trees and Shrubs	Tree Saw, Chainsaw, Pruner
Cleaning the Gutters	Gloves, Ladder, Trash Bags
Painting	Paint, Brush, tape, Tarps, Paint Trays, Rollers
Staining the Deck	Stain, Brushes
Pest Control	Pesticide, Expanding Foam Sealant, Pest Traps

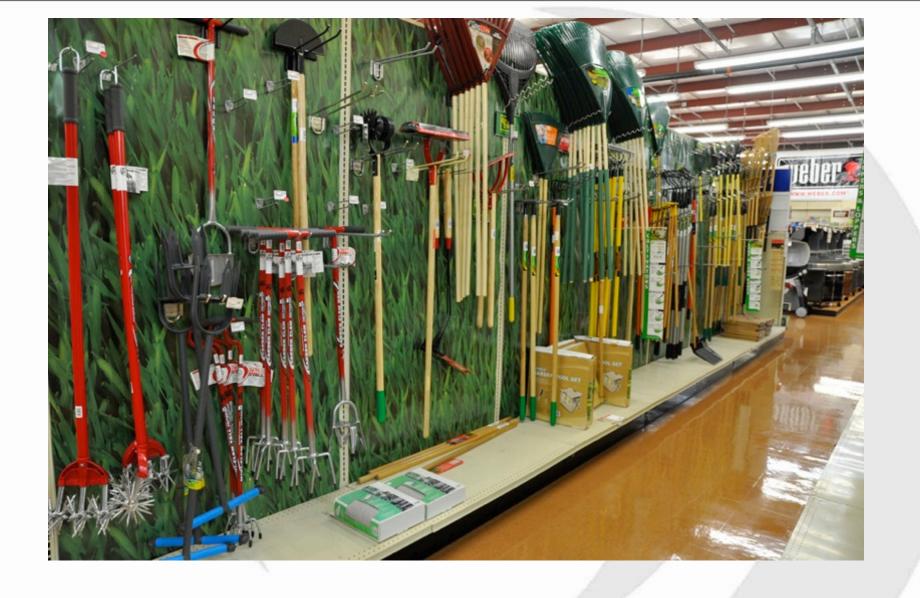
What are Some of the Ways You Prepare Your Store for the Fall Selling Season?





## Are There Specific Products That Are Big Sellers During the Fall?



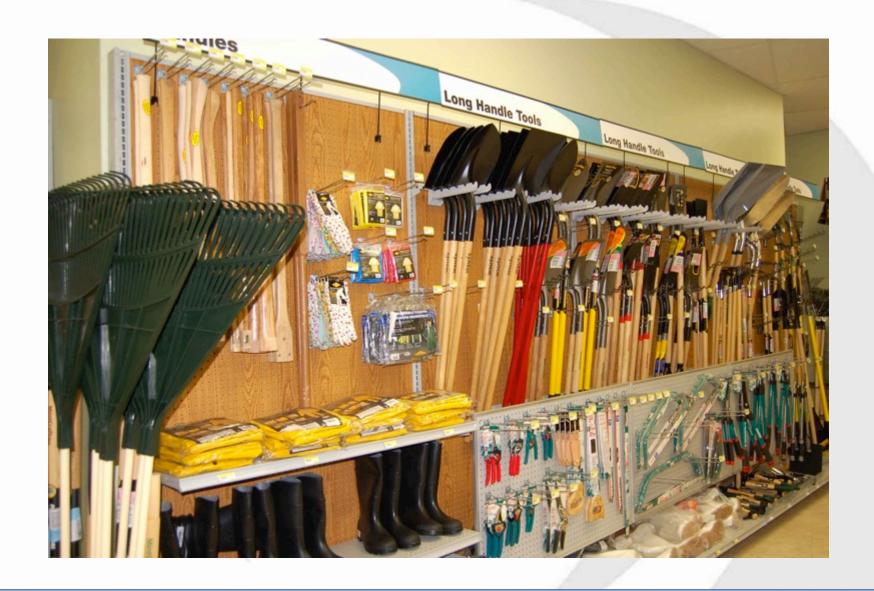


### Are There Any Categories That Struggle During the Fall Months?





### How Do You Use the Lawn and Garden/Outdoor Living During the Fall Months?



## How Do You Prepare For the Holiday Seasons?



# Do You Host Any Special Events Centered Around the Fall Season?





What is One Piece of Advice You'd Offer Other Retailers On How To Be Successful During the Fall Months?







#### Thank You!

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