

Be in the know about nursery sales

The first day of Harrogate International Nursery Fair closed on an absolute high after a bustling start and a huge buzz of activity throughout the halls.

The BPA's seminar by market research company, GfK attracted a good turn out with almost 40 attendees listening to a thought provoking presentation about latest nursery industry trends. Erol Sukan explained the balance between online versus in-store sales and the fact that parents appear to actually spend more when purchasing products online. However, whilst strollers are more likely to be purchased in store, sales of products such as baby monitors and high chairs are steadily increasing. He also touched on the importance of social media and how this is likely to affect the industry in the future. This seminar will be repeated at 15:00hrs tomorrow and is well worth attending if you are involved in the nursery sector.



There was also a sense of excitement radiating amongst exhibitors whose products were short-listed for the BPA's BANTA Awards. The judges made their final decisions today and the winners will be announced tonight at a glitzy Party & Awards evening – so watch this space for a list of winners tomorrow.

There is a notable increase in new brands at the show this year with a diverse range of products and more international exhibitors than ever before. The North American Pavilion located in the beautiful Royal Hall is well worth a visit, not only to see some exciting new product ranges from across the world, but also to enjoy the friendly ambiance of the entire arena.

The show opens again tomorrow at 9.30am with lots more to activities ahead. The winners of the BPA's Concept & Innovation Awards will be announced in the morning and there are three further seminars taking place throughout the day. Full details of everything can be found on the website at www.nurseryfair.com