

Pond Trade Group Publishes Marketing Survey

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The National Association of Pond Professionals, based in Epworth, Ga., released its long-awaited NAPP Pond and Water Feature Industry Marketing Survey, the first of what the group hopes to conduct every other year. Most respondents (based on 420 completed surveys, more than 80 percent of which were primarily pond and water garden retailers or contractors/installers) reported consumer spending as the most important issue facing their businesses. Other issues cited by most survey respondents included the overall economy; water usage, regulations and restrictions; and higher shipping costs.

The NAPP Pond and Water Feature Industry Marketing Survey findings included a demographic profile of typical pond and water feature customers (couples, aged 40 years or older; pet owners, including many with indoor fish aquariums; educated; affluent; eco-friendly and nature-loving; and spend time relaxing in their yards). The NAPP Pond and Water Feature Industry Marketing Survey also found that most pond and water garden customers express interest in "green products and packaging" and "water usage."

The NAPP Pond and Water Feature Industry Marketing Survey also looked at pond and water garden product categories by sales (percentage of business, not dollar figures) and demand (whether increasing or decreasing). Among the hottest product categories, as measured by survey respondents reporting increasing demand, were complete pond kits, pumps and filtration and water treatments.

Complete pond kits also topped the list of products with more survey respondents reporting decreasing demand, followed by fountains and pond liner. The NAPP Pond and Water Feature Industry Marketing Survey also looked into future expansion plans, by pond and water garden product and service categories.

The NAPP Pond and Water Feature Industry Marketing Survey also provides insight into current marketing practices by pond and water garden industry participants, including percentage of marketing budget spent on certain initiatives and future plans. Survey respondents were identified with help from Irrigation Association, American Society of Landscape Architects and Water Garden News.

For more information about buying the 46-page NAPP Pond and Water Feature Industry Marketing Survey, sponsored in part by Firestone Specialty Products, Water Garden News and Create2Market, visit www.nationalpondpro.com. Pricing starts at \$495 for NAPP members.