



## **Dobbies expands own brand horticultural lines with 69 new products**

Dobbies, the UK's leading garden centre, is introducing 69 new own brand product lines across horticultural categories this month including gardening tools, indoor grow lights and a diverse selection of new bulbs. They are part of the own brand range, which features 700 own brand items across the gardening range, increasing from 200 lines last year.

The expanded range responds to the growing demand from UK shoppers for quality own brand products at affordable prices. A recent study by packaging manufacturer Amcor found that 70% of respondents regularly buy private label products.<sup>[\[1\]](#)</sup>

Dobbies range includes 28 new own brand gardening tools priced from £4.99 to £32.99, including a hand fork, trowel, garden border fork, lawn-edging shears and secateurs. These have been developed with both quality and value front of mind.

There are 35 new bulb varieties that can be planted from now, including an exclusive Dahlia Bright Eyes which is only available to Dobbies' customers. These are priced from £4.99 or 3 for £12.

Supporting inclusive gardening, Dobbies has launched own brand grow lights. These stylish, innovative and practical indoor gardening lights, support plant growth and mean people can garden even without an outside space. They support the trend for grow your own, where Dobbies has seen steady growth since 2020, as well as houseplant care. There are six new lines that are landing in store from late March, priced from £16.99, which were officially launched at the Horticultural Trades Association's Garden Press Event on 20 February.

**Marcus Eyles, Horticultural Director at Dobbies, said:** "It's important that we provide our customers with great quality basics to make the most of their gardens – no matter their experience or skills. We have been working hard to make sure that this year we have even more great quality own brand products that we can be proud of, and are available to customers at affordable prices. The right gardening toolkit can make the world of a difference and these new lines provide high quality essentials for those looking to bring garden living to life in 2024."

Dobbies new own brand tools and bulbs are available in-store and at [dobbies.com](https://dobbies.com) now. Grow lights will be available from late March.

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**Notes to editors**

For bespoke commentary, to request samples, or for more information, please contact [dobbies@framecreates.co.uk](mailto:dobbies@framecreates.co.uk).

Visit [Press Loft](#) and [PR Shots](#) for SS24 imagery from Dobbies.

Browse Dobbies' Spring Summer 2024 look book: <https://redmcgregor.hflip.co/dobbies-spring-summer-2024.html>

#### **About Dobbies**

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 77 stores
- Dobbies operates 71 mainline garden centres and six little dobbies
- Dobbies exists to enrich people's lives and nurture connections between people, the community and the environment

<https://www.amcor.com/insights/blogs/study-private-label-supermarket>