

# BalParQ survey 2002

*The party industry is showing a growing maturity. Overall growth is strong but has slowed from the 40+ per cent annual rates from the 1990s.*

## BALLOON AND PARTY QUOTIENT (BALPARQ7)

This is the seventh survey and fifth anniversary of this health check of the party retail and balloon decorating sectors.

The previous survey figures (2000) are included in brackets where appropriate.

We would like to thank sponsors Transworld Exhibits and all readers who helped us compile the survey.

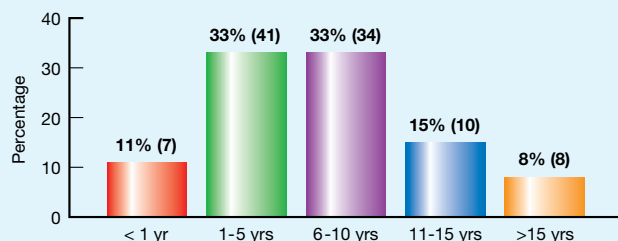
### Store demographics

Average no. full-time employees 2.1 (2.6)

Average no. part-time employees 3.1 (2.5)

The number of full-time staff has decreased, while number of part-time employees has increased accordingly. Overall employment has not changed, but working hours are more flexible.

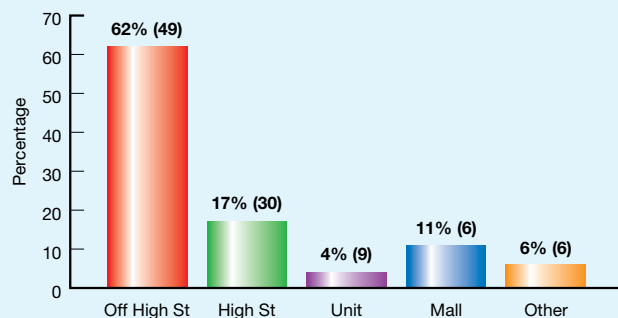
### Years in business



### Store location

There has been a sharp increase in party shops moving away from high street locations. High rents are to blame.

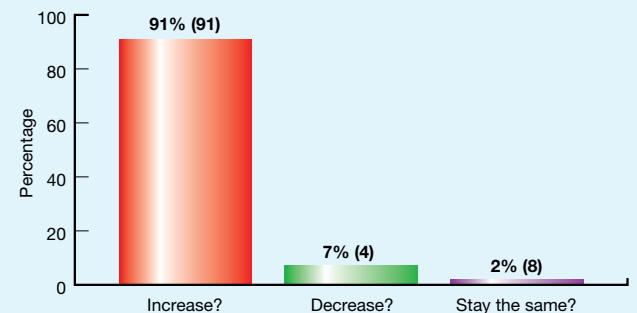
### Location of retail outlets



### Business development

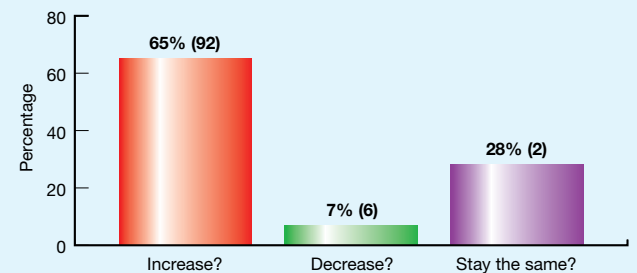
The party industry continues to remain confident, although the growth rate has dropped from 23 per cent to 16 per cent. Confidence in increasing business over the next year has plummeted (more realistic?).

### Last year, did your business:



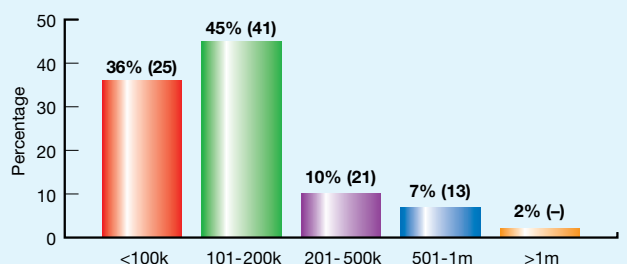
If your business increased, by how much? 16% (23)

### This year, will your business:



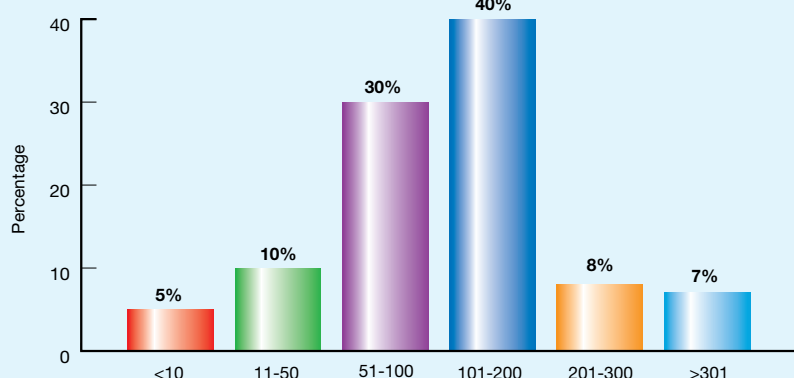
### Retail income profile

### Retail income per annum

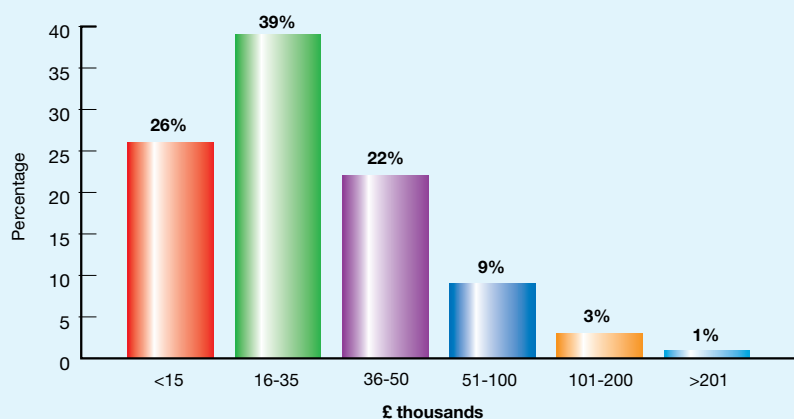


## Party decoration income profile

### Events decorated in a year

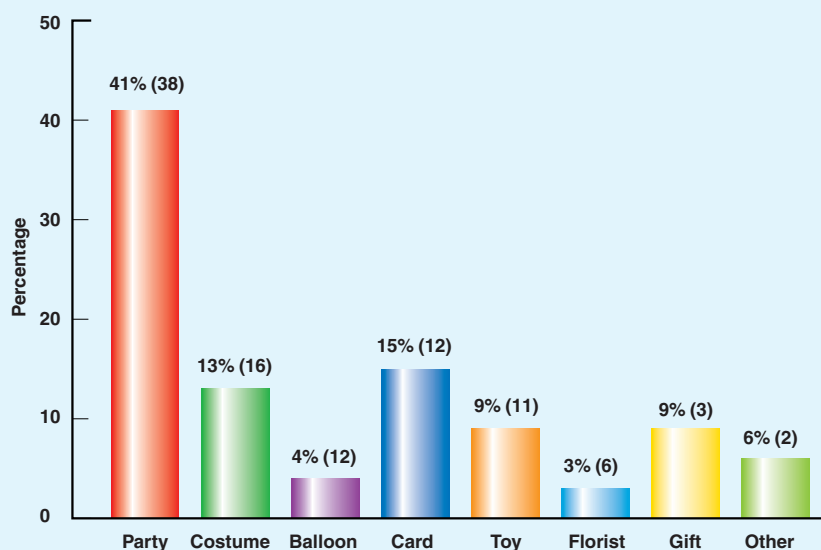


### Decorating income per annum



## Primary product associated with the business

Party goods remain the most stocked product by respondents. The notion of a balloon-based retail business is no longer relevant. There has been a sharp increase in gift shops stocking party products.



## Summary

While this particular research has progressed since 1997, the industry has had more ups than downs. Growth has slowed, but at 16% is still good. Expectations for future growth are more conservative, but are probably more realistic.

Card and gift shops, as well as other outlets such as garden centres, are showing a growing commitment to stocking party goods. There has been a sharp switch in location from the high street to side streets and shopping malls. Overall, the picture continues to look promising for the sector.

We are happy for readers to reproduce this information, but request the courtesy of a credit.

A message from our sponsor: Transworld Exhibits are proud to support BalParQ to help the party industry grow.

Product mix	% of stores carrying products
Balloons	90% (93)
Confetti	59% (83)
Invitations	45% (75)
Masks	75% (64)
Novelties	61% (62)
Banners	70% (60)
Hats	60% (59)
Costumes	57% (57)
Balloon accessories	47% (56)
Gift wrap	60% (55)
Table decorations	45% (53)
Face paints	56% (51)
Plush	47% (49)
Disposables	45% (42)
Cards	41% (38)
Pocket money toys	37% (31)
Stationery	30% (27)
Crackers	22% (25)
Chocolates	12% (19)
Fireworks	33% (16)
T-shirts	5% (8)
Dancewear	1% (3)