

Naylors Launch Christmas Gifts Section on Website to Cater for Growing Equestrian Interest

Naylors Equestrian is a family run business based in Rochdale, United Kingdom. In 2012, the team opened a 10,000 square foot superstore offering equestrian and countrywear products to customers.

([PRWEB](#)) December 01, 2013 -- Rochdale based retailer Naylors has launched a special section on their website (www.naylors.com) ahead of the festive season. Customers will now be able to access a tab where they will be shown Christmas gift ideas for women, men, children and pets.

Naylors specialise in providing equestrian and countrywear products to customers throughout the UK, both in store and online. The cosiest winter warmers from their range have been showcased in the new Christmas department so shoppers can pick items much more quickly and efficiently.

Interest in equestrian activities is growing, especially in the male demographic. The number of male riders has been growing steadily over the past ten years, despite 73 per cent of the market being dominated by females. With a quarter of British riders below the age of 16 years, and a fifth being above 45 years old, it can be said that horse riding appeals to many different groups of people within the UK population.

The [survey](#) by the British Horse Society also revealed that 3.5 million Britons have ridden a horse at least once in the past 12 months, showing how wide the equestrian market is here. It is said that leisure riding is the most common pursuit, with riding lessons and non-affiliated competing on the rise.

This is something that Naylors are only too aware of, which is one of the reasons why they have created the easily accessible section on their website. They have organised the products so customers can pick something special for their equestrian-loving niece, or even purchase a toy for their own family horse.

A spokesperson for Naylors, Oliver Lees explained: “Our company has been involved in the retail of equestrian and countrywear products for many years, and we are always trying to identify solutions to improve our service to our customers. We are constantly expanding our product range, and this can be seen with our new Christmas gift selection. We like to help people to find what they need by making our website the best it can be.”

He continued, “With a surge in equestrian interest, especially after Team GB’s success in London 2012, we are pleased to be able to play our part in connecting all involved in equestrian activities with the products that they need.”

The new Christmas gift ideas section from Naylors can be viewed online today at www.naylors.com/gifts.

About the company

Naylors Equestrian is a family run business based in Rochdale, United Kingdom. In 2012, the team opened a 10,000 square foot superstore offering equestrian and countrywear products to customers. Their first website launched in 2010 (www.naylors.com) and is now accompanied by a mobile website which launched in 2012. The retail advisors at Naylors are experienced equestrians and pride themselves on offering good advice to customers in person, by phone or through email.



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