

Botanika Dis Ticaret in Home and Garden (Turkey)

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Abstracts

Botanika is expected to record further growth during the forecast period as hobby gardening is the new trend in Turkey, growing rapidly due to the post-crisis behaviour of consumers who would like to stay at home and concentrate on gardening and also due to the boom in construction. There is also a shift towards rural or suburban locations, where consumers are able to afford larger houses with gardens, plus there are even garden areas on the 10th floor of luxury buildings now.

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