

Gardening Global Overview: Social, Sustainable and Smart

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Abstracts

Macroeconomic factors have disrupted household gardening consumption and consumer lifestyles, consequently, new drivers of demand are shaping the future of the gardening sector. The shift in the typical gardener profile will be characterised by the willingness to create a self-sufficient sustainable environment which will lead gardening technology innovation to be driven by resource-saving features and product efficacy.

Euromonitor International's Gardening Global Overview: Social, Sustainable and Smart global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home and Garden market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Introduction

Global Overview

New Drivers of Demand

Gardening in The Future

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