

Gardening in Asia Pacific

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Abstracts

In a region where apartment living has quickly become the norm, gardening has faced an uphill struggle to popularise itself within Asia Pacific. However, urban fatigue and growing desire to live healthily with clean food and the great outdoors present new opportunities for gardening. Urban farming, edible gardening, community, and education, are paving the way for manufacturers and retailers to show consumers that green is the new black.

Euromonitor International's Gardening in Asia Pacific 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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