

Gardening in India

<https://marketpublishers.com/r/GFB7B7FAAFFEN.html>

Date: June 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: GFB7B7FAAFFEN

Abstracts

In 2023, in a continuation of the trend seen for the previous two years, gardening in India witnessed double-digit current value growth. Growth was driven by a significant surge in the trend of “green-gifting”, particularly emphasising the popularity of potted plants as thoughtful presents, driving growth for indoor plants, and pots and planters. Cities such as Bengaluru, Hyderabad, and Chennai emerged as frontrunners in this eco-conscious movement, with a notable increase in the giving of potte...

Euromonitor International's Gardening in India report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Garden Care, Gardening Equipment, Horticulture, Other Gardening, Pots and Planters.

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

Why buy this report?

Get a detailed picture of the Gardening 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Gardening in India
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

GARDENING IN INDIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

India's "green-gifting" movement benefits pots and planters
Gardening promotes food security and nutrition in India
Gardening benefits from innovations by start-ups

PROSPECTS AND OPPORTUNITIES

India to embrace "plant parenthood" trend owing to rising influence of social media
E-commerce set to experience a surge amidst rising interest from Gen Z

CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2018-2023
Table 2 Sales of Gardening by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Gardening: % Value 2019-2023
Table 4 LBN Brand Shares of Gardening: % Value 2020-2023
Table 5 Distribution of Gardening by Format: % Value 2018-2023
Table 6 Forecast Sales of Gardening by Category: Value 2023-2028
Table 7 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

HOME AND GARDEN IN INDIA

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2018-2023
Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Gardening in India

Product link: <https://marketpublishers.com/r/GFB7B7FAAFFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GFB7B7FAAFFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970