

# **Gardening in Taiwan**

https://marketpublishers.com/r/G07FB5ECBA7EN.html

Date: May 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: G07FB5ECBA7EN

### **Abstracts**

Taiwan faces a shortage of outdoor space in urban areas, due to high population density, limited land availability and the predominance of apartments. This means that many consumers turn to indoor plants as a way of bringing greenery to their homes. This is especially the case during festivities such as Lunar New Year, as indoor plants symbolise prosperity and good fortune. Indoor plants are also popular among apartment dwellers due to their affordability, whilst being relatively easy to care fo...

Euromonitor International's Gardening in Taiwan 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 2027 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 TAIWAN KEY DATA FINDINGS

2022 DEVELOPMENTS

Shortage of outdoor space boosts demand for indoor plants

Grow-your-own food trend continues to benefit seed sales

Demand for sustainable fertilisers gains traction

PROSPECTS AND OPPORTUNITIES

Ongoing popularity of gardening will boost sales of essentials, such as soil and hand tools

Pots and planters will witness high demand, thanks to ongoing interest in indoor gardening

E-commerce to gain further share

CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2017-2022

Table 2 Sales of Gardening by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Gardening: % Value 2018-2022

Table 4 LBN Brand Shares of Gardening: % Value 2019-2022

Table 5 Distribution of Gardening by Format: % Value 2017-2022

Table 6 Forecast Sales of Gardening by Category: Value 2022-2027

Table 7 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME AND GARDEN IN TAIWAN

**EXECUTIVE SUMMARY** 

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2017-2022

Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 Distribution of Home and Garden by Format: % Value 2017-2022

Table 13 Distribution of Home and Garden by Format and Category: % Value 2022

Table 14 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 15 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

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# SOURCES Summary 1 Research Sources



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