

# Gardening in Ukraine

<https://marketpublishers.com/r/GA7CD3D47D9EN.html>

Date: May 2021

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: GA7CD3D47D9EN

## Abstracts

In spite of the negative economic impact of COVID-19 in 2020, gardening performed well in terms of current value growth, registering a double-digit value increase, which was higher than the growth registered in 2019. There was several reasons for the healthy performance. Many Ukrainians moved to the suburbs during lockdown, often to their dachas (second homes), being keen to avoid crowded cities and the higher chance of COVID-19 contagion. Since many of these suburban houses were not properly eq...

Euromonitor International's Gardening in Ukraine 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 2025 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

### KEY DATA FINDINGS

#### 2020 IMPACT

With more time on their hands in 2020 due to COVID-19, people enjoy many hours gardening

Wide product range and availability key to success in gardening

Top brands in fertiliser compete fiercely

#### RECOVERY AND OPPORTUNITIES

Healthy constant value growth over forecast period

E-commerce will continue to gain value share over forecast period

Ukrainian companies see better results than foreign manufacturers

#### CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2015-2020

Table 2 Sales of Gardening by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Gardening: % Value 2016-2020

Table 4 LBN Brand Shares of Gardening: % Value 2017-2020

Table 5 Distribution of Gardening by Format: % Value 2015-2020

Table 6 Forecast Sales of Gardening by Category: Value 2020-2025

Table 7 Forecast Sales of Gardening by Category: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on home and garden

COVID-19 country impact

Company response

Retailing shift

What next for home and garden?

#### MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2015-2020

Table 9 Sales of Home and Garden by Category: % Value Growth 2015-2020

Table 10 NBO Company Shares of Home and Garden: % Value 2016-2020

Table 11 LBN Brand Shares of Home and Garden: % Value 2017-2020

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2015-2020

Table 13 Distribution of Home and Garden by Format: % Value 2015-2020

Table 14 Distribution of Home and Garden by Format and Category: % Value 2020

Table 15 Forecast Sales of Home and Garden by Category: Value 2020-2025

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2020-2025

#### GLOBAL MACROECONOMIC ENVIRONMENT

#### GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Gardening in Ukraine

Product link: <https://marketpublishers.com/r/GA7CD3D47D9EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GA7CD3D47D9EN.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