

# Gardening in the US

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## Abstracts

As Americans continue to move towards urban areas, the gardening market in the US has started to shift. While urbanisation may mean fewer sales of products used to tend to large grass lawns in the future, interest in gardening is still on the rise - particularly in younger urban populations. With less space to work with, consumers have been focusing on the smaller space they have. With less emphasis placed on the outdoor space looking expansive, the focus has shifted to making small spaces look...

Euromonitor International's Gardening in USA 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 2024 illustrate how market demand is expected to evolve in the medium-term

**Product coverage:** Home Improvement and Gardening.

**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.

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