

Flexible Garden Hoses Market Size, Share & Trends Analysis Report By Product (Conventional, Soaker, Sprinkler, Expandable), By Performance, By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Flexible Garden Hoses Market Growth & Trends

The global flexible garden hoses market size is anticipated to reach USD 1.5 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.3% from 2020 to 2027. A globally increasing number of families involved in lawn and gardening activities is likely to generate significant demand for gardening supplies, such as flexible garden hose, over the forecast period.

Private garden or garden in a community has many direct benefits to residents, but an auxiliary benefit of having such a naturalized landmark in the household or community. Gardening has also emerged in recent years as a scientifically proven stress reliever. There is also much attention to home gardens as a strategy to enhance household food security and nutrition. The rising number of people involved in growing organic food in their garden, especially in developed countries, is likely to create demand for gardening supplies, such as flexible garden hoses, in the coming years.

In response to covid-19 lockdown and social distancing, several local governments are encouraging people to involve in gardening and other home projects. For instance, in April 2020, Mayor of Madison Satya Rhodes-Conway released a statement regarding community gardens and covid-19. In response to Covid-19, the mayor suggested people engage in vegetable gardening, both on private land and in community gardens,



as it can be a healthy outdoor activity and is a necessary source of food for many gardeners amid the pandemic. These scenarios are likely to propel the demand for gardening supplies, such as flexible garden hose, in the coming years.

By product type, the conventional hoses segment is projected to remain at the forefront in terms of share and is projected to register a notable growth rate over the forecast period. High penetration of this product is attributed to its daily usability for gardening activities. The soaker hoses are projected to expand at the highest CAGR of 6.1% over the forecast period. It is known to reduce water waste by delivering the water right to the roots of fruits and vegetables.

The offline distribution channel is foreseen to remain the dominant segment over the forecast period. Several consumers prefer to buy the flexible garden hose from these stores as they can check product physically, compare them on the basis of price and quality, and can get technical assistance from skilled staff, which help them to make an informed choice. These factors are foreseen to fuel segment growth in the coming years.

Asia Pacific is projected to register the highest CAGR of 5.7% over the forecast period. Growth of this regional market is attributed to growing consumers' awareness regarding gardening and home improvement activities, coupled with budding support from the government. This, in turn, is likely to generate demand for flexible garden hose.

Flexible Garden Hoses Market Report Highlights

The conventional hoses product segment held the largest share of 62.7% in 2019

By performance, the medium-duty hoses segment accounted for the largest share of 45.3% in 2019

The offline distribution channel segment was valued at USD 822.8 million in 2019

Asia Pacific is expected to witness substantial growth over the forecast period with a revenue-based CAGR of 5.7% from 2020 to 2027.



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