

Gardening in China

Market Direction | 2022-07-26 | 16 pages | Euromonitor

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Report description:

Despite rising from a relatively small sales base, gardening witnessed robust growth in China over the review period, supported by the health and wellness trend. Furthermore, as fluctuating lockdown measures and long-distance travel restrictions curbed consumers' plans to get closer to nature for relaxation purposes due to China's "zero-Covid" policy, gardening has become an increasingly popular stress-reducing way to lift their spirits at home.

Euromonitor International's Gardening in China 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 2026 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Gardening in China
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List Of Contents And Tables

GARDENING IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Robust growth for gardening as consumers' fondness for nature persists

Demand for vegetable and fruit seeds in the spotlight but outlook remains unclear

PROSPECTS AND OPPORTUNITIES

Growing awareness of gardening to drive dynamic forecast growth

Understanding young consumers' interest and demands key to innovation

CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2016-2021

Table 2 Sales of Gardening by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Gardening: % Value 2017-2021

Table 4 LBN Brand Shares of Gardening: % Value 2018-2021

Table 5 Distribution of Gardening by Format: % Value 2016-2021

Table 6 Forecast Sales of Gardening by Category: Value 2021-2026

Table 7 Forecast Sales of Gardening by Category: % Value Growth 2021-2026

HOME AND GARDEN IN CHINA

EXECUTIVE SUMMARY

Home and garden in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2016-2021

Table 9 Sales of Home and Garden by Category: % Value Growth 2016-2021

Table 10 NBO Company Shares of Home and Garden: % Value 2017-2021

Table 11 LBN Brand Shares of Home and Garden: % Value 2018-2021

Table 12 Distribution of Home and Garden by Format: % Value 2016-2021

Table 13 Distribution of Home and Garden by Format and Category: % Value 2021

Table 14 Forecast Sales of Home and Garden by Category: Value 2021-2026

Table 15 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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