

Gardening in Hong Kong, China

Market Direction | 2023-05-04 | 17 pages | Euromonitor

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Report description:

The pandemic drove up interest in gardening in Hong Kong, as local consumers were forced to spend greater time at home. Early 2022 saw further lockdowns in the city, which prevented consumers from venturing outside of their homes, and therefore their focus once again shifted inwards as they sought ways to make their living spaces more comfortable and aesthetically pleasing. In addition, gardening developed as a hobby which individuals enjoyed due to its perceived benefits for mental health.

Euromonitor International's Gardening in Hong Kong, 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 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.

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reliable information resources to help drive informed strategic planning.

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