

## **Gardening in China**

Market Direction | 2023-05-15 | 16 pages | Euromonitor

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### **Report description:**

During the pandemic, the Ministry of Agriculture and Rural Affairs encouraged local citizens to grow their own vegetables at home to ensure food security. The notice encouraged them to make use of their balconies, rooftops, and other available spaces to plant vegetables and herbs. This initiated a "grow-your-own" food culture in China and positively impacted demand for seeds, growing media and plant protection, with sales continuing to rise in 2022. Many consumers in China now enjoy growing their...

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 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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Euromonitor International  
May 2023

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#### **DISCLAIMER**

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