

Gardening in France

Market Direction | 2023-05-02 | 18 pages | Euromonitor

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Report description:

Throughout 2020 and most of 2021, consumers in France were confined to their homes for extended periods of time due to the pandemic. Gardening emerged as a popular activity during this period, providing a source of pleasure and a way for consumers to connect with nature and alleviate stress. Many consumers began to view their gardens as an additional "room" or a sanctuary away from their indoor living spaces, leading to increased investment in this area. In 2022, even as COVID-19 cases decreased...

Euromonitor International's Gardening in France 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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