

## **Gardening in Japan**

Market Direction | 2023-05-23 | 18 pages | Euromonitor

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### **Report description:**

Gardening became a favourite pastime amongst many consumers during the pandemic, as people were confined to their homes, with few outside entertainment options available. In 2022, gardening saw declines in sales compared with the previous year in both current value terms and in value terms at constant 2022 prices, as cafes, restaurants, and other outside entertainment opportunities reopened. Nevertheless, sales remained higher by both measures in comparison with the pre-pandemic (2019) levels. S...

Euromonitor International's Gardening in Japan 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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