

## **Gardening in South Korea**

Market Direction | 2023-05-23 | 19 pages | Euromonitor

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### **Report description:**

Gardening became a popular hobby in South Korea during the pandemic, as consumers sought to be close to nature. All gardening categories grew in current value terms in 2022 compared to the previous year, and saw demand in both current terms and at constant 2022 prices remain higher compared with the pre-pandemic levels. Horticulture categories, such as indoor plants, seeds, and other horticulture, as well as pots and planters, are particularly important in South Korea, since most of the populati...

Euromonitor International's Gardening in South Korea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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