

Gardening in Thailand

Market Direction | 2023-05-24 | 19 pages | Euromonitor

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Report description:

Gardening was the most dynamic area of home and garden in 2022 with most categories seeing double-digit growth in current value terms. During the pandemic a growing number of consumers started to show an interest in gardening as restrictions meant that for many people their gardens and outdoor spaces became something of a sanctuary. While restrictions were lifted in 2022 as COVID-19 fears subsided there remained an interest in gardening that had been cultivated during the pandemic. An increase i...

Euromonitor International's Gardening in Thailand 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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New plant varieties help capture the attention of consumers looking to become 'plant parents'

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