

Gardening in Turkey

Market Direction | 2023-05-08 | 20 pages | Euromonitor

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Report description:

While all home and garden categories saw high current value growth in 2022, driven by the inordinately high inflation rates seen in Turkey throughout the year, gardening was the only home and garden category that saw demand increase at constant 2022 prices as well. Gardening became a popular hobby in Turkey during the pandemic, as restrictions on visiting public spaces made consumers yearn for nature and greenery, which they sought to recreate within their homes. Consumers fulfilled this desire...

Euromonitor International's Gardening in Turkey 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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