

## **Gardening in the US**

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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### **Report description:**

The surge in the popularity of gardening, which began in 2020 and 2021, continued into 2022, as more people became aware of the mental health advantages of caring for plants and outdoor activities. As a result, demand for gardening products such as fertiliser rose in 2022 in current value terms, and sales still surpassed the level recorded prior to the pandemic even at constant 2022 prices. This was largely due to the crucial role of such products in supplying plants with the required nutrients.

Euromonitor International's Gardening in USA 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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## Summary 1 Research Sources

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