

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.

Table of Contents:

Gardening in the US
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List Of Contents And Tables

GARDENING IN THE US

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for sustainable fertilisers gains traction in gardening

Increased awareness of composting benefits sales of composting bins

Small brands lead gardening in 2022

PROSPECTS AND OPPORTUNITIES

Indoor gardening expected to remain popular in the US

Gardening set to witness the development of robotic lawn mowers

Popularity of gardening will benefit sales of horticulture products

CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2017-2022

Table 2 Sales of Gardening by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Gardening: % Value 2018-2022

Table 4 LBN Brand Shares of Gardening: % Value 2019-2022

Table 5 Distribution of Gardening by Format: % Value 2017-2022

Table 6 Forecast Sales of Gardening by Category: Value 2022-2027

Table 7 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME AND GARDEN IN THE US

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2017-2022

Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 13 Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

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SOURCES

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