

## **Gardening in Taiwan**

Market Direction | 2023-05-17 | 17 pages | Euromonitor

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### **Report description:**

Taiwan faces a shortage of outdoor space in urban areas, due to high population density, limited land availability and the predominance of apartments. This means that many consumers turn to indoor plants as a way of bringing greenery to their homes. This is especially the case during festivities such as Lunar New Year, as indoor plants symbolise prosperity and good fortune. Indoor plants are also popular among apartment dwellers due to their affordability, whilst being relatively easy to care fo...

Euromonitor International's Gardening in Taiwan 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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Euromonitor International  
July 2023

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