

Gardening in Brazil

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

In 2023, accelerating value sales growth of pots and planters in Brazil was underpinned by many factors. As the economy rebounded post-pandemic, heightened disposable incomes prompted a renewed inclination towards discretionary spending, notably on gardening-related products. Despite the return to pre-pandemic lifestyles, the enduring allure of home gardening, cultivated during the pandemic, continued to resonate strongly with local consumers. This sustained interest was propelled by the therape...

Euromonitor International's Gardening in Brazil 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 2028 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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Table of Contents:

Gardening in Brazil
Euromonitor International
April 2024

List Of Contents And Tables

GARDENING IN BRAZIL
KEY DATA FINDINGS
2023 DEVELOPMENTS
Brazil's post-pandemic economic recovery drives sales of pots and planters
Vitaplan emerges as dynamic brand in highly fragmented competitive landscape
Home improvement and gardening stores preferred channel for wide product mix
PROSPECTS AND OPPORTUNITIES
Gardening trends expected to gain momentum as consumers pursue healthier, greener urban living
Demand for automated tools and convenient plant care products expected to rise
CATEGORY DATA
Table 1 Sales of Gardening by Category: Value 2018-2023
Table 2 Sales of Gardening by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Gardening: % Value 2019-2023
Table 4 LBN Brand Shares of Gardening: % Value 2020-2023
Table 5 Distribution of Gardening by Format: % Value 2018-2023
Table 6 Forecast Sales of Gardening by Category: Value 2023-2028
Table 7 Forecast Sales of Gardening by Category: % Value Growth 2023-2028
HOME AND GARDEN IN BRAZIL
EXECUTIVE SUMMARY
Home and garden in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home and garden?
MARKET DATA
Table 8 Sales of Home and Garden by Category: Value 2018-2023
Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023
Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023
Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023
Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
Table 13 Distribution of Home and Garden by Format: % Value 2018-2023
Table 14 Distribution of Home and Garden by Format and Category: % Value 2023
Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028
Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028
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SOURCES

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