

Gardening in Brazil

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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 therapeutic...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Gardening in Brazil

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com