

## **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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Euromonitor International  
April 2024

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