

## **Gardening in Australia**

Market Direction | 2024-05-30 | 19 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, value sales of indoor plants in Australia recorded a further increase, driven in part by the rising influence of biophilic designs. Biophilia, which translates to "love of nature", involves the integration of natural elements within indoor or urban environments to create a calming and visually pleasing atmosphere. It is increasingly seen as a philosophy that seeks to reunite people with nature, rather than just being an architectural trend. This philosophy seeks to reconnect one with na...

Euromonitor International's Gardening in Australia 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Gardening in Australia  
Euromonitor International  
May 2024

List Of Contents And Tables

### **GARDENING IN AUSTRALIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Increasing sales of indoor plants driven by the influence of biophilic designs

Innovation steers demand for robotic lawn mowers

E-commerce hits new high in terms of gardening distribution share

#### **PROSPECTS AND OPPORTUNITIES**

Watering likely to see influence of technological advancement

Microgreens and indoor edibles set to gain momentum in near future

#### **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 AUSTRALIA**

#### **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**

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Gardening in Australia

Market Direction | 2024-05-30 | 19 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com