

Gardening in Australia

Market Direction | 2024-05-30 | 19 pages | Euromonitor

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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.

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reliable information resources to help drive informed strategic planning.

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