

Gardening in Germany

Market Direction | 2024-05-28 | 20 pages | Euromonitor

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Report description:

In 2023, gardening in Germany witnessed declining current value sales, with high inflation and a decline in GDP growth discouraging consumers from making discretionary purchases. Product categories with longer replacement cycles, such as gardening equipment and watering systems, were more severely impacted, particularly since many consumers purchased these items during the pandemic-induced gardening boom at the height of restrictions. However, certain products which must be purchased for every g...

Euromonitor International's Gardening in Germany 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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