

Gardening in Indonesia

Market Direction | 2024-05-29 | 21 pages | Euromonitor

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Report description:

Gardening in Indonesia saw healthy sales in 2023, boosted by the rise of urbanisation wellbeing trends. For example, consumers living in smaller apartments display a desire to keep indoor plants for both aesthetic and health and wellbeing reasons and, in turn, this helps to support sales of (small) pots and planters, fertilisers, and hand gardening tools. On the other hand, large gardening items (e.g., lawn mowers) are seeing slightly slower sales, as these urban environments do not offer larger...

Euromonitor International's Gardening in Indonesia 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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Euromonitor International
May 2024

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Vertical gardening trend booms in urban areas, catering for small spaces

Indoor plants appeal to urban gardening hobbyists who seek aesthetic greenery within their homes

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