Gardening in Sweden

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

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Report description:

In 2023, the gardening category in Sweden experienced declining growth across categories such as fertilisers, gardening equipment, and watering products. This downturn was primarily driven by consumers postponing purchases due to the rising cost of living. Factors such as inflation, higher interest rates, and increased prices of energy and food contributed to reduced spending on gardening items. However, amidst this economic environment, private label products thrived. Private label offerings, s...

Euromonitor International's Gardening in Sweden 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

reliable information resources to help drive informed strategic planning.

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Euromonitor International
May 2024

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