

Gardening in India

Market Direction | 2024-06-03 | 18 pages | Euromonitor

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Report description:

In 2023, in a continuation of the trend seen for the previous two years, gardening in India witnessed double-digit current value growth. Growth was driven by a significant surge in the trend of "green-gifting", particularly emphasising the popularity of potted plants as thoughtful presents, driving growth for indoor plants, and pots and planters. Cities such as Bengaluru, Hyderabad, and Chennai emerged as frontrunners in this eco-conscious movement, with a notable increase in the giving of potted...

Euromonitor International's Gardening in India 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

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reliable information resources to help drive informed strategic planning.

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