

## **Gardening in Japan**

Market Direction | 2024-06-03 | 19 pages | Euromonitor

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### **Report description:**

Gardening in Japan saw current value growth in 2023. In recent years, Japan has witnessed a significant shift in lifestyle dynamics, with an increasing emphasis on relaxation and home-centred activities amidst evolving work environments. This transition has propelled gardening into the spotlight as a favoured pastime for many. Despite residing in urban areas with limited outdoor space, such as apartments and housing complexes, many Japanese individuals have turned to balconies and verandas as a...

Euromonitor International's Gardening in Japan 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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Indoor plants become more popular as consumers value having nature indoors

Karcher dominates gardening due to innovation and its localised strategy

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