

Gardening in Poland

Market Direction | 2024-06-05 | 21 pages | Euromonitor

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Report description:

The gardening market in Poland proved to be more resilient than other categories in 2023, with high single-digit growth in current value terms. In a challenging macroeconomic environment, characterised by high inflation and a contracting housing market, consumers prioritised their outdoor living spaces when it came to beautifying their homes. Gardening as a hobby grew in popularity during the pandemic, when consumers were confined to their homes for long periods, and this interest persisted in 2...

Euromonitor International's Gardening in Poland 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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KEY DATA FINDINGS

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Gardening equipment sees buoyant demand, despite inflationary pressures, as consumers remain keen to maintain outdoor spaces

Automatic watering systems registered growing demand as consumers sought sustainable convenience

Gardening specialists remain key distribution channel while e-commerce sees static performance

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Consumers will continue to appreciate the health and wellness benefits of gardening

Robotic lawn mowers will continue to gain share over manual alternatives

Online channels will continue to expand

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SOURCES

Summary 1 Research Sources

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