

Gardening in Romania

Market Direction | 2024-06-06 | 20 pages | Euromonitor

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Report description:

Gardening registered double-digit growth in current value terms across all categories in 2023, with more consumers becoming aware of the available products on the market. Retailers have been offering an increasingly diverse array of products, both in terms of brands and prices. According to players such as Madex International and Agrocism, categories like seeds and watering experienced strong performances as consumers spent more time in their gardens looked to get closer to nature. This focus on...

Euromonitor International's Gardening in Romania 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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