

## **Gardening in Taiwan**

Market Direction | 2024-06-05 | 17 pages | Euromonitor

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### **Report description:**

Gardening remained a popular recreational activity in Taiwan in 2023, as more people recognised its therapeutic benefits, including reducing stress and anxiety and enhancing mood. However, with the country facing a shortage of outdoor space in urban areas, many consumers turned to cultivating balcony, container or vertical gardening as a means of creating a green haven. This translated into a growing demand for basic gardening essentials, such as fertiliser and hand tools.

Euromonitor International's Gardening in Taiwan 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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Euromonitor International  
June 2024

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Retail e-commerce grows in importance

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#### **SOURCES**

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