

Gardening in Ukraine

Market Direction | 2024-06-13 | 22 pages | Euromonitor

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Report description:

Gardening registered strong growth in current value terms in Ukraine in 2023 despite economic challenges. With decreasing purchasing power impacting households, many turned to planting gardens as a practical and cost-effective way to supplement their food supply and engage in a fulfilling pastime. This growth was fuelled by factors such as the replacement of lost food production in occupied southern regions, a shift in berry production to western Ukraine, government subsidies and grant programme...

Euromonitor International's Gardening in Ukraine 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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