

## **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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## **Table of Contents:**

Gardening in Ukraine  
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### List Of Contents And Tables

#### GARDENING IN UKRAINE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Gardening benefits from focus on home-grown food

Plant protection sees strong growth in 2023 as consumers aim for self-sufficiency

Demand for seeds focuses on varieties that offer high yields

##### PROSPECTS AND OPPORTUNITIES

Robotic lawnmowers expected to return to growth over the forecast period

Other horticulture products are forecast to grow due to the replacement of losses during 2023

Improving economy could see a shift away from gardening

##### CATEGORY DATA

Table 1 Sales of Gardening by Category: Value 2018-2023

Table 2 Sales of Gardening by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Gardening: % Value 2019-2023

Table 4 LBN Brand Shares of Gardening: % Value 2020-2023

Table 5 Distribution of Gardening by Format: % Value 2018-2023

Table 6 Forecast Sales of Gardening by Category: Value 2023-2028

Table 7 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

#### HOME AND GARDEN IN UKRAINE

##### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

##### MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2018-2023

Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 Research Sources

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