

## **Gardening in Malaysia**

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

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### **Report description:**

Gardening in Malaysia saw steady growth in current value terms in 2023, primarily driven by urbanisation, the developing DIY culture, and evolving consumer preferences. For instance, rapid urbanisation led to a rise in apartment living with limited outdoor spaces. This fuelled demand for compact and vertical gardening solutions. Aligning with this trend, brands such as Baba, Ikea, and Serbajadi, as well as many retailers, invested in innovative products like self-watering planters and vertical g...

Euromonitor International's Gardening in Malaysia 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  
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Social media helps shine a light on the joys of indoor gardening in Malaysia  
New investment strategies help the top players to maintain their lead

**PROSPECTS AND OPPORTUNITIES**

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**SOURCES**

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