

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Gardening in Malaysia
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List Of Contents And Tables

GARDENING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

DIY culture and urbanisation support sales of gardening products in 2023
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

Resurgence of travel and outdoor activities could limit the growth of gardening
Rising demand for artificial turf expected to negatively impact sales of lawn mowers
Sustainability expected to inform new product development and innovation

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 MALAYSIA

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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