

# Gardening Market: Global Industry Key Players, Share, Trend, Growth, Sales, Overview, Gross Margin, Analysis and Forecast

*WiseGuyReports.com adds "Gardening Market 2017 Global Analysis, Growth, Trends and Opportunities Research Report Forecasting" reports to its database.*

PUNE, INDIA, January 11, 2017 /EINPresswire.com/ -- [Gardening](#) Global Overview: Social, Sustainable and Smart:

Macroeconomic factors have disrupted household gardening consumption and consumer lifestyles, consequently, new drivers of demand are shaping the future of the gardening sector. The shift in the typical gardener profile will be characterized by the willingness to create a self-sufficient sustainable environment which will lead gardening technology innovation to be driven by resource-saving features and product efficacy.

Gardening Global Overview: Social, Sustainable and Smart global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

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## CHINA, FASTEST GROWING GARDENING MARKET GLOBALLY

Growth in gardening sales in China have been driven by M&A activities in the horticulture segment and higher consumer expenditure in pots and planters resulting from the rise of apartment dwellers and the willingness to improve indoor air quality

## INDOOR GARDENING TO BECOME A FEATURE IN HORTICULTURE

Urbanisation, apartment dwelling and legislation will support the rise of indoor gardening products such as hydroponics as household space is getting smaller and the gardener of the future is willing to become self-sufficient.

## FIGHTING WATER SCARCITY

Water stress level is increasing especially in Middle East and Africa which will lead consumers to turn their attention towards water tolerant crop technologies, smart watering devices and artificial grass.

## FUTURE FASTEST GROWING GARDENING CATEGORIES

Horticulture and gardening equipment will dominate forecast growth as a result of innovation in premium and branded products and the rise of the grow-your-own movement.

## INTERNET RETAILING TO CONTINUE OUTGROWING ALL OTHER DISTRIBUTION CHANNELS

Gardening internet retail value sales are expected to significantly grow across all regions especially in Asia Pacific where store-based retailers have struggled to penetrate rural areas.

## SHIFT IN PROFILE OF THE GARDENER OF THE FUTURE

The typical gardener of the future is well informed, looking for sustainable plant protection solutions and receptive to resource-saving gardening equipment such as smart watering systems.

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home and Garden 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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### GLOBAL OVERVIEW

- Global gardening sales continue to grow
- Horticulture remains top global category
- Fierce and fragmented global competition
- North America records the highest share in global gardening sales
- North America: Canada lagging behind, US consistently growing
- Asia Pacific: China and Japan generating 82% of sales
- Top gardening markets in 2015
- Horticulture, a predominant category in fastest growing markets
- Potential of wealthier households within gardening

### NEW DRIVERS OF DEMAND

- Gardening today
- Generation and income gap in 2015
- Urban households to become a primary target
- Growth in apartment dwelling to vitalise rental services
- Indoor gardening to thrive along the rise of grow-your-own
- Gardening players to take advantage of urban farming
- Case study
- IKEA's restaurants go farming
- Legislation
- Big stakes for glyphosate-free plant protection
- Consolidation move
- Water scarcity, the most urgent concern for gardening players

- Connectivity ready to take off

#### GARDENING IN THE FUTURE

- Asia Pacific will be leading growth in global horticulture
- China will remain the fastest growing mature market
- India not to be left aside
- Global boom of internet retailing...
- ...forces retailers to find new revenue generators
- If the gardener will not come to you, you must go to the gardener
- Generation and income gap in 2030
- Gardening in the future

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Wise Guy Reports

+91 841 198 5042

email us here

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