



**Euromonitor
International**

Gardening in the Netherlands

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening declines due to ageing population, urbanisation and climate change
Sustainability-driven innovation fuels ECOstyle’s rapid growth
Non-grocery retailers lead, with grocery retailers and e-commerce experiencing dynamic growth

PROSPECTS AND OPPORTUNITIES

Further decline anticipated
Urbanisation drives the popularity of space-saving gardening solutions like vertical gardens
Rising demand for sustainable and smart solutions, and e-commerce growth

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Home and Garden in the Netherlands - Industry Overview

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DISCLAIMER

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