

# Gardening in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability, technology, and space efficiency shape gardening in Germany  
Compo thrives with sustainable products, while Bosch invests in expansion to counter stagnation  
Distribution focuses on sustainability, e-commerce growth, and enhanced in-store experiences

PROSPECTS AND OPPORTUNITIES

Demand for gardening in Germany will shift, focusing on resilient, sustainable solutions  
REWE and Hornbach are expanding sustainable gardening solutions to meet eco-conscious demand  
E-commerce growth in gardening to be driven by technology, convenience, and sustainability trends

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Home and Garden in Germany - Industry Overview

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DISCLAIMER

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