



Euromonitor
International

Gardening in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening is driven by urbanisation, rising environmental awareness and the popularity of sustainable, space-efficient solutions
 Bosch leads with innovative, durable solutions while Ikea India thrives through affordable, sustainable offerings and strong digital engagement
 Home improvement and gardening stores lead distribution by offering specialised products, engaging experiences and one-stop convenience

PROSPECTS AND OPPORTUNITIES

Urbanisation and sustainable living are set to drive growth opportunities in gardening
 Consumer demographics to influence gardening in India
 Technological innovations are set to transform gardening in India

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Home and Garden in India - Industry Overview

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DISCLAIMER

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