



**Euromonitor  
International**

# Gardening in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban and small-space gardening techniques continue to gain in popularity  
Tramontina maintains company lead while Forth Jardim shows the most dynamic growth  
Grocery retailers expand their ranges of gardening supplies to attract one-stop-shop consumers

PROSPECTS AND OPPORTUNITIES

Gardening set to maintain ongoing positive sales, at lower yet stable levels of value growth  
Urban gardening to thrive, with vertical farming and a focus on healthy living  
Consumers set to embrace convenience with automated tools and user-friendly products

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Home and Garden in Brazil - Industry Overview

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DISCLAIMER

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