



Euromonitor  
International

# Gardening in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Tech-driven urban gardening and the rise of sustainable tools fuel market growth  
CBM leads gardening through innovation, while Ames True Temper rises fast on back of distribution strength  
Growth supported by omnichannel innovation and rising DIY demand

PROSPECTS AND OPPORTUNITIES

Gardening set for steady growth, with outdoor living products leading category expansion  
Smart gardening tools and AR shopping features drive innovation in Mexico's evolving gardening category  
Digital innovation anticipated to accelerate growth by making gardening more efficient, sustainable, and accessible

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Home and Garden in Mexico - Industry Overview

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DISCLAIMER

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