



**Euromonitor  
International**

# Gardening in Switzerland

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing awareness of sustainable practices drives interest in growing media and plant protection  
Battery-powered and cordless gardening tools aid sales of the category  
E-commerce appeal is enhanced by AR/VR product visualisation in gardens and generative AI for personalised shopping

PROSPECTS AND OPPORTUNITIES

Pots and planters are expected to grow dynamically over the forecast period  
Indoor plants and seeds to see stable growth over forecast period owing to stagnation of category  
Continued development of retail e-commerce over the forecast period

CATEGORY DATA

- Table 1 - Sales of Gardening by Category: Value 2019-2024
- Table 2 - Sales of Gardening by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Gardening: % Value 2020-2024
- Table 4 - LBN Brand Shares of Gardening: % Value 2021-2024
- Table 5 - Distribution of Gardening by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Gardening by Category: Value 2024-2029
- Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Home and Garden in Switzerland - Industry Overview

EXECUTIVE SUMMARY

- Home and garden in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for home and garden?

MARKET DATA

- Table 8 - Sales of Home and Garden by Category: Value 2019-2024
- Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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