



Gardening in Switzerland

June 2024

Table of Contents

Gardening in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate decline for gardening as it remains a popular hobby
Rising trend in “growing own food” supports growth of seeds and soil
Gardena achieves an increase in brand share due to innovation

PROSPECTS AND OPPORTUNITIES

Robotic lawn mowers gains traction thanks to the convenience of these products
Pots and plants benefits from urbanisation owing to limited garden space
Continued development of retail e-commerce over the forecast period

CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2018-2023
Table 2 - Sales of Gardening by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Gardening: % Value 2019-2023
Table 4 - LBN Brand Shares of Gardening: % Value 2020-2023
Table 5 - Distribution of Gardening by Format: % Value 2018-2023
Table 6 - Forecast Sales of Gardening by Category: Value 2023-2028
Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Home and Garden in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023
Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023
Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023
Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023
Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028
Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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