



# Gardening in Singapore

May 2024

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## Gardening in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gardening gains traction due to its positioning as an attractive hobby  
The mix of the jungle trend and quiet luxury drive growth for indoor plants  
Bio-Flora witnesses growth due to its commitment to new product development

#### PROSPECTS AND OPPORTUNITIES

Gardening as a hobby expected to see saturation, hampering growth  
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