



Euromonitor
International

Gardening in Thailand

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban living, eco-design, and innovation fuel the next wave of growth in Thailand's gardening sector
Chia Tai and Bosch lead the way in Thailand's gardening sector with innovation and consumer-focussed strategies
Retailers innovate store formats and embrace digital tools to meet rising demand for gardening products in Thailand

PROSPECTS AND OPPORTUNITIES

After a temporary slowdown, gardening is set to rebound with pots and planters leading growth amid urbanisation and wellness trends
Climate-resilient gardening to shape long-term innovation and product demand in Thailand
Smart gardening tools and AI-driven solutions expected to transform consumer and retail experiences in Thailand's gardening market

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Home and Garden in Thailand - Industry Overview

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DISCLAIMER

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