

# Gardening in Hong Kong, China

June 2025

**Table of Contents** 

## Gardening in Hong Kong, China - Category analysis

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Gardening trends drive growth in pots, planters and indoor plants

Brighten Floriculture Ltd benefits from broad gardening portfolio

Home products specialists lead distribution with tailored offerings and expertise

### PROSPECTS AND OPPORTUNITIES

Compact and low-maintenance gardening solutions to underpin growth

Vertical garden systems to drive sustainable urban greening in Hong Kong's future architecture

Smart indoor gardening systems to thrive as tech-savvy consumers embrace compact and sustainable solutions

### **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 Hong Kong, China - 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

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gardening-in-hong-kong-china/report.