



# Gardening in China

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening gains ground in China amid growing demand for sustainable and self-reliant living  
Hongyue leads gardening through strategic alliances and digital innovation  
Home products specialists dominate gardening sales but e-commerce on the rise

PROSPECTS AND OPPORTUNITIES

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Indoor plants could be a focus of innovation as consumers pursue more sustainable lifestyles

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Home and Garden in China - Industry Overview

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DISCLAIMER

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