



Gardening in the Philippines

June 2024

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Gardening in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pots and planters resonates with evolving consumer sensibilities

Gardening power tools grows in demand due to urbanisation

Ramgo witnesses growth due to affordability and personalisation

PROSPECTS AND OPPORTUNITIES

Gardening is expected to see a deceleration in the forecast period

Sustainability expected to become an increasingly strong focus, providing opportunities for eco-friendly products

Consumers will move towards indoor gardening

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DISCLAIMER

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