



# Gardening in Turkey

June 2024

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## Gardening in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fertiliser benefits from the increasing trend of home gardening  
Sustainable living practices lead to growth in gardening equipment  
Seeds benefit from consumers opting to grow their own produce

#### PROSPECTS AND OPPORTUNITIES

Rising urbanisation will support sales in pots and planters over the forecast period  
Horticulture will maintain positive growth, buoyed by Turkey's advantageous climate  
Consumers will continue to value brick-and-mortar stores for gardening products

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