

Gardening in South Africa

June 2025

Table of Contents

Gardening in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising food prices lead to home gardening boom

Peebles Plants leads market thanks to strategic Investment in new plant varieties and innovative cultivation techniques

Home improvement and gardening stores lead as supermarkets and e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Growth to be supported by public sector initiatives

Sustainability and smart capabilities to shape innovation

Subscription-based services offer promising growth avenue

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 South Africa - 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 focussing 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-south-africa/report.