

Gardening in Malaysia

June 2024

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Gardening in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

DIY culture and urbanisation support sales of gardening products in 2023
Social media helps shine a light on the joys of indoor gardening in Malaysia
New investment strategies help the top players to maintain their lead

PROSPECTS AND OPPORTUNITIES

Resurgence of travel and outdoor activities could limit the growth of gardening
Rising demand for artificial turf expected to negatively impact sales of lawn mowers
Sustainability expected to inform new product development and innovation

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DISCLAIMER

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