

Gardening in Japan

June 2024

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Gardening in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gardening witnesses in growth in Japan, as this is culturally appreciated
Indoor plants become more popular as consumers value having nature indoors
Kärcher dominates gardening due to innovation and its localised strategy

PROSPECTS AND OPPORTUNITIES

Over the forecast period gardening is expected to see a slowing of its growth rates
Other horticulture expected to grow due to Japan's appreciation for seasonal changes

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Home and Garden in Japan - Industry Overview

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DISCLAIMER

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