

Gardening in Sweden

May 2024

Table of Contents

Gardening in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label products preferred for their affordable prices

Conservation efforts support seeds growth in 2023

Easy-care and retro indoor plants witness a rise in demand

PROSPECTS AND OPPORTUNITIES

Further decline for gardening sales in 2024 before returning to stability

Robotic lawn mowers become increasingly popular for the convenience they offer

CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2018-2023

Table 2 - Sales of Gardening by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Gardening: % Value 2019-2023

Table 4 - LBN Brand Shares of Gardening: % Value 2020-2023

Table 5 - Distribution of Gardening by Format: % Value 2018-2023

Table 6 - Forecast Sales of Gardening by Category: Value 2023-2028

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Home and Garden in Sweden - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023

Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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-sweden/report.