

Gardening in the US

May 2024

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Gardening in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Investment in consumer education leads more people to enjoy gardening
Cordless robotic lawn mowers become popular for the convenience they offer
Scotts witnesses increases in brand share across all categories

PROSPECTS AND OPPORTUNITIES

Tech-integrated products to see a rise in demand in the forecast period
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DISCLAIMER

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