

Gardening in Western Europe

August 2022

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Further positive growth expected despite the sales spike during the pandemic

UK dominates the new sales added during the 2016-2021 period

Robotic lawn mowers the most dynamic product area in Western European gardening

Horticulture adds the bulk of new sales in Western European gardening in 2016-2021

Italy, Spain and the UK maintain their strong growth in 2021

Home improvement and gardening stores dominate gardening sales

E-commerce makes strong share gains during the pandemic

LEADING COMPANIES AND BRANDS

Gardening has a fragmented competitive landscape

Westland Horticulture makes gains over the 2016-2021 period

Germany the main revenue generator for the top 10 players

Westland brand now up to fifth place in the rankings

FORECAST PROJECTIONS

Positive growth expected throughout the 2021-2026 period...

...with robotic lawn mowers remaining the most dynamic product area

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France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

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UK: Market Context

UK: Competitive and Retail Landscape

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