

# Gardening in Western Europe

August 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Pandemic helps boost Western European gardening sales in the 2016-2021 period

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

## COUNTRY SNAPSHOTS

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

## 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-western-europe/report](http://www.euromonitor.com/gardening-in-western-europe/report).