

Gardening in France

May 2023

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Gardening in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Innovation in robotic lawn mowers benefits gardening equipment Consumers now accustomed to convenience of e-commerce Low-maintenance plants emerge as the popular choice

PROSPECTS AND OPPORTUNITIES

High inflation expected to deter middle-class from investing in gardens
New French law could promote composting among local consumers
Organic gardening products offer strong potential for growth

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DISCLAIMER

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