

Gardening in Malaysia

May 2023

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Gardening in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The pandemic-induced spending spree slows down in 2022 Urban households boost sales of plants, but challenge the overall landscape Local player retains its lead while lkano Corp remains in fourth place

PROSPECTS AND OPPORTUNITIES

Home delivery challenges, slow the growth of e-commerce Pots and planters and indoor plants drive retail volume sales Sustainability shapes innovation, aligning with consumers growing demands

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