

Gardening in Sweden

May 2023

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Gardening in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Marginal decline but gardening value sales remain above 2019 levels "Grow-your-own" edible plants is a new sustainability trend Some Swedes prepare their own fertiliser and use ethical pest control

PROSPECTS AND OPPORTUNITIES

Energy efficiency and self-sufficiency to be rising trends over forecast period Greater demand for products that reduce gardening time Quality and ease of gardening equipment is key

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Home and Garden in Sweden - Industry Overview

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