

# Gardening in Poland

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Positive retail growth, as the appetite for gardening continues to grow

Sustainability considerations driving growth in watering products

Gardening specialists are key while e-commerce is challenged

#### PROSPECTS AND OPPORTUNITIES

Gardening benefits from growing health and wellness trends

Robotic lawn mowers grow as price points become more accessible

Horticulture records a healthy demand as indoor plants offer natural decoration

#### CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2017-2022

Table 2 - Sales of Gardening by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Gardening: % Value 2018-2022

Table 4 - LBN Brand Shares of Gardening: % Value 2019-2022

Table 5 - Distribution of Gardening by Format: % Value 2017-2022

Table 6 - Forecast Sales of Gardening by Category: Value 2022-2027

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

## Home and Garden in Poland - Industry Overview

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

#### MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2017-2022

Table 9 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 13 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

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