



Gardening in South Africa

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising food prices lead to home gardening boom
Peebles Plants leads market thanks to strategic investment in new plant varieties and innovative cultivation techniques
Home improvement and gardening stores lead as supermarkets and e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Growth to be supported by public sector initiatives
Sustainability and smart capabilities to shape innovation
Subscription-based services offer promising growth avenue

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Home and Garden in South Africa - Industry Overview

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DISCLAIMER

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