



Gardening in the Netherlands

June 2024

Table of Contents

Gardening in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fertiliser sales come under the microscope as economic and environmental concerns impact demand

Dutch consumers developing green fingers in 2023

Increase in remote working arrangements boosts demand for indoor plants

PROSPECTS AND OPPORTUNITIES

Growing desire for convenience expected to inform purchasing decisions within lawn mowers

Herbicides set to benefit from growing interest in garden maintenance and weed control

Indoor plants likely to remain popular in the Netherlands

CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2018-2023

Table 2 - Sales of Gardening by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Gardening: % Value 2019-2023

Table 4 - LBN Brand Shares of Gardening: % Value 2020-2023

Table 5 - Distribution of Gardening by Format: % Value 2018-2023

Table 6 - Forecast Sales of Gardening by Category: Value 2023-2028

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Home and Garden in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023

Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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-the-netherlands/report.