



# Gardening in France

May 2024

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## Gardening in France - Category analysis

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#### 2023 DEVELOPMENTS

Indoor plants witness further growth due to health benefits and gifting occasions

Serres Tonneau introduces an innovative rain collection kit

Jardiland consolidates its lead with consumer-centric approach

#### PROSPECTS AND OPPORTUNITIES

Gardening is expected to be negatively impacted by shift in consumers' priorities

Naturalness and sustainability trends are expected to gain traction

New French law could promote composting among local consumers

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