



# Gardening in Japan

June 2024

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## Gardening in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gardening witnesses in growth in Japan, as this is culturally appreciated  
Indoor plants become more popular as consumers value having nature indoors  
Kärcher dominates gardening due to innovation and its localised strategy

#### PROSPECTS AND OPPORTUNITIES

Over the forecast period gardening is expected to see a slowing of its growth rates  
Other horticulture expected to grow due to Japan's appreciation for seasonal changes

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