



Gardening in Poland

June 2024

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Gardening in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gardening equipment sees buoyant demand, despite inflationary pressures, as consumers remain keen to maintain outdoor spaces

Automatic watering systems registered growing demand as consumers sought sustainable convenience

Gardening specialists remain key distribution channel while e-commerce sees static performance

PROSPECTS AND OPPORTUNITIES

Consumers will continue to appreciate the health and wellness benefits of gardening

Robotic lawn mowers will continue to gain share over manual alternatives

Online channels will continue to expand

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Home and Garden in Poland - Industry Overview

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DISCLAIMER

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