



# Gardening in Switzerland

June 2024

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## Gardening in Switzerland - Category analysis

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#### 2023 DEVELOPMENTS

Moderate decline for gardening as it remains a popular hobby  
Rising trend in “growing own food” supports growth of seeds and soil  
Gardena achieves an increase in brand share due to innovation

#### PROSPECTS AND OPPORTUNITIES

Robotic lawn mowers gains traction thanks to the convenience of these products  
Pots and plants benefits from urbanisation owing to limited garden space  
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