



Gardening in Taiwan

June 2024

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Gardening in Taiwan - Category analysis

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2023 DEVELOPMENTS

Growing interest in cultivating green spaces boosts sales of essentials, such as seeds and hand tools

Indoor plants continue to be favoured for their aesthetic appeal

Retail e-commerce grows in importance

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Consumers will seek to make the most of their limited outdoor spaces

AI technology offers potential for the gardening market

E-commerce to gain further share

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