



Euromonitor  
International

# Gardening in Indonesia

May 2024

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## Gardening in Indonesia - Category analysis

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Urbanisation and wellbeing trends boost gardening sales

Vertical gardening trend booms in urban areas, catering for small spaces

Indoor plants appeal to urban gardening hobbyists who seek aesthetic greenery within their homes

#### PROSPECTS AND OPPORTUNITIES

Return to busy out-of-home lifestyles means less time for gardening

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