



Gardening in Spain

May 2025

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Gardening in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pots and planters is the fastest-growing category amidst an increasing preference for biophilic design in homes
Rocalba reaps the benefits of strong investment in products and consumer engagement to lead the category
Home improvement and gardening stores dominate distribution, driven by wide assortments and competitive prices

PROSPECTS AND OPPORTUNITIES

Gardening is set to continue to benefit from the growing emphasis on green spaces
The urbanisation trend undermines the need for lawn mowers
Intelkia introduces a new smart garden solution to improve the management of green spaces

CATEGORY DATA

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Home and Garden in Spain - Industry Overview

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DISCLAIMER

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