



Euromonitor
International

Gardening in India

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Gardening in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening is driven by urbanisation, rising environmental awareness and the popularity of sustainable, space-efficient solutions
Bosch leads with innovative, durable solutions while Ikea India thrives through affordable, sustainable offerings and strong digital engagement
Home improvement and gardening stores lead distribution by offering specialised products, engaging experiences and one-stop convenience

PROSPECTS AND OPPORTUNITIES

Urbanisation and sustainable living are set to drive growth opportunities in gardening
Consumer demographics to influence gardening in India
Technological innovations are set to transform gardening in India

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Home and Garden in India - Industry Overview

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DISCLAIMER

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