



Gardening in India

June 2025

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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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DISCLAIMER

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