



# Gardening in Italy

May 2025

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## Gardening in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Gardening records a slight decline as extreme weather conditions negatively impact sales  
Honda records double-digit growth, driven by product launches in robotic lawn mowers  
Home improvement and gardening stores lead sales, offering wide variety and in-store services

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and economic pressures will challenge sales of gardening  
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