



Gardening in Mexico

May 2025

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Gardening in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tech-driven urban gardening and the rise of sustainable tools fuel market growth

CBM leads gardening through innovation, while Ames True Temper rises fast on back of distribution strength

Growth supported by omnichannel innovation and rising DIY demand

PROSPECTS AND OPPORTUNITIES

Gardening set for steady growth, with outdoor living products leading category expansion

Smart gardening tools and AR shopping features drive innovation in Mexico's evolving gardening category

Digital innovation anticipated to accelerate growth by making gardening more efficient, sustainable, and accessible

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DISCLAIMER

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