



Gardening in Switzerland

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing awareness of sustainable practices drives interest in growing media and plant protection
Battery-powered and cordless gardening tools aid sales of the category
E-commerce appeal is enhanced by AR/VR product visualisation in gardens and generative AI for personalised shopping

PROSPECTS AND OPPORTUNITIES

Pots and planters are expected to grow dynamically over the forecast period
Indoor plants and seeds to see stable growth over forecast period owing to stagnation of category
Continued development of retail e-commerce over the forecast period

CATEGORY DATA

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Home and Garden in Switzerland - Industry Overview

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DISCLAIMER

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