



**Euromonitor
International**

Gardening in China

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Gardening Summary

INDUSTRY PERFORMANCE

- Iris China and Douyin Inspire Small-Space Gardening Habits
- Chart 1 - Iris Brings Gardening to China's Balconies and Windowsills
- Yunnan Floriculture Powers Daily Plant Purchases Nationwide
- Balcony Planters and Electrified Tools Boost Urban Participation
- Chart 2 - Value Sales 2020-2030
- Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

- Cordless Tool Makers Set to Expand with Urban-Friendly Solutions
- Horticulture Will Continue to Lead Value, While Pots and Planters Set to Accelerate
- Social Platforms and Policy Shifts to Reshape Consumer Demand Patterns
- Chart 4 - Forecast Value Sales 2020-2030
- Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

- Hongyue and Biom Leverage Digital Supply Chains to Defend Leadership
- Chart 6 - Company Shares 2025
- Chart 7 - Brand Shares 2025

CHANNELS

- Transforming Shopping Habits through Digital Integration
- Yunshe Flowers and Dounan Livestreams Accelerate Urban Plant Adoption
- Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

- Chart 9 - Economic Context for Gardening
- Chart 10 - Real Gdp Growth 2020-2030
- Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

- Chart 12 - Consumer Context for Gardening
- Chart 13 - Population 2020-2030
- Chart 14 - Consumer Expenditure 2020-2030
- Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home and Garden in China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

- Suofeiya and Ikea Embrace Ai Design to Drive Online Personalisation and Sales
- Chart 16 - Suofeiya's Diyhome Puts Ai?Design at the Point of Sale

Oppein'S Design-Led Interiors and Affordable Premium Launches Capture Cautious Urban Spenders

Iris China and the "Balcony Economy" Fuel Rapid Growth in Gardening

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Ai-Powered Retail Platforms to Reshape Consumer Expectations and Drive Digital Integration

Home Furnishings Will Maintain Its Lead as Design-Led Upgrades Attract Cautious Spenders

Gardening Set to Drive Growth, with Online Central to Product Discovery

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Oppein and Jason Furniture Defend Leadership through Innovation and Scale

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Home Products Specialists Maintains Leadership as Tactile Experience Prevails

Retail E-Commerce Accelerates Gains by Leveraging Digital Innovation

Experiential and Sustainability-Focused Concepts Reshape Consumer Expectations

Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Home and Garden

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Home and Garden

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

