



Euromonitor
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Gardening in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Horticulture drives sales of gardening due to rising demand for plants and sustainable outdoor living
Desert Landscape retains lead, while Mills excels with smart, sustainable, and space-efficient solutions
E-commerce's rise in gardening distribution helps to reshape consumer preferences and retailer strategies

PROSPECTS AND OPPORTUNITIES

Fertiliser's growth to be driven by sustainability and urban agriculture
Health and wellness set to drive future growth of gardening with emphasis on sustainability, mental wellness, and eco-friendly practices
Local initiatives to enhance green spaces with AI, robotics, smart irrigation, and greenhouses

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Home and Garden in the United Arab Emirates - Industry Overview

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DISCLAIMER

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