

Gardening in the Netherlands

June 2024

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Gardening in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fertiliser sales come under the microscope as economic and environmental concerns impact demand Dutch consumers developing green fingers in 2023 Increase in remote working arrangements boosts demand for indoor plants

PROSPECTS AND OPPORTUNITIES

Growing desire for convenience expected to inform purchasing decisions within lawn mowers Herbicides set to benefit from growing interest in garden maintenance and weed control Indoor plants likely to remain popular in the Netherlands

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