

# How will megatrends impact the gardening of tomorrow?

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*Milan, February 2019*

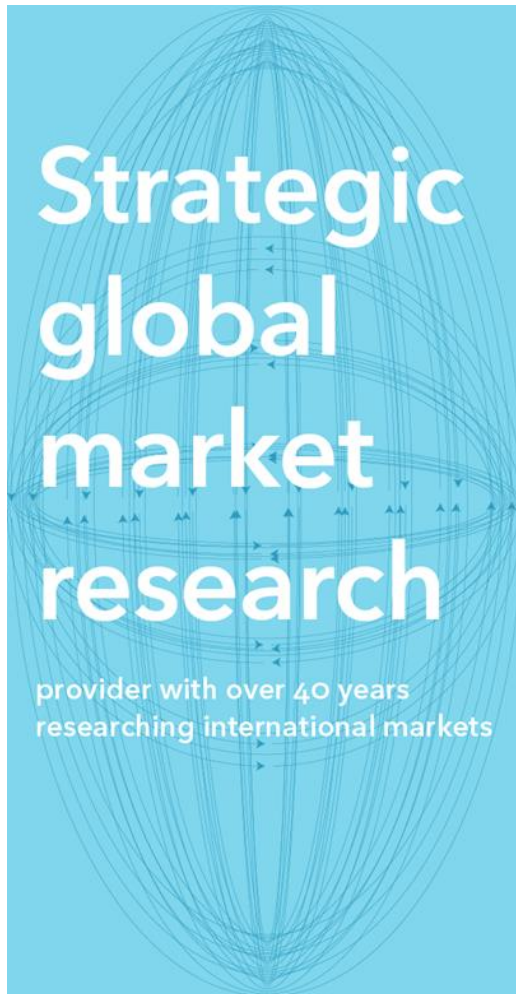
**Stefano Botter**

Senior Analyst, Home and Technology



# Who is Euromonitor International

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## OUR SERVICES

Syndicated market research

Consulting

## EXPANSIVE NETWORK

800+ on-the-ground researchers in 80 countries

Complete view of the global marketplace

Cross-comparable data across every market

## OUR EXPERTISE

Consumer trends and lifestyles

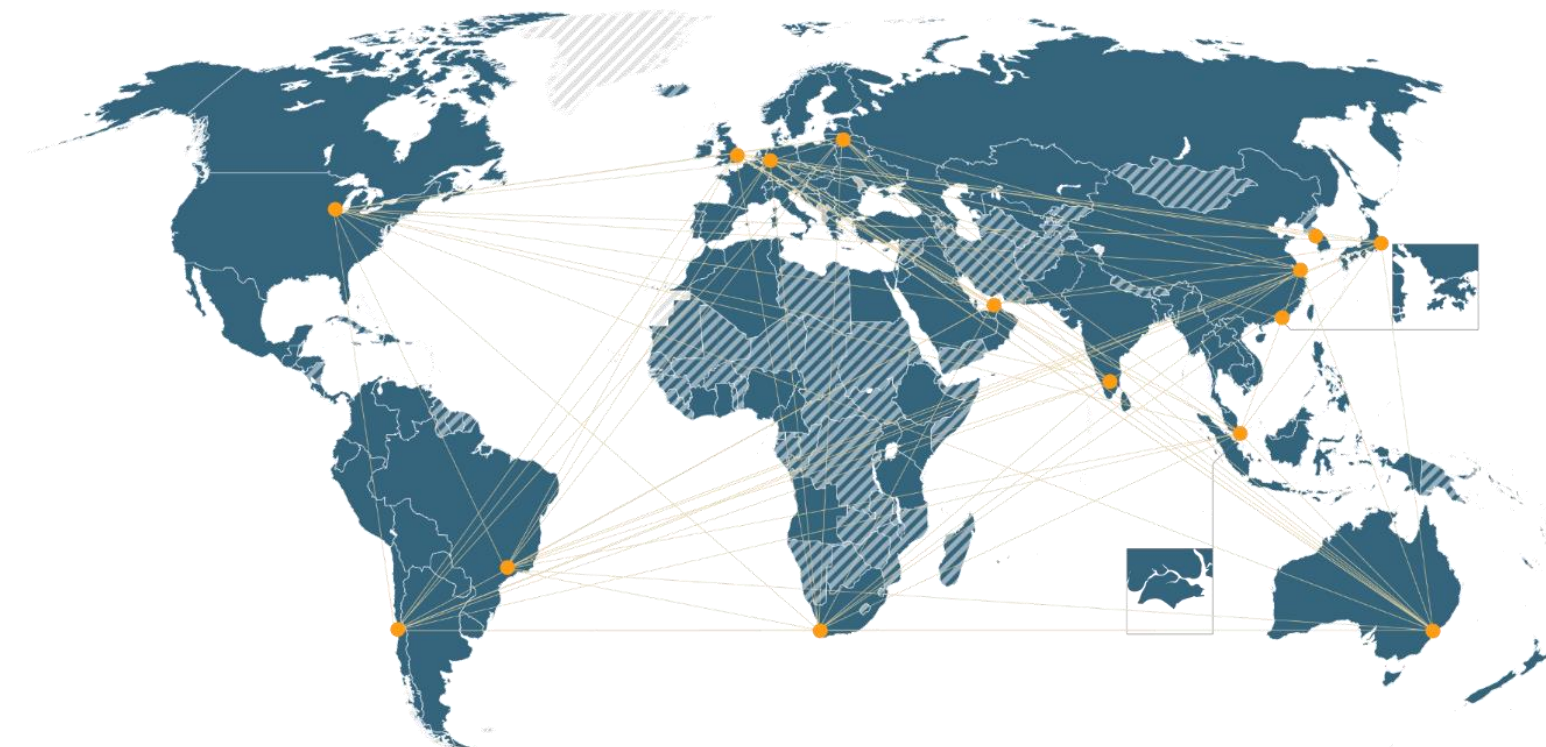
Companies and brands

Product categories and distribution channels

Production and supply chains

Economics and forecasting

# Euromonitor International network and coverage



● **15 OFFICE LOCATIONS**  
London, Chicago, Singapore, Shanghai,  
Vilnius, Santiago, Dubai, Cape Town,  
Tokyo, Sydney, Bangalore, São Paulo,  
Hong Kong, Seoul and Düsseldorf

■ **100 COUNTRIES**  
in-depth analysis on consumer  
goods and service industries

■ + ▨ **210 COUNTRIES AND  
TERRITORIES**  
demographic, macro- and  
socio-economic data on  
consumers and economies

# OVERVIEW

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## MEGATRENDS

SHIFTING MARKET FRONTIERS

ETHICAL LIVING

SHOPPING REINVENTED

CONNECTED CONSUMERS





Megatrends have the power to transform and disrupt entire categories.

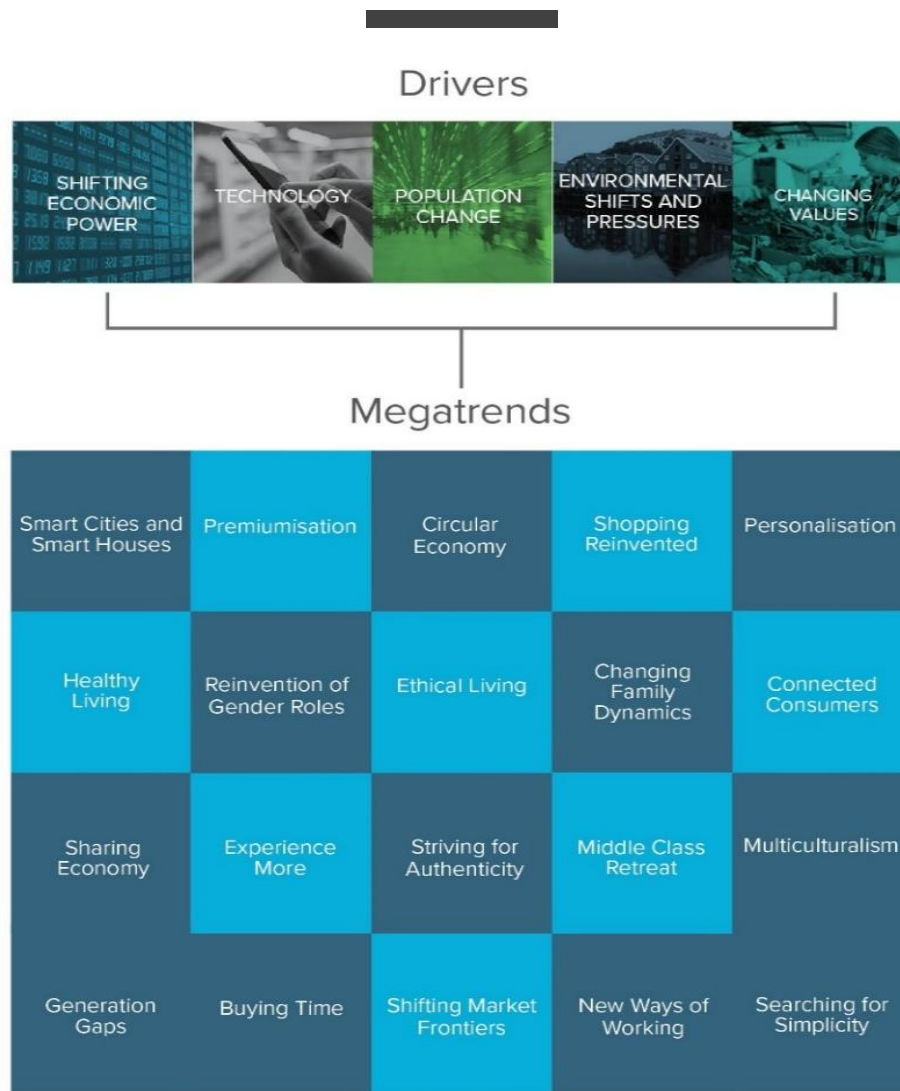


## Five core drivers are shaping Megatrends

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Megatrends have the power to transform and disrupt entire categories.



*Euromonitor has identified 20 of the most influential Megatrends set to shape the world through 2030 and will provide in-depth thought leadership on the 8 Megatrends with the furthest-reaching impact on industries and consumers in the years to come.*

## Global gardening 2017 snapshot

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**\$86.2 billion**

Gardening industry in 2017  
(USD)

**1.0%**

Gardening forecast 2017-  
2022 value CAGR



## Gardening is shaped by four focus megatrends



# OVERVIEW

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MEGATRENDS

**SHIFTING MARKET FRONTIERS**

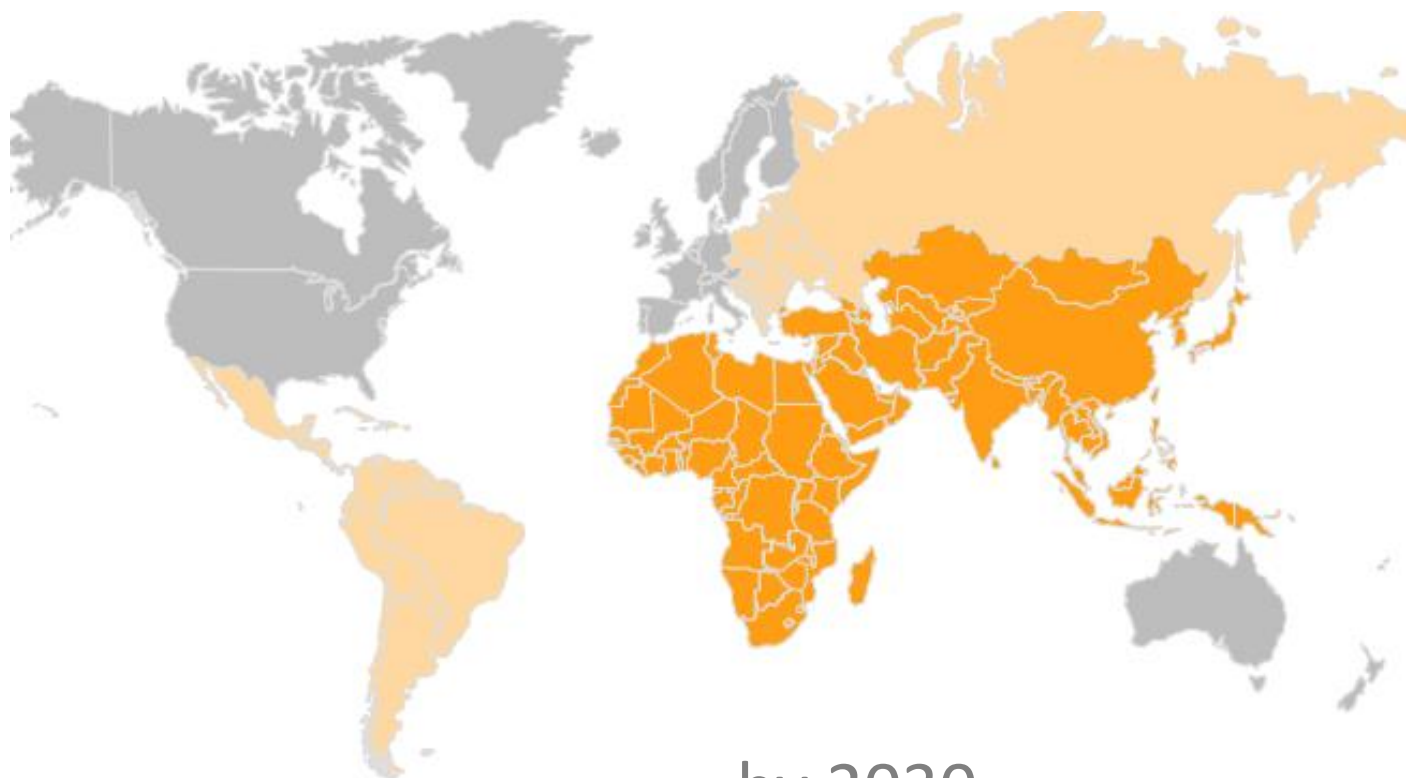
ETHICAL LIVING

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SHOPPING REINVENTED



## Developing markets leading global economy



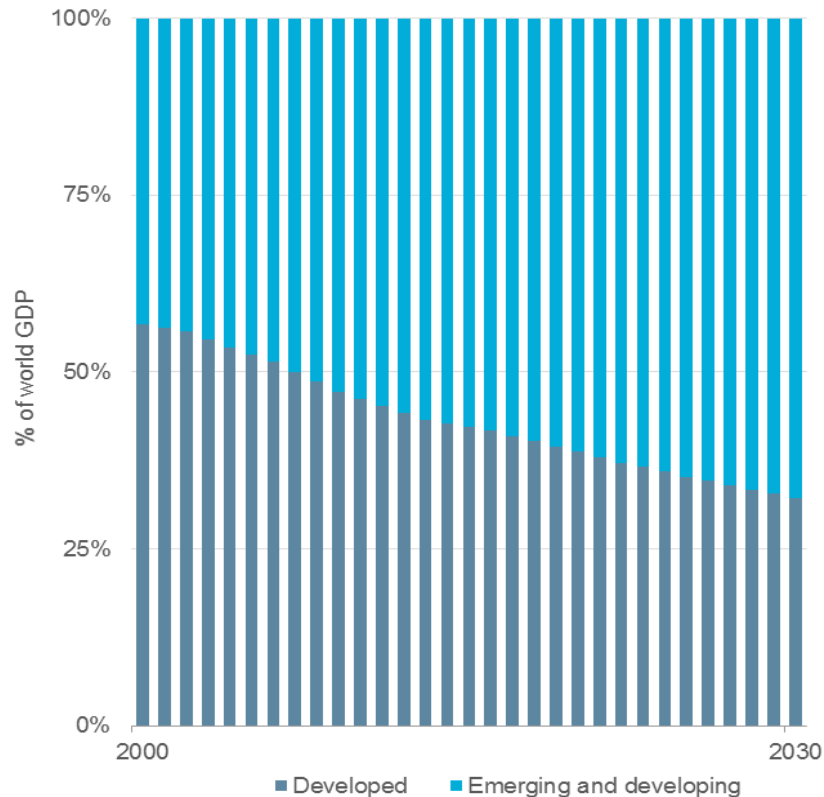
by 2030

**60%** Global Population  
GDP

By 2050, frontier markets are expected to account for over a half of consumer income



World GDP in PPP Terms 2000-2030



Source: Euromonitor International from national statistics/Eurostat/OECD/UN/IMF

2008

Emerging markets overtook developed countries

2030

Emerging and developing countries will account for 2/3 of global output



## Asia and Africa becoming central

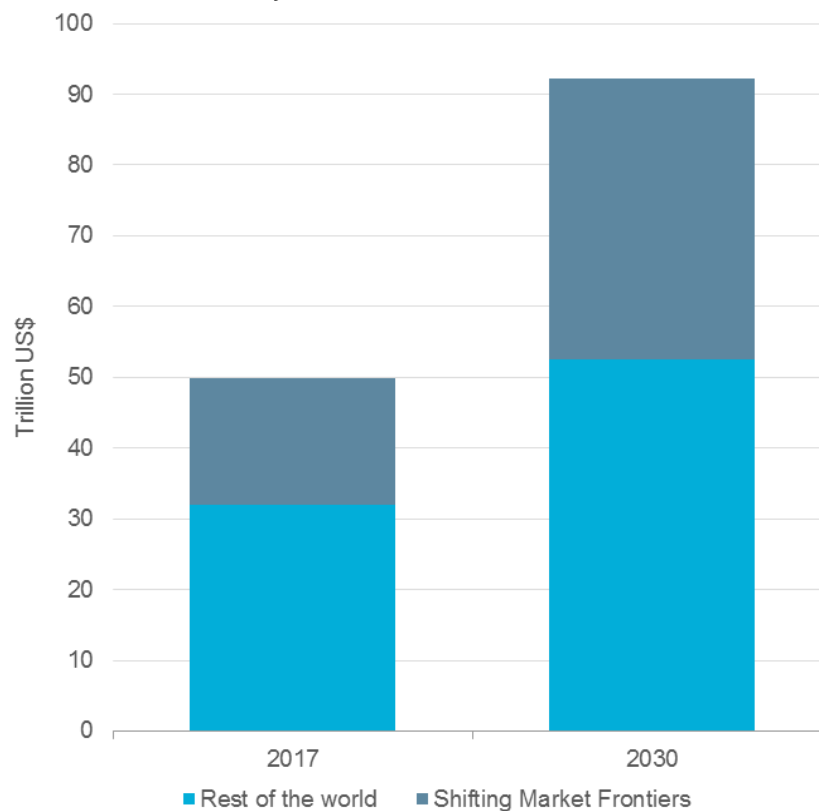
**ASIA**  
**AFRICA**

by 2030

Average consumer expenditure will double

14 out of 20  
most populous cities  
will be there

Shifting Market Frontiers vs Rest of the World: Disposable Income 2017 and 2030



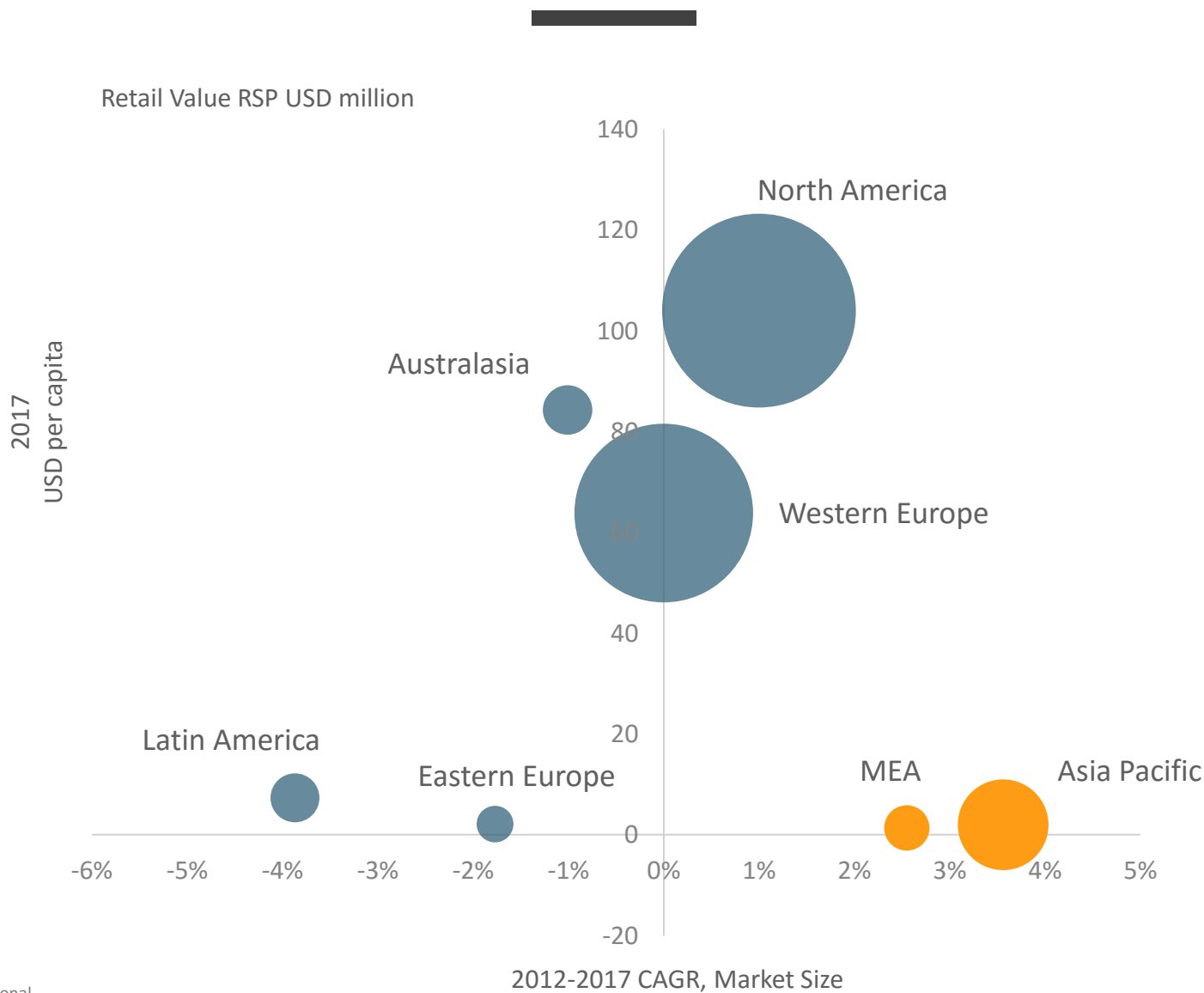
Source: Euromonitor International forecast

Note: "Shifting Market Frontiers" refers to Asia and Africa

## Apartment living on the rise, results in fewer and smaller gardens



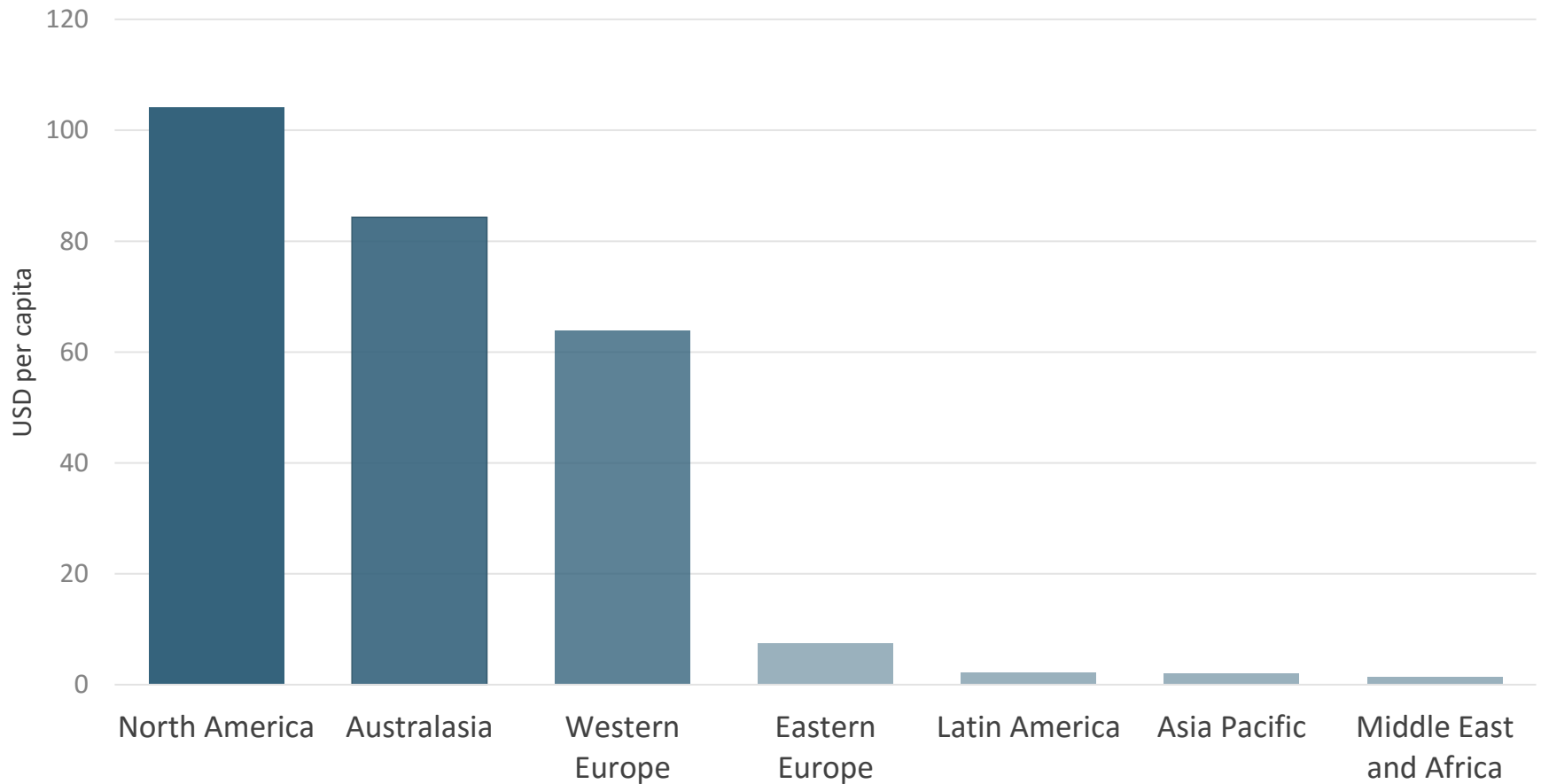
## Lack of land in urban areas prevented gardening to grow in a few regions



## Developing regions per capita gardening spend lags behind North America

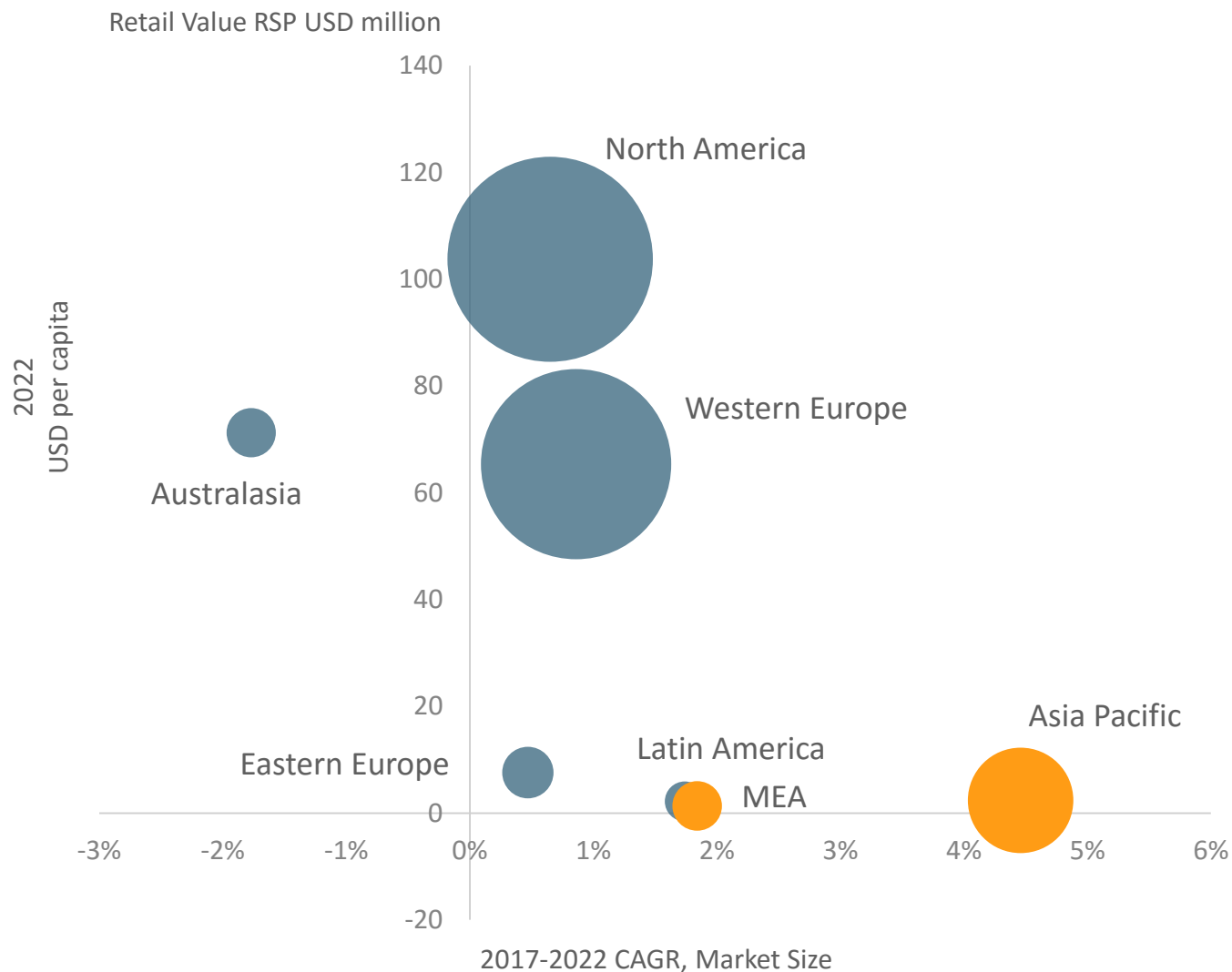
Bar chart showing Gardening per capita spending (World) across various regions.

Gardening per capita spending (World)





## High urban migration and rising awareness ensures a positive future



## Mati City promotes backyard gardening



[www.sunstar.com.ph](http://www.sunstar.com.ph)



## Slow Food: “A thousand gardens in Africa”

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[www.slowfood.com](http://www.slowfood.com)

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## Ethical living: from world leaders to individuals, and back



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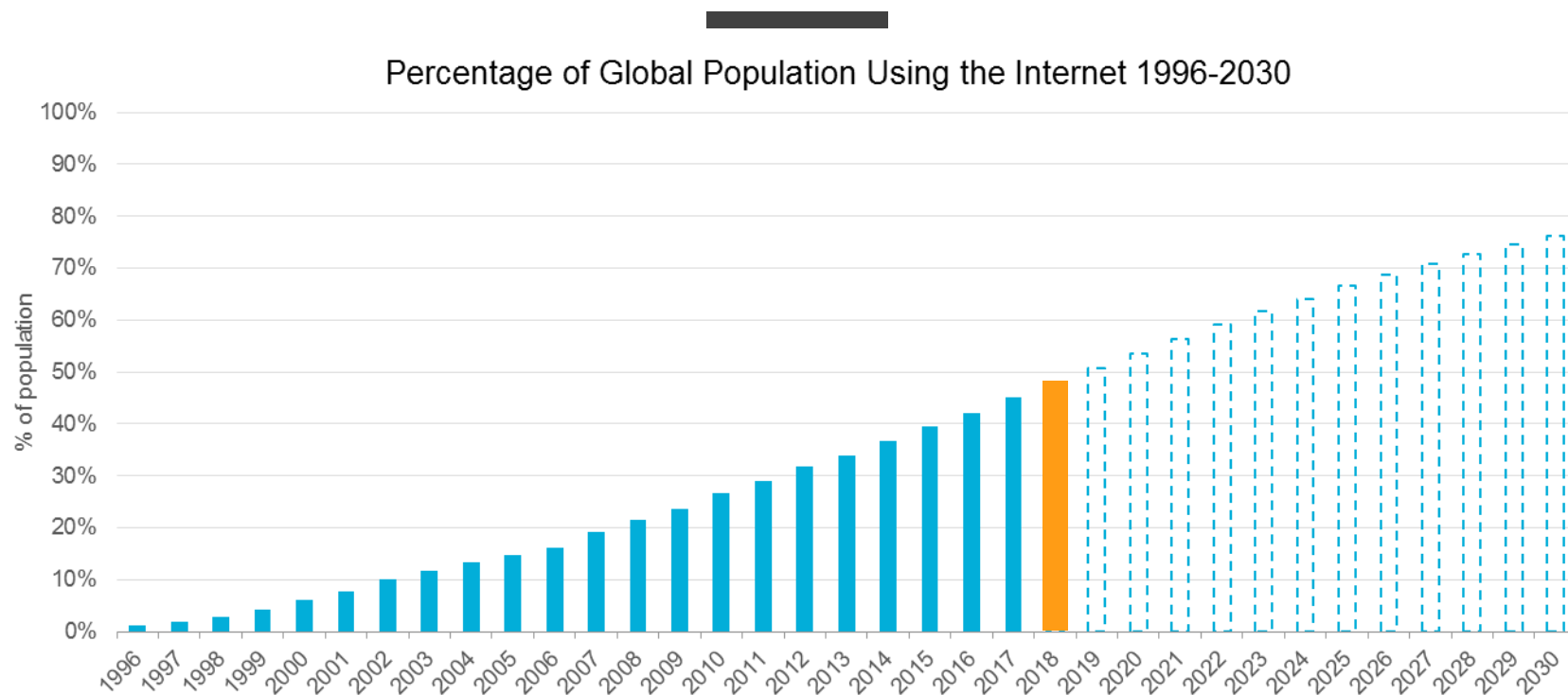
ETHICAL LIVING

**CONNECTED CONSUMERS**

SHOPPING REINVENTED



# The rise of the digital consumer



## 47.7%

Percentage of global population using the internet (2018).

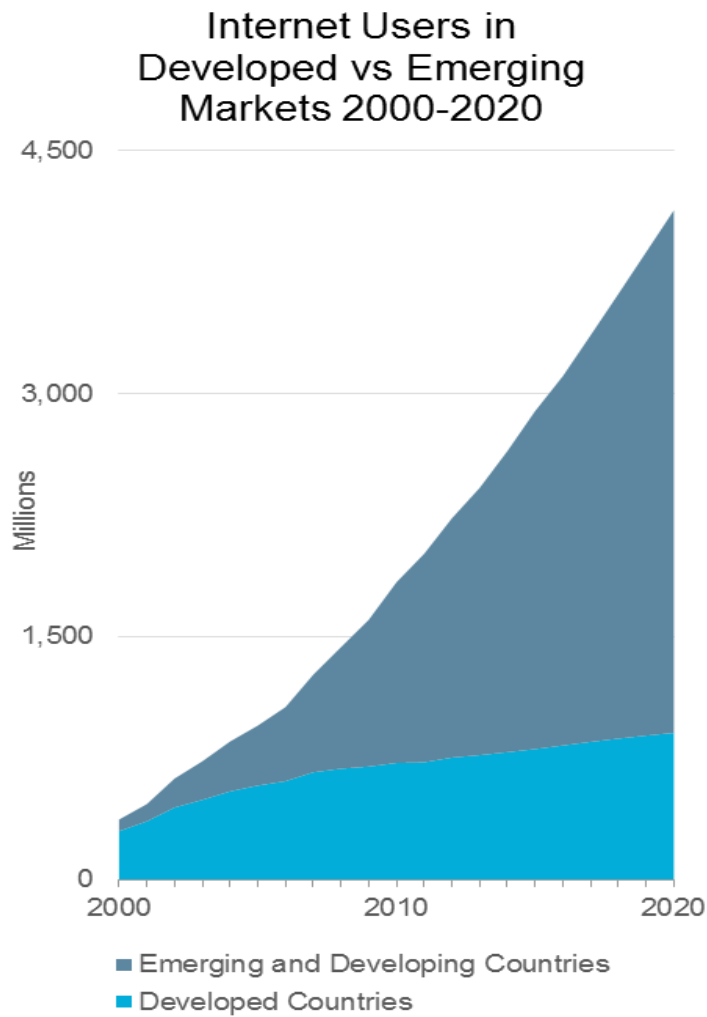
## 90.7%

Percentage of global population covered by at least a 3G mobile network (2018).

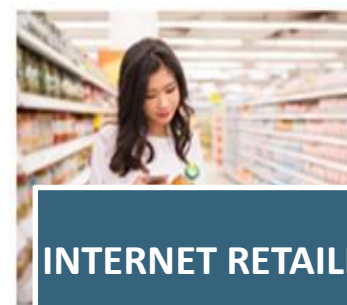
## 48.9%

Percentage of global households with access to broadband internet (2018).

## A new consumer type: connected consumers



SMART HOME



INTERNET RETAILING



## Click & Grow: the smart indoor garden

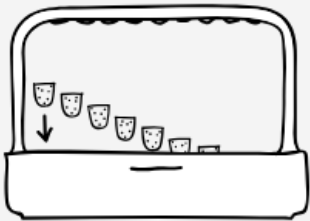


[www.clickandgrow.com](http://www.clickandgrow.com)

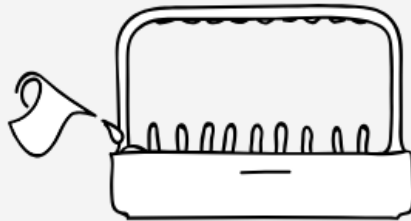
## Click & Grow: how the system works?



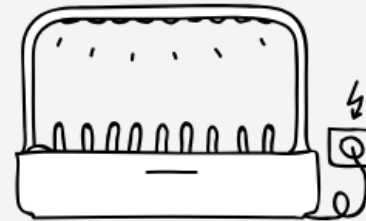
1.  add pods



2.  add water

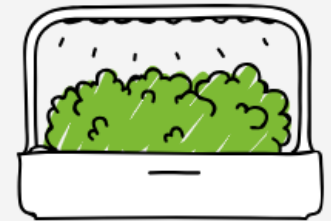


3.  plug it in



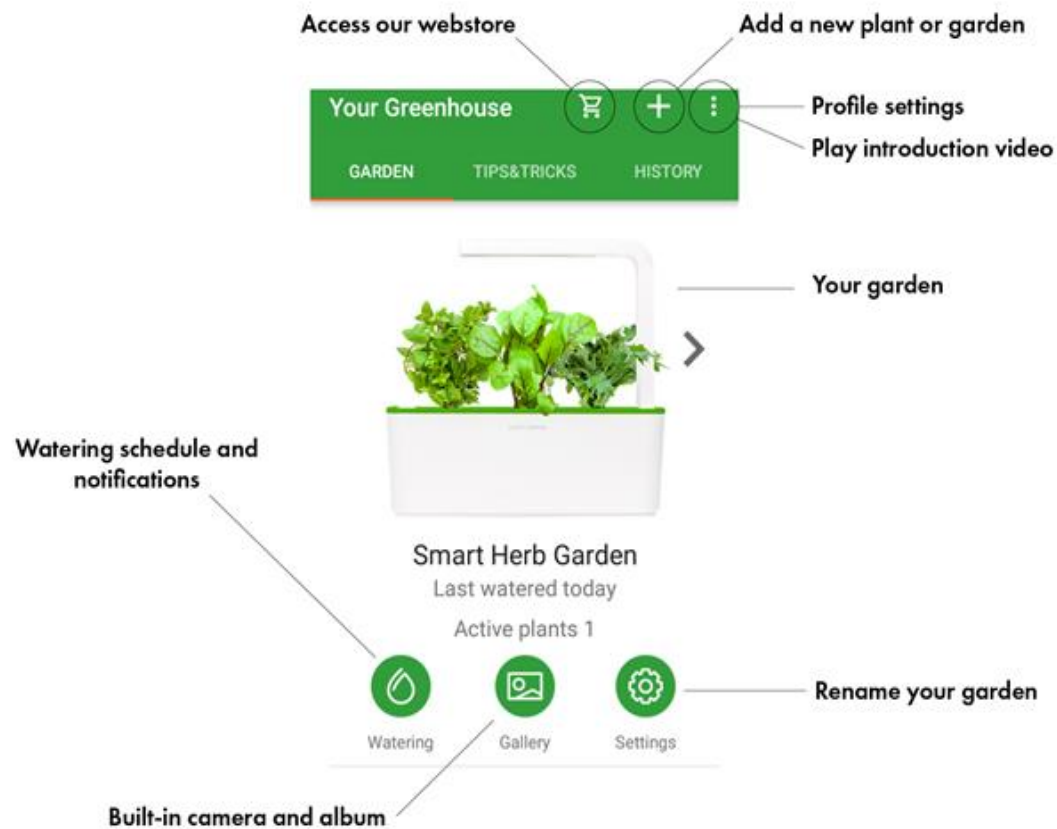
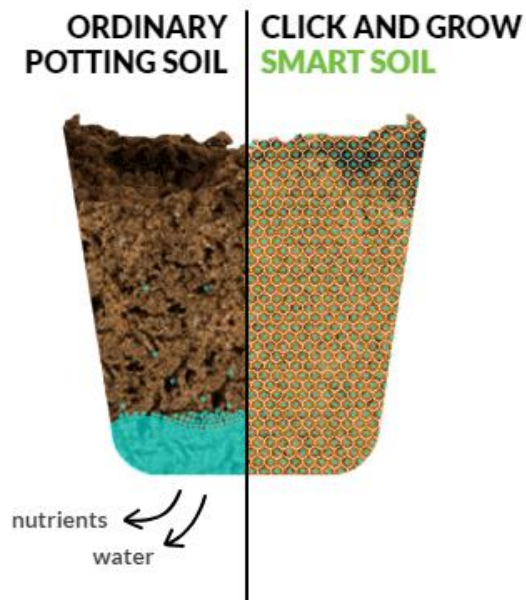
=

 enjoy



[www.clickandgrow.com](http://www.clickandgrow.com)

## Click & Grow: grow indoor plants through pods



[www.clickandgrow.com](http://www.clickandgrow.com)

Plenty: smart pot automatically monitors the plant and feeds water whenever needed

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How to get closer to nature

Plenty



[nothing.net/plenty/](http://nothing.net/plenty/)

## Planty: fill the water and connect with apps



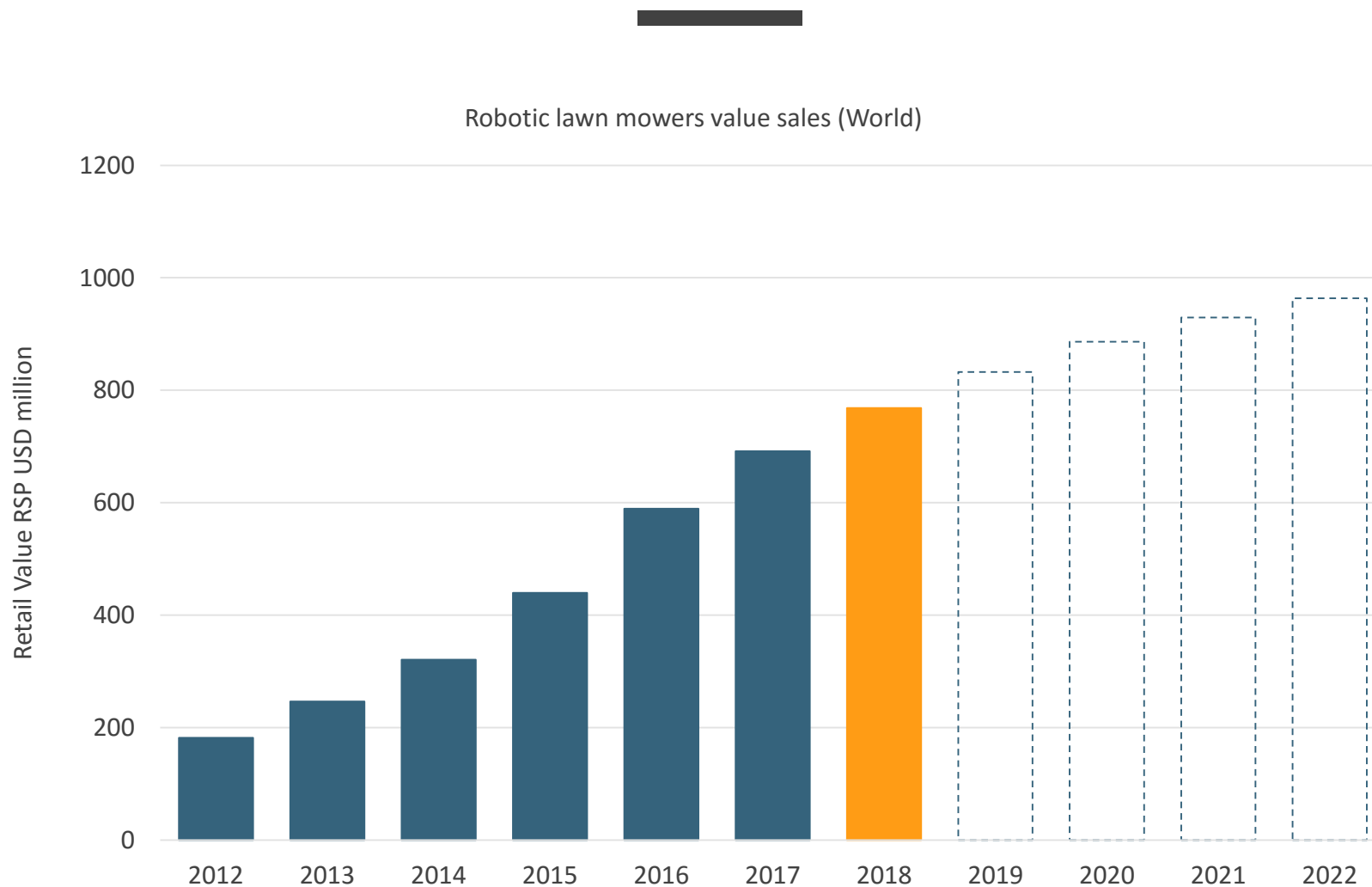
[nthing.net/planty/](http://nthing.net/planty/)

## CounterCrop: funded through Kickstarter but it did not make it



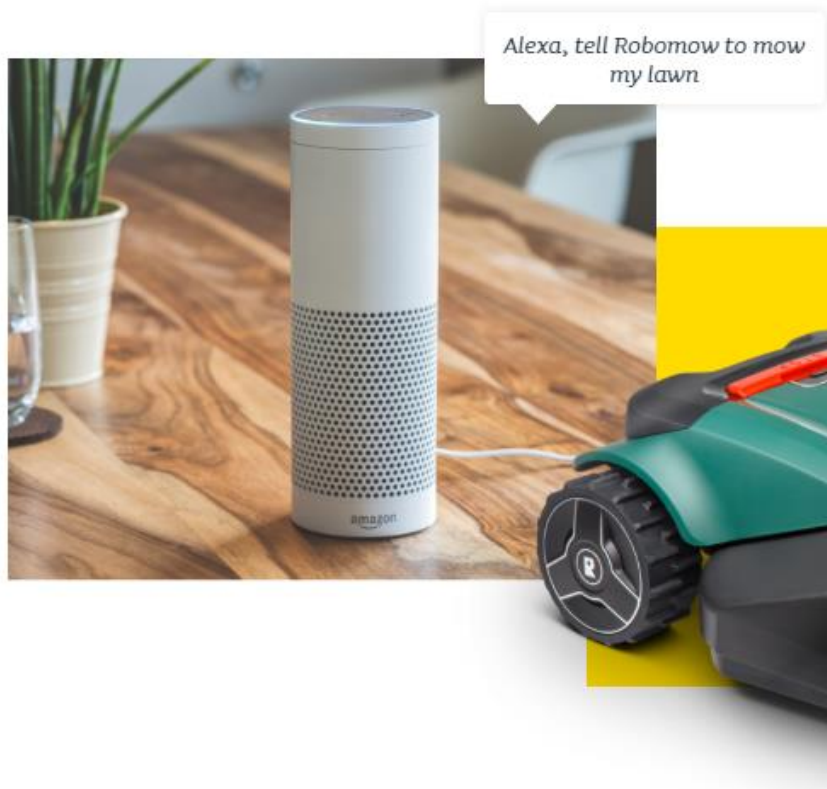
*Kickstarter.com*

## Robotic lawn mowers maintain a robust growth





## Robotic lawn mowers: “Alexa, go cut the grass!”



*robomow.com*



*Husqvarna.com*

## Smart watering: no sprinklers running in the rain anymore

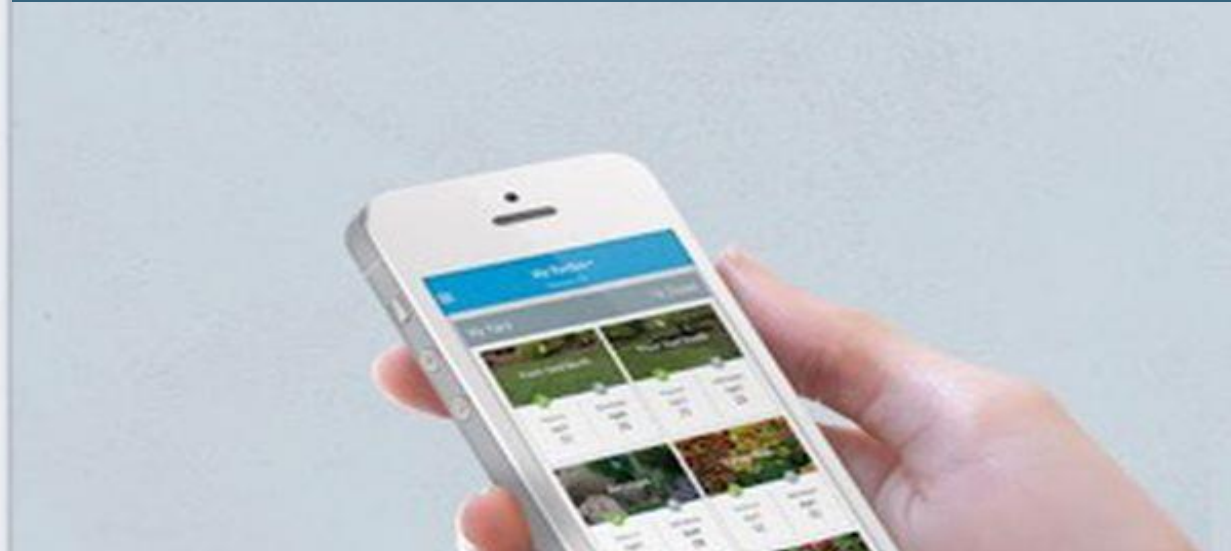


**MOBILE APP**

**WEATHER**

**WATER CONSUMPTION**

**VOICE CONTROL**



*Cnet.com*

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## Store-based retailers fight back...and makes shopping in-store easier at its Lawn & Garden centres

During 2018, Walmart began trialling its Check Out With Me programme in its US Lawn & Garden centres, which involves sales associates offering on-the-spot checkout services for customers, saving them time queuing in-store. Sales associates use cellular devices and Bluetooth printers to facilitate faster checkout services.

Walmart's investment in the home sector goes beyond its North American operations. In 2018, it acquired Flipkart, a leading e-commerce retailer in India. Flipkart competes strongly with Amazon, and has recently upgraded its furniture offering via private label brands and a partnership with a logistics firm to facilitate faster delivery.

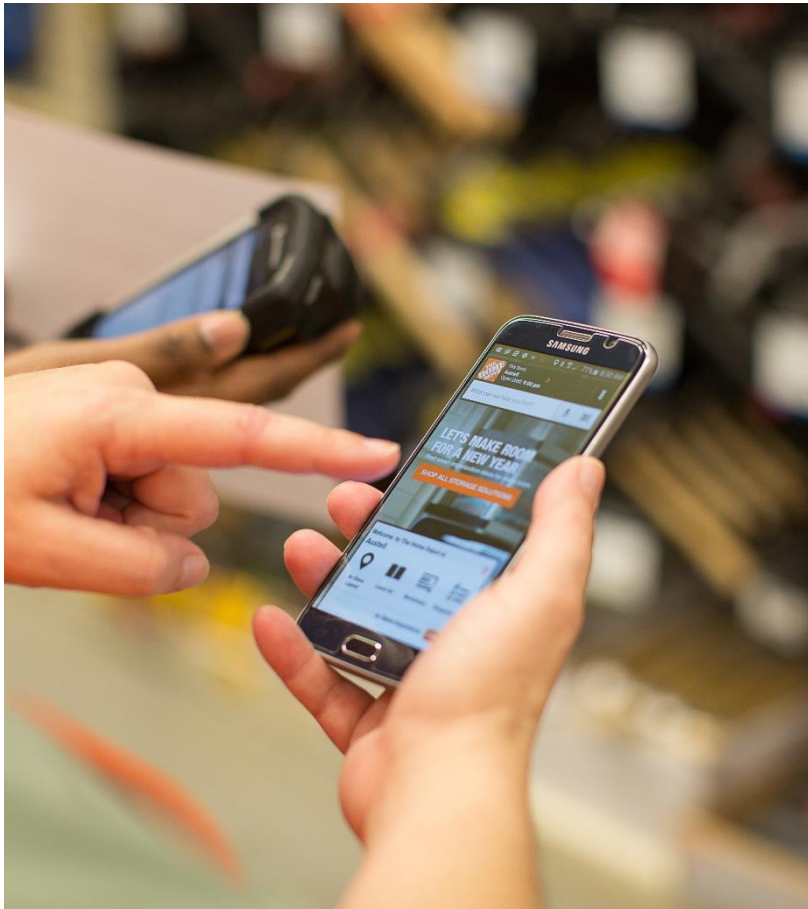


Source: Walmart website



# Case study: The Home Depot's omnichannel engagement

## The Home Depot (USA)



## Digital customer engagement

The Home Depot is one the largest home improvement and gardening retailers in North America.

Online sales accounted for 6.7% of total sales in fiscal 2017. Interestingly, though, over 45% of The Home Depot's online US orders were picked up in-store.

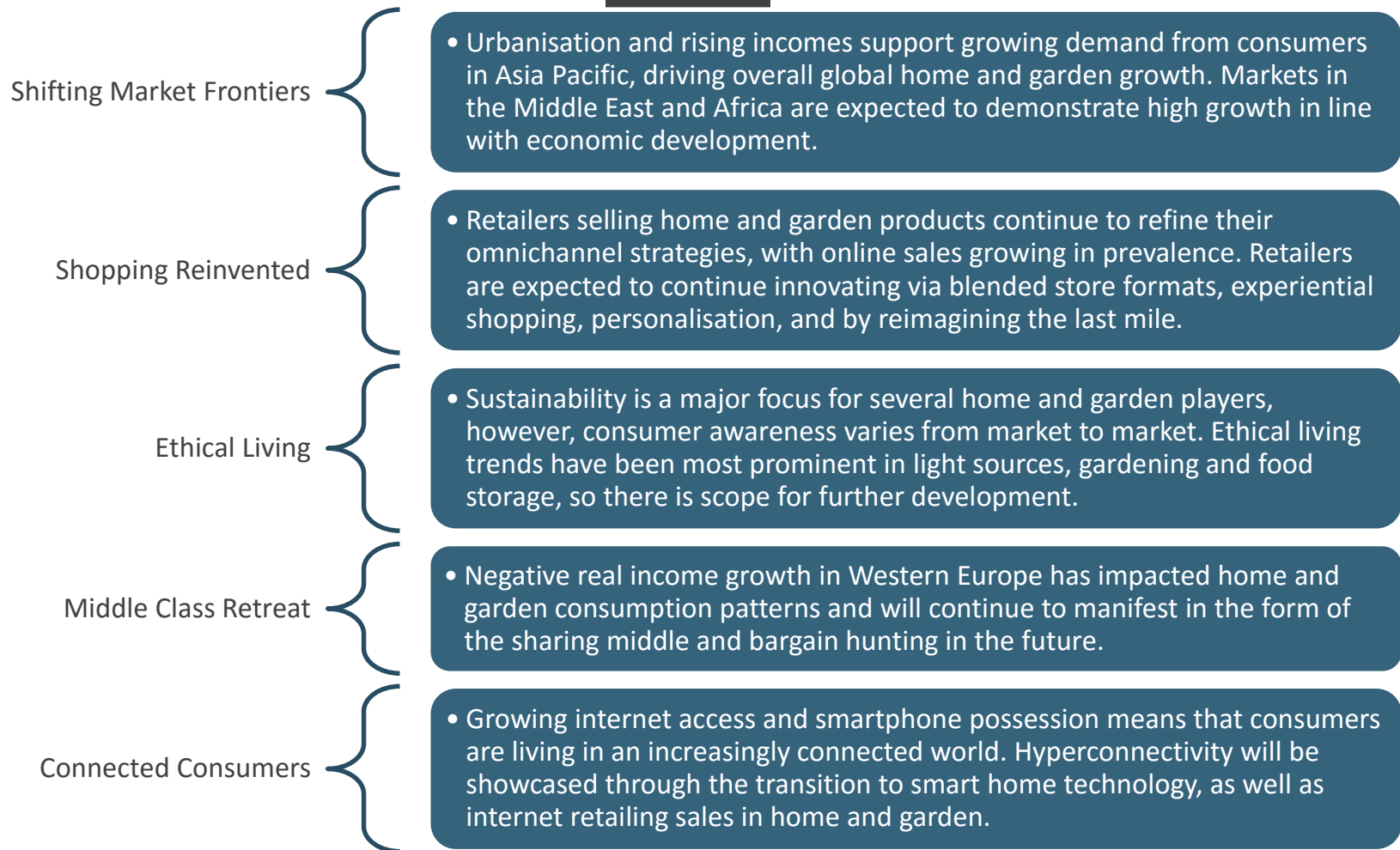
The retailer has introduced other initiatives to make consumers' lives easier, e.g. the company installed automated lockers in selected stores for customers to pick up online orders.

Also, based on customer feedback that stores were hard to navigate, The Home Depot introduced store-specific maps, allowing customers to pinpoint an item's location using a mobile phone.

The Home Depot recognises that consumers crave convenience and efficiency, which Click & Collect offers.

Source: The Home Depot website ([www.homedepot.com](http://www.homedepot.com))

## Megatrends shaping gardening globally



# Thank you

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**in** <https://www.linkedin.com/in/sbotter/>