



Euromonitor  
International

# Gardening in Italy

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Gardening Summary

### INDUSTRY PERFORMANCE

Viridea Adapts Range and Advice to Urban Gardening Surge

Compo and Vigorplant Shift Inputs Towards Certified Sustainability

Chart 1 - Compo's Bio Line Gives Gardeners 100% Natural, Biocontrol Alternatives to Chemical Plant Protection Products

Stiga and Rain Drive Smart Gardening with Battery and App Innovation

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Companies to Accelerate Urban Growth as Households Diversify

Robotic Mowers and Smart Irrigation to Reshape Equipment Sales Trajectory

Service Models Set to Evolve as Diy and Difm Audiences Diverge

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Husqvarna and Al-Ko Sustain Leadership through Urban Innovation

Gardena Targets Urban Gardeners with Compact Hose Innovation

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### CHANNELS

Leading Home Improvement and Gardening Stores Leroy Merlin, Obi and Tecnomat Drive Omnichannel Consolidation

Amazon.It and Manomano Fuel E-Commerce Gains in Compact Formats

Obi and Viridea Reinvent Garden Shopping through Experience and Proximity

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 Italy - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Overall Decline, but Households Continue to Invest in Gardens

Ikea and Coincasa Enable Affordable Home Refreshes

Chart 16 - Ikea Italia Makes Personalisation Affordable

Stiga and Gardena Capitalise on Outdoor Living as Gardening Outperforms

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

## WHAT'S NEXT?

Outdoor Living Set to Continue to Contribute to Growth, with Climate-Adapted Products Popular

Ikea and Coincasa to Boost Homewares and Home Furnishings with Value

Digital Innovation and Omnichannel Services Set to Reshape Consumer Expectations and Business Strategies

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Ikea Extends Its Lead with Omnichannel Strategy and Design Innovation

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

## CHANNELS

Homewares and Home Furnishing Stores Defends Channel Leadership as E-Commerce Grows

Alessi and Natuzzi Advance Retail Formats

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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/gardening-in-italy/report](http://www.euromonitor.com/gardening-in-italy/report).