

INDUSTRY OVERVIEW

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OVERVIEW OF THE GLOBAL GARDENING MARKET

The global gardening industry is undergoing rapid growth, with its market landscape shifting from functional needs toward decorative demand driven by esthetics and lifestyle. As consumers worldwide increasingly prioritize the esthetics of their living environments and healthy lifestyles, decorative gardening products have become the core drive of industry growth. North America and Europe have long dominated the global gardening market. The North American market continues to promote demand increase through retail innovation and lifestyle shaping, while Europe maintains its longstanding leadership in the high-end decorative gardening sector by leveraging its rich design heritage and cultural foundations. Amidst accelerated innovations in eco-friendly materials, vertical greening and intelligent applications, decorative gardening demonstrates remarkable market resilience while evolving into a vital industry for environmental enhancement and quality-of-life improvement. In the future, as global consumer demands continue to upgrade, decorative gardening will become a segment with higher value-added and larger market, creating unprecedented development opportunities for industry leaders.

Definition and Segments of the Gardening Industry

The gardening industry refers to a collective of industries focusing on the production, cultivation and distribution of ornamental plants, as well as related ancillary products and services. It is dedicated to provide greening and decorative solutions for modern homes, commercial spaces, and urban public areas through plants and associated products.

Based on product categories, gardening products are mainly categorized into gardening planters, horticulture, gardening equipment, garden maintenance and other gardening supplies. According to the functions of products, gardening products can be mainly divided into decorative gardening products and functional gardening products, as follows:

	Decorative Gardening Products	Functional Gardening Products
Definition.	Referring to products used to enhance overall horticultural esthetics and the ambience of the environment. It mainly includes decorative planters, ornamental plants and other supplies used for garden and landscape furnishings.	Referring to tools and products used to meet the needs of yard cultivation, maintenance efficiency and ease of use. It mainly includes functional planters, gardening equipment, garden maintenance products and other functional items.
Color & pattern	Applying expanded color palettes, gradients, textures and graphic motifs that align with interior and garden décor trends, enhancing visual appeal and reinforcing a premium market positioning.	Applying restrained colors, such as gray and black, with surfaces that emphasize functional textures.
Shape & structure	Adopting varied, sculptural forms, with greater freedom in curves and proportions.	Adopting simple, standardized shapes designed to improve production efficiency and reduce warehousing and transportation costs.

Source: CIC

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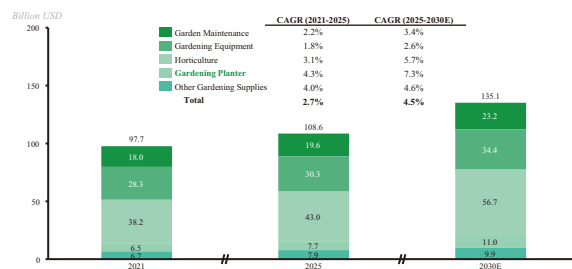
Size of the Global Gardening Market

The global gardening market has been booming over the past few years. In terms of retail sales, the global gardening market has grown at a compound annual growth rate (CAGR) of 2.7% from US\$97.7 billion in 2021 to US\$108.6 billion in 2025. This growth trajectory reflects the sustained enthusiasm for home beautification and the “courtyard economy” worldwide, particularly in the post-pandemic era.

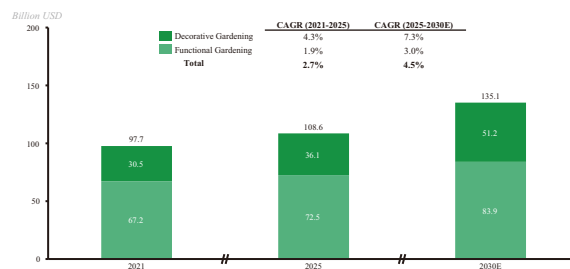
In the future, the courtyard economy continues to expand driving the steady growth of the global gardening markets, the overall market is projected to grow from US\$108.6 billion in 2025 to US\$135.1 billion in 2030, representing a CAGR of 4.5% during the period.

Among all product categories, gardening planters account for approximately 7.1% of the market share and are projected to achieve a CAGR of 7.3%, serving as the core drive of overall market growth.

Size of the Global Gardening Market in Terms of Retail Sales by Product Category, 2021-2030E



Size of the Global Gardening Market in Terms of Retail Sales by Functionality, 2021-2030E



Source: Euromonitor, CIC

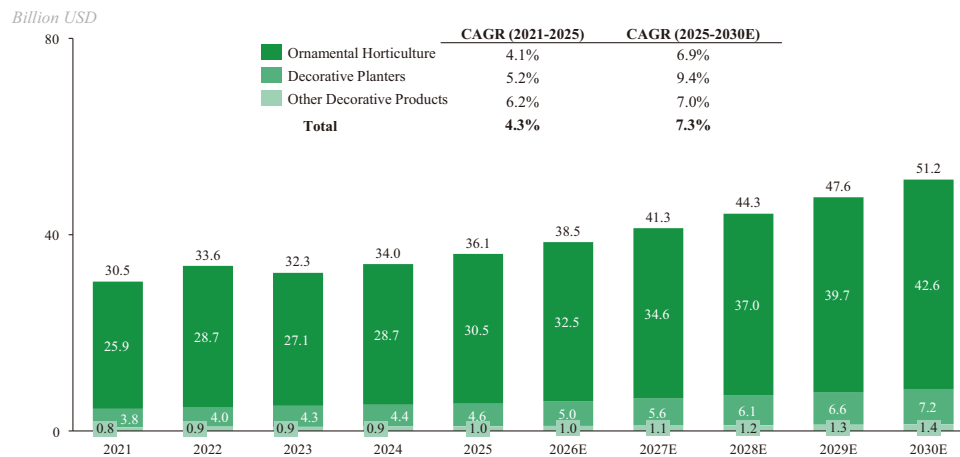
Meanwhile, with the rise of “courtyard economy” and the demand for living environment beautification, decorative gardening products are increasingly favored by global consumers. Compared with traditional functional gardening products, decorative gardening emphasizes more on esthetic value and spatial atmosphere creation, and has gradually become an important part of family courtyards, balconies and commercial outdoor spaces. These products mainly include plants with ornamental value, decorative planters with beautiful shapes, and landscape decorations such as garden ornaments and decorative lights, which have both esthetic and emotional healing properties.

The global decorative gardening products market size has reached US\$36.1 billion in 2025 and is expected to grow to US\$51.2 billion by 2030, at a CAGR of about 7.3% during the period, showing strong and sustainable growth momentum. Among these, North America, as the major core market, accounts for approximately 45.0% of the global market.

The global gardening and planters industry underwent a significant destocking cycle in 2023, primarily driven by the pull-forward of demand during the pandemic and subsequent precautionary overstocking by downstream retailers facing supply chain volatility. As global logistics stabilized and consumer discretionary spending softened under inflationary pressures, major retail channels prioritized the liquidation of existing stockpiles over new procurement. This resulted in a temporary contraction in sector-wide order volumes during the first half of fiscal 2023, followed by a gradual transition toward inventory equilibrium and a synchronized recovery in replenishment cycles by the year-end.

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Size of the Global Decorative Gardening Market in Terms of Retail Sales by Product Category, 2021-2030E



Source: Euromonitor, CIC

Analysis on the Drivers of the Global Gardening Industry

- Macroeconomic development drives the upgrade of gardening consumption:** As a quintessential sector of consumption upgrade, the vitality of the gardening market is positively correlated with the sound development of the macro-economy. Particularly, in developed economies such as North America and Europe, the large middle class and steady growth in per capita disposable income form a solid foundation for gardening consumption. In the U.S., for example, per capita disposable income increased from approximately US\$57,000 in 2021 to approximately US\$67,000 in 2025. The constantly enhanced consumer power is encouraging households to increasingly spend more on home beautification, leisure experience and lifestyles, directly driving the upgrade and expansion of the gardening industry.
- Esthetic demand drives the expansion of decorative gardening products:** With the acceleration of urbanization and the popularity of telecommuting and other lifestyles, consumers prefer to use greenery, yard decoration and space beautification for emotional healing, stress relief and improved quality of living. The consumer attributes of gardening products extend from pure plant maintenance to the composite demand of esthetic presentation, space decoration and lifestyle expression, prompting significant growth in the demand for decorative planters, garden ornaments, outdoor soft furnishings and other products, and becoming the most dynamic growth momentum of industry expansion.
- Technological advancements and the development of digital media have accelerated the popularization of gardening products and concepts:** Technological advancements are profoundly reshaping the consumption paradigm within the gardening industry. On one hand, innovations in products and materials (such as smart irrigation systems and high-performance eco-friendly materials) have significantly lowered the professional barriers of gardening, allowing ordinary consumers to enjoy expert-level cultivation experiences, thereby greatly expanding the potential market. On the other hand, social media has created entirely new platforms for showcasing gardening, sparking massive imitative consumption and impulse purchases while accelerating the spread and iteration of design trends. Both factors jointly led to increased market penetration and reshaped consumer decision-making.

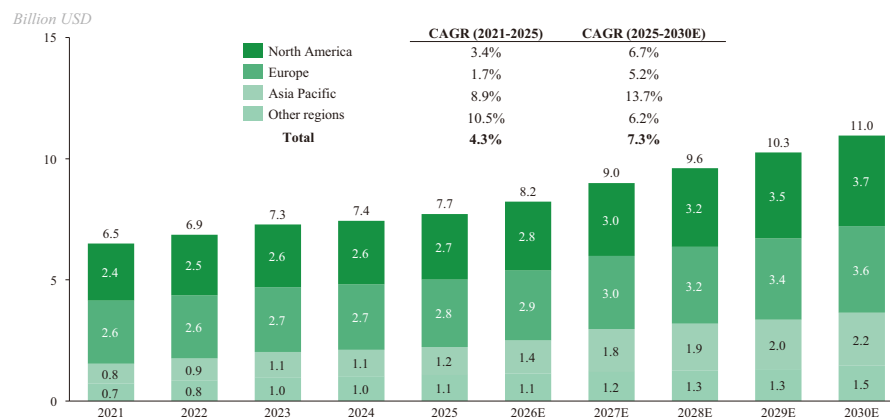
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- Global promotion of green economy has elevated the added value of the gardening industry:** Against the backdrop of global efforts to combat climate change and achieve carbon neutrality, governments of various countries are increasingly prioritizing the development of urban ecosystems. From promoting “urban green walls” and rooftop gardens to encouraging community gardens and home gardening, a series of policies have been launched to increase urban greening rates, improve microclimates and foster biodiversity. These policies have not only generated substantial demand for public greening projects, but also significantly stimulated corporate and individual participation in urban ecological development through regulatory guidance, financial subsidies and public education. This provides robust policy endorsement and vast growth potential for the gardening industry.

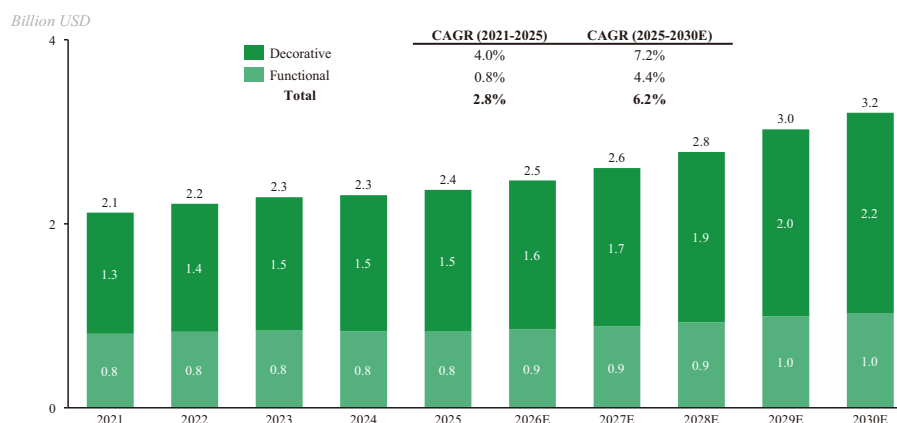
OVERVIEW OF THE GLOBAL AND U.S. PLANTER MARKET

The global planter market is experiencing steady growth over the last 5 years, reaching USD7.7 billion in 2025, underlying a CAGR of 4.3% from 2021 to 2025. Driven by the heatwave of gardening economics and global consuming upgrades, the market is expected to grow to USD11.0 billion at a CAGR of 7.3%. The U.S. market accounted for 30.7% of the global market in 2025, reaching USD2.4 billion, and is expected to further increase to USD3.2 billion in 2030.

Global Gardening Planter Market in Terms of Retail Sales by Region, 2021-2030E



US Gardening Planter Market in Terms of Retail Sales, by functionality, 2021-2030E



Source: Euromonitor, Expert interviews, CIC

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Drivers and Development Trends of the Global and U.S. Planter Market

- **Space Intensification Drives Multifunctionality and Modularity:** The global trend toward compact urban living and higher space utilization efficiency is accelerating the evolution of planters from traditional planting containers into integrated furnishing solutions. In the U.S., rising demand for optimized use of residential patios, balconies, indoor living areas, and commercial outdoor spaces has driven broader adoption of multifunctional products integrating seating, lighting, storage, and partition functions. Commercial applications such as hospitality, office, retail, and mixed-use developments increasingly deploy large-format planters as flexible spatial dividers and aesthetic infrastructure, blurring the boundary between planters and furniture while increasing average selling prices and value-added content per unit.
- **E-commerce Penetration and Aesthetic Upgrades Accelerate Lightweight Composite Adoption:** Digital retail channels and social-media-driven home decoration trends are reshaping consumer purchasing behavior and shortening product replacement cycles. In the U.S., consumers increasingly favor premium visual aesthetics such as stone, ceramic, concrete, and handcrafted appearances, while online fulfillment economics require lower transportation costs and reduced breakage rates. This has accelerated the substitution of traditional heavy materials with polymer composites and engineered lightweight materials capable of replicating natural textures. Lightweight products improve logistics efficiency, expand SKU variety, and enhance cross-border scalability, making material innovation an increasingly important competitive differentiator.
- **Material and Manufacturing Technology Upgrades Drive Product Structure Optimization and Premiumization:** Advances in materials engineering and manufacturing processes are transforming planter performance and product economics. Rotational molding, advanced injection molding, composite formulation technologies, surface texturing, UV-resistant coatings, and weatherproof treatment enable manufacturers to achieve improved durability, lighter weight, enhanced impact resistance, and lower maintenance requirements while preserving premium aesthetics. In addition, innovations such as double-wall structures, integrated water reservoirs, modular assembly, and embedded drainage systems are expanding product functionality and extending lifecycle value. These upgrades are accelerating the shift of industry product mix toward higher-margin decorative and outdoor premium categories.
- **ESG Compliance and Green Consumption Promote Material Sustainability:** Tightening environmental regulations and rising consumer awareness are accelerating the transition toward sustainable materials and circular production models. In the U.S. market, retailers and end users increasingly favor planters manufactured with recycled plastics, biodegradable materials, reclaimed composites, and lower-carbon production processes. Large retail channels are gradually incorporating ESG-related requirements into supplier screening and procurement standards, increasing barriers to entry for non-compliant manufacturers. Sustainable product positioning not only supports green premium realization but also enhances brand recognition and retailer partnership opportunities.

OVERVIEW OF THE GLOBAL DECORATIVE GARDENING PLANTER MARKET

Definition and Segments of the Decorative Gardening Planter Industry

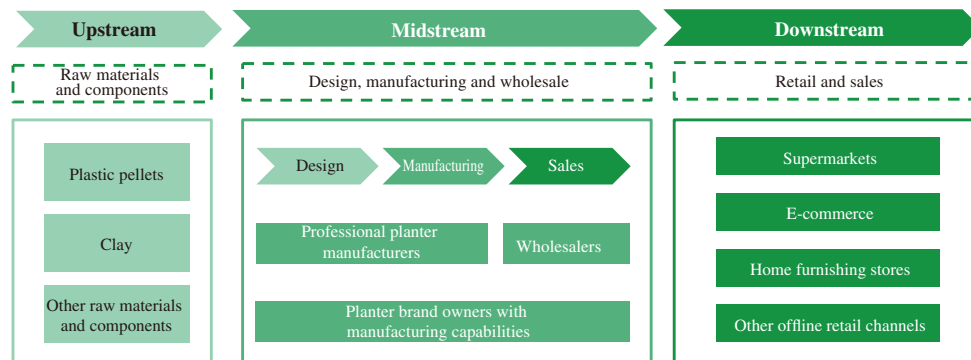
Decorative gardening planters refer to containers used for cultivating, maintaining and displaying plants, combining functionality with decorative appeal. As gardening consumption expands into lifestyle and esthetics, planter design, materials and functionality have become increasingly diverse, creating broad application scenarios across global markets. Based on materials, decorative planters can be divided into plastic planters, ceramic planters and other material planters.

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Structure of the Decorative Gardening Planter Industry Chain

The industry chain of the decorative gardening planter industry is clearly defined as follows. The upstream constitutes raw materials suppliers for plastic pellets, metals and other materials; the midstream is the core section, covering participants ranging from design and manufacturing to brand operation and wholesale distribution; and the downstream focuses on the end users, delivering products to consumers through various channels such as supermarkets, e-commerce platforms, home furnishing stores and other offline retail channels.

Structure of the Global Decorative Gardening Planter Industry Chain, 2025

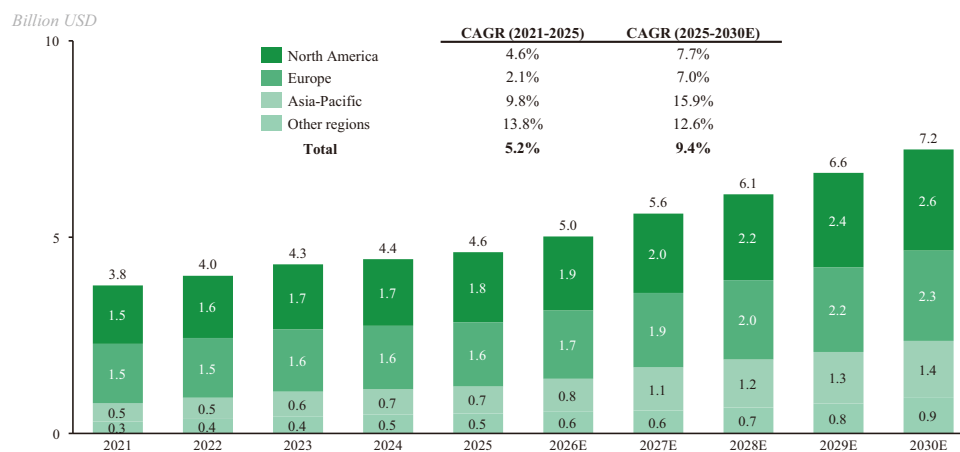


Source: CIC

Size of the Global Decorative Gardening Planter Market

Driven by rising urbanization, lifestyle-oriented home décor demand, and the growing popularity of gardening as a leisure activity, the global decorative gardening planters market has been expanding steadily. The global decorative gardening planter market is projected to grow at a CAGR of 9.4% from US\$4.6 billion in 2025 to US\$7.2 billion in 2030. North America and Europe are the two core markets, accounting for the vast majority of the market share.

Size of the Global Decorative Gardening Planter Market in Terms of Retail Sales by Country and Region, 2021-2030E

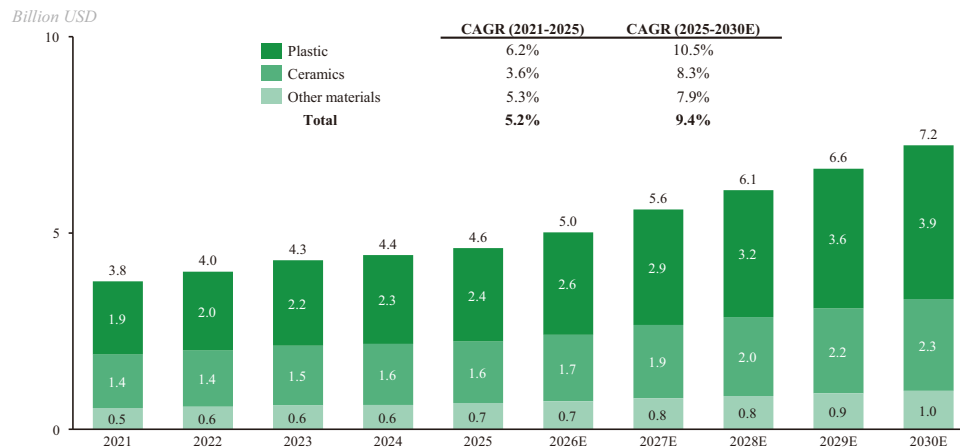


Source: Euromonitor, CIC

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Driven by the lightweight characteristics, high design versatility, durability, and suitability for both indoor and outdoor settings, decorative plastic planters hold a dominant position in the decorative planter market, accounting for more than 50% of global market. In 2025, global decorative plastic gardening planter market amounted to USD2.4 billion, and is projected to grow to USD3.9 billion.

Size of the Global Decorative Gardening Planter Market in Terms of Retail Sales by Material Type, 2021-2030E



Source: Euromonitor, CIC

Note: Other materials include metal, wood, stone, etc.

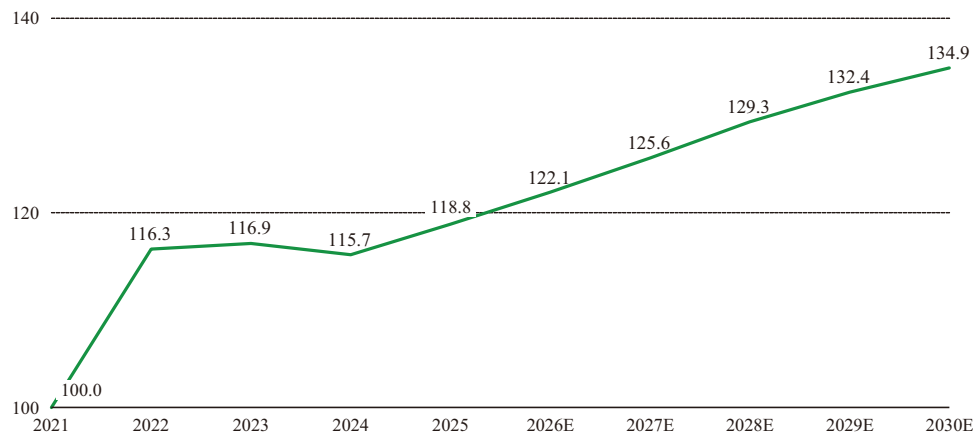
Global Price Trend of Decorative Gardening Planter

Global prices for gardening planters have been consistently rising. The sharp price hike from 2021 to 2022 were primarily driven by the combined effects of pandemic-induced global supply chain disruptions, soaring ocean freight costs and significant increases in raw material prices. On the demand side, home quarantine policies also spurred a short-term surge in gardening demand.

After 2022, while certain short-term factors were alleviated, price of planters is projected to steadily increase. This is primarily driven by two long-term factors: the first is innovation and upgrades of products, such as eco-friendly materials and design elements, which enhance their added-value; secondly, against the backdrop of global inflation, the moderate rise in fixed costs like labor and energy has collectively led to a sustained increase in prices.

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Global Retail Price Index⁽¹⁾ of Gardening Planter, 2021–2030E



Source: Freedonia, CIC

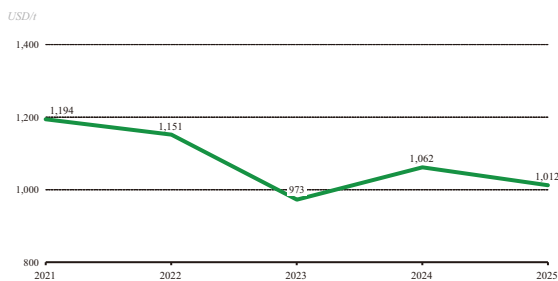
Note: (1) The price index uses 2021 as its base year, representing 100 base points.

Global Cost Structure of Gardening Planter

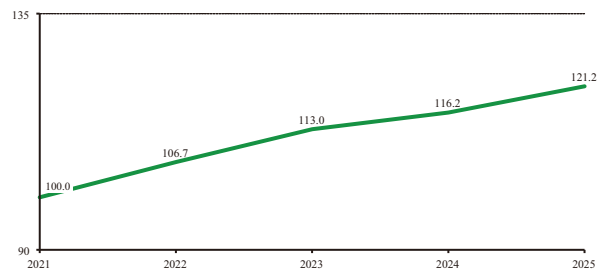
The cost structure of the gardening planter industry mainly consists of raw material, which is typical to the manufacturing industry. Primary raw materials include polypropylene (PP), polyethylene (PE) and other plastic pellets, accounting for approximately 60%–80% of total costs. Direct labor represents another major cost component, with specific fluctuations as follows.

From 2021 to 2025, PP (polypropylene) prices fluctuated sharply due to pandemic-driven supply chain disruptions, volatile crude oil and energy prices, and uneven capacity expansions.

Market Price of Polypropylene in China, 2021–2025



Labor Cost Index⁽¹⁾ in China, 2021–2025



Source: Trading Economics, the National Bureau of Statistics of China, CIC

Note: (1) The cost index uses 2021 as its base year, representing 100 base points.

Drivers of the Global Decorative Gardening Planter Market

- Demands for esthetic and emotional value lead to the rise of urban gardening:** As urban population density increases, gardening has gradually become an important way to relieve stress and improve mental health. In 2023, 81% of the U.S. households participated in gardening activities, which was 10% higher than the figures prior to the pandemic, indicating that consumers have a growing preference for creating natural atmospheres and sustainable lifestyles. Decorative

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planters, as the core medium for gardening, not only fulfill the functional needs of cultivating plants, but also align with consumers’ pursuit of esthetics and decoration for personalized space, thereby continuously driving the significant growth of the decorative planter market.

- **Material innovations promote product upgrading and market expansion:** With the trend of environmental protection and enhanced consumer esthetics, decorative planter continue to innovate on the material side, gradually extending from traditional ceramics and plastics to lightweight composite materials, recycled materials and new environmentally friendly resin, etc., to better balance the appearance design, weather resistance performance and cost efficiency. Material innovations have not only significantly enhanced product esthetics and application scenarios but also broadened the scope of application of products in outdoor, indoor and commercial spaces, leading to a continuous increase in the penetration rate of decorative planters, and thus boosting the continuous growth of overall market demand.

Development Trends of the Global Decorative Gardening Planter Market

- **New materials are gradually gaining traction, though plastics and ceramics remain the mainstream choices:** Plastic and ceramic decorative planters will maintain their market dominance due to their price advantage and mature manufacturing processes. However, driven by growing environmental and functional demands, novel materials such as biodegradable materials and lightweight composite materials are being introduced, propelling decorative planters toward greater sustainability and durability.
- **Miniaturization and verticalization meet the demands of urban micro-spaces:** Against the backdrop of limited urban living space, compact and easily placed decorative planters are increasingly favored. Simultaneously, walls, balconies and indoor structures are driving the development of vertical gardening, spurring the trend toward modular, stackable planters to efficiently utilize urban micro-spaces.
- **The design becomes the driving force leading to consumption upgrades:** The decorative planter industry exhibits low concentration, with consumers prioritizing design esthetics and value for money. Consumers prefer innovative shapes, colors and contextual designs. By offering differentiated products that cater to the market, decorative planter manufacturers can enhance user loyalty and broaden consumer reach.
- **The Impact of Global reduction of plastic usage:** Global environmental policies aimed at plastic reduction are accelerating the decorative plastic planter industry’s transition towards a green and circular economy, compelling enterprises to significantly increase the procurement and application of recycled plastics. However, the inherent degradation in the physical properties of recycled materials requires companies to master advanced material modification technologies to ensure product weatherability and aesthetic appeal, thereby raising the industry’s technological barriers to entry. Following this trend, companies leveraging recycled plastic would maintain stable cost structure and greater competitiveness comparing to those using non-recycled plastic. By 2030, the penetration rate of applying recycled plastic is expected to rise to over 60% from 25% in 2025.

OVERVIEW OF THE U.S. DECORATIVE GARDENING PLANTER MARKET

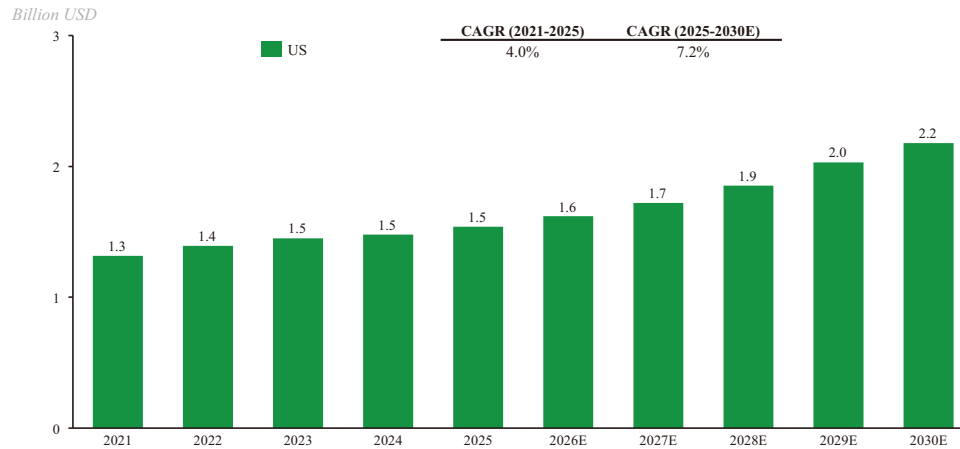
Size of the U.S. Decorative Gardening Planter Market

The U.S. occupies a significant share in the decorative gardening planter market with its retail sales reaching US\$1.5 billion in 2025, and is expected to grow at a CAGR of 7.2% from 2025 to 2030, demonstrating strong consumer resilience and structural demand support. Among these, plastic planters accounts for approximately 55% of the U.S. decorative planter market by virtue of their lightweight,

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portable and colorful features. The consistent growth of decorative planters indicates that the core driving force of the market has shifted from basic functional demand to high value-added consumption defined by design, esthetics and brand value.

Size of the U.S. Decorative Gardening Planter Market in Terms of Retail Sales, 2021-2030E



Source: Euromonitor, CIC

Drivers and Development Trends of the U.S. Decorative Gardening Planter Market

- Home gardening culture fosters long-term, stable demand:** A larger proportion of American households own courtyards and balconies, making gardening an integral part of daily life. After the pandemic, home gardening has gained further traction, elevating planters’ consumption beyond mere functionality to encompass esthetics and leisure. This cultural foundation ensures sustained, long-term growth in market demand. Over 55% of the U.S. households own gardens or courtyards, with the average U.S. family spending approximately US\$740 on gardening in 2025.
- Multi-channel and localized retail enhance market resilience:** The U.S. decorative gardening planter market has not only rapidly expanded through online e-commerce platforms, but also by leveraging large offline furnishing stores and chain retailers. The integration of online and offline channels and localized service models lead to more efficient and stable product sales, strengthening the market’s resilience against cyclical fluctuations.
- The trend towards high-end and differentiated consumption is evident:** the U.S. consumers prioritize design esthetics, materials and personalized experiences when selecting planters, demonstrating willingness to pay a premium for high-end and original products. Simultaneously, intelligent planters are gaining widespread popularity due to their convenient features, with market penetration steadily increasing. The trend toward consumption upgrades is driving the market toward mid-to-high-end offerings and function integration.
- Sustainable and community-based development creates new growth opportunities:** Environmental awareness and policy regulations have garnered strong support in the U.S., with consumers increasingly favoring eco-friendly materials planter products. Concurrently, the rise of community gardens and shared gardening has driven demand for modular, large-scale and portable planters, opening new growth avenues for the market.

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OVERVIEW OF THE CANADIAN, MEXICAN AND AUSTRALIAN DECORATIVE GARDENING PLANTER MARKET

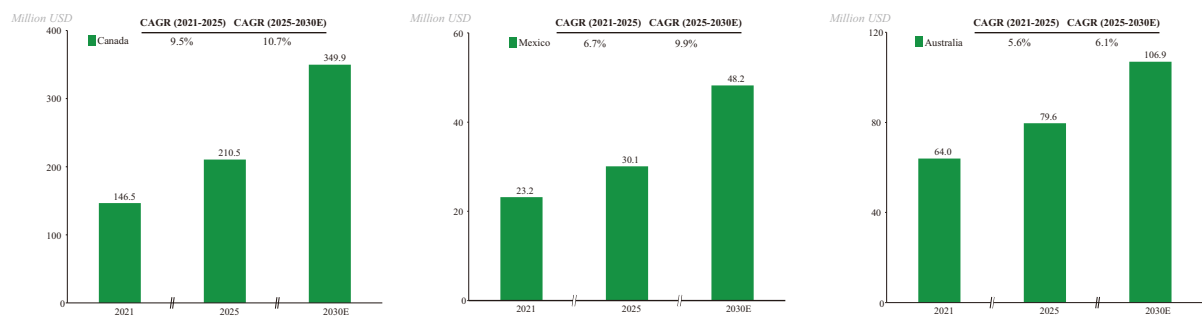
Size of the Canadian, Mexican and Australian Decorative Gardening Planter Market

In the rest of North America, the Canadian decorative gardening planter market is the largest in terms of volume and significantly leading in terms of growth rate. The market size reached US\$210.5 million in 2025 and is expected to expand to US\$349.9 million in 2030, with a projected CAGR of 10.7% for the period from 2025 to 2030, serving the core engine of market growth.

Mexican market size is relatively small but maintains steady growth of US\$30.1 million in 2025 and is expected to reach US\$48.2 million in 2030, with a CAGR of 9.9% during the period, gradually becoming an emerging growth point in North America.

The Australia market size reached US\$79.6 million in 2025 and is expected to reach US\$106.9 million by 2030, with a CAGR of 6.1% during the period, indicating a robust growth trend in a mature market.

Size of the Canadian, Mexican and Australian Decorative Gardening Planter Market in Terms of Retail Sales by Region, 2021-2030E



Source: Euromonitor, CIC

Drivers and Development Trends of the Canadian, Mexican and Australian Decorative Gardening Planter Market

- The core characteristic of the Canadian market lies in its gardening culture, which combines seasonal and indoor gardening practices:** The long winter fuels a boom in indoor gardening, with consumers keen on using planters to create green spaces indoors. The brief summer, meanwhile, ignites DIY enthusiasm for outdoor gardens, creating periodic consumption peaks. As a result, decorative planter products that are suitable for both indoor and outdoor use, feature stylish designs that complement home décor are highly popular there.
- The rapid growth of the Mexican market results from the convergence of its distinctive national esthetic heritage and Latin America’s unique urbanization process:** With its preference for high-saturation hues deeply rooted in its cultural heritage, the vibrantly colored planter products inherently gain market access advantages and cultural premium. Simultaneously, accelerated urbanization leads to more compact living space, significantly boosting demand for vertical greening and decorative planting within limited areas like balconies and windowsills.

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- **The core driving force of the Australian market stems from its citizens’ profound appreciation for an outdoor lifestyle:** As the core scenarios for family socializing and leisure, the landscaping of courtyards and terraces is regarded as an indispensable component of residential value, thereby creating a vast market for high-end planters that combine esthetic appeal with spatial division functionality. On this basis, consumers’ concern for the environmental impact of products has risen, and sustainability has become a common consumer orientation. Eco-friendly planters made from biodegradable or recycled materials are more likely to be recognized and have a more prominent competitive edge.

OVERVIEW OF THE COMPETITIVE LANDSCAPE OF THE GLOBAL DECORATIVE GARDENING PLANTER MARKET

The global decorative gardening planter market primarily comprises three types of participants: i) comprehensive gardening brands; ii) planter retailers and manufacturers with proprietary brands; and iii) specialized planter manufacturers. Among these, comprehensive gardening brands typically offer complete lineups covering planters, gardening tools and outdoor supplies, leveraging design innovation and brand marketing capabilities to establish differentiated competitive advantages. Retailers and manufacturers with proprietary brands utilize channel resources and bulk purchasing power to rapidly penetrate mass markets with high cost-performance products, enhancing supply chain integration efficiency. Specialized planter manufacturers focus on production, and are equipped with mature manufacturing systems and cost control capabilities. They flexibly respond to customization demands from brands and retailers, serving as core manufacturing hubs within global supply chains and driving industry growth and product innovation.

Ranking of the Global Decorative Gardening Planter Market

In 2025, the total market revenue of the global decorative planter manufacturers was approximately US\$2.2 billion due to relatively limited manufacturers compared with retailers, with the top ten players accounting for a market share of approximately 30.0%. The Company generated a revenue of approximately US\$55.1 million from the sales of decorative planters in 2025, ranking 6th among the global market players and holding a market share of approximately 2.6%.

Ranking of the Top 10 Global Decorative Planter Manufacturers in terms of Revenue, 2025

Ranking	Company Name	Revenue from Decorative Planters in 2025 <i>(Million USD)</i>	Market Share <i>(%)</i>
1	Company A	109.1	5.0%
2	Company B	86.5	4.0%
3	Company C	72.2	3.3%
4	Company E	67.3	3.1%
5	Company D	64.8	3.0%
6	The Company	55.1	2.6%
7	Company F	53.7	2.5%
8	Company G	51.9	2.4%
9	Company H	47.2	2.2%
10	Company I	39.6	1.8%
	Sum of Top 10	647.4	30.0%
	Sum of the Others	1,514.1	70.0%
	Market Total	2,161.6	100.0%

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Source: Expert interviews, CIC

Notes:

- (1) Company A, founded in 1964 and headquartered in the Netherlands, is a private company specializing in the design, production and sale of sustainable plastic planter and gardening accessories powered by 100% clean wind energy and using 80% recycled materials in its production process with a market focus in Europe.
- (2) Company B, founded in 1928 and headquartered in Germany, is a private company providing ceramic and plastic planters for both indoor and outdoor use and related accessories.
- (3) Company C, founded in 1922 and headquartered in the U.S., is a private company focusing on durability, cost-effectiveness and adaptation to North American market engaging in the design and manufacturing of plastic products for home and garden.
- (4) Company D, founded in 2000 and headquartered in Germany, is a private company focusing on manufacturing and selling of self-watering plants with a market focus on Europe and North America.
- (5) Company E, founded in 1997 and headquartered in Netherlands, is a private company providing various size of planters.
- (6) Company F, founded in 1946 and headquartered in France, focusing on Europe market is a private company providing plastic household items, including containers, planters, etc.
- (7) Company G, founded in 1972 and headquartered in the U.S., focusing on North America market is a private company focusing on providing ceramic planters.
- (8) Company H, founded in 1927 and headquartered in France, operating in Europe and North America is a private company providing furniture, planters, etc.
- (9) Company I, founded in 1949 and headquartered in Germany, is a private company focusing on European market with gardening products.

In 2025, the total market revenue of the global decorative plastic planter market was approximately US\$1,188.9 million, with the top five players accounting for a market share of approximately 18.5%. The Company generated a revenue of approximately US\$55.1 million from the sales of decorative plastic planters in 2025, ranking first among the global market players and holding a market share of approximately 4.6%.

Ranking of the Top Five Global Manufacturers for Decorative Plastic Planter in Terms of Revenue, 2025

Ranking	Company Name	Revenue from Decorative Plastic Planters in 2025	Market Share
		(In million USD)	(%)
1	The Company	55.1	4.6%
2	Company C	50.5	4.3%
3	Company A	50.2	4.2%
4	Company E	35.0	2.9%
5	Company F	29.5	2.5%
	Sum of Top 5	220.3	18.5%
	Sum of the Others	968.5	81.5%
	Market Total	1,188.9	100.0%

Source: Expert interviews, CIC

In terms of overseas gardening planter revenue in 2025, the Company ranking first among Chinese manufacturers, indicating the strong commercialization capability worldwide.

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Ranking of the Top Five Chinese Decorative Gardening Planter Manufacturers by Overseas Revenue, 2025

Ranking	Company Name	Revenue from Decorative Planters in 2025 (In million USD)
1	The Company	55.1
2	Company J	41.7
3	Company K	37.6
4	Company L	31.0
5	Company M	16.7
Sum of Top 5		182.1

Source: Expert interviews, CIC

Notes: (1) Company J, founded in 1989 and headquartered in Zhejiang Province, the PRC, is a private company mainly providing plastic planter manufacturing service.

(2) Company K, founded in 2004 and headquartered in Zhejiang Province, the PRC, is a private company mainly providing indoor plastic products with manufacturing capabilities.

(3) Company L, founded in 1993 and headquartered in Henan Province, the PRC, is a private company mainly providing decorative planters with various materials and designs.

(4) Company M, founded in 2002 and headquartered in Zhejiang Province, the PRC, is a private company mainly providing functional planter such as seedling containers and relative gardening products.

Comparative Analysis of Decorative Planters Manufacturers

Company Name	Listing Venue	Main Regions of Sales	Product Materials	Sophistication of Products
The Company	/	North America	Plastic	●
Company A	Private	Europe	Plastic	●
Company B	Private	Europe	Plastic, Ceramic	●
Company C	Private	North America	Plastic	●
Company D	Private	Europe and North America	Plastic	●
Company E	Private	Europe	Plastic, Composite, Ceramic	●
Company F	Private	Europe	Plastic	●
Company G	Private	North America	Ceramic	●
Company H	Private	Europe and North America	Plastic, Composite	●
Company I	Private	Europe	Plastic	●

Note: ● —→ ○ demonstrates the relevant indicator from high to low

Source: CIC

Entry Barriers and Key Success Factors of the Global Decorative Gardening Planter Industry

- Stable customer resources and channel collaboration system:** The decorative gardening planter industry imposes stringent requirements on product quality, compliance standards and delivery performance. Companies should rely on long-term partnerships to gradually build stable customer and channel resources. New entrants face extended certification cycles and collaboration adjustments. Once stable cooperative relationships are formed, customers tend to maintain long-term partnerships. The accumulation of customer resources constitutes a significant entry barrier.

INDUSTRY OVERVIEW

- **Multi-location production and supply chain management capabilities:** Amid the global trend toward supply chain diversification, companies with a “China Plus One” layout and multi-location manufacturing capabilities can effectively navigate tariff adjustments, logistics disruptions and geopolitical risks, thereby enhancing overall delivery stability. Leading manufacturers have established production bases in Southeast Asia and other regions to optimize costs and delivery flexibility, creating a structural competitive advantage.
- **Cost control and large-scale operational capabilities:** Companies in the gardening planter industry need to rely on large-scale production, automated manufacturing and centralized procurement of raw materials to maintain profit margins amid price competition and realize long-term cost advantage. The establishment of scale and automation capability depends on the large amount of capital expenditure on plant construction, equipment input and mold development, etc., only enterprises with corresponding investment capacity and the ability to dilute fixed costs to a larger capacity can be able to transform the cost advantage into a sustainable competitive barrier.

SOURCE AND RELIABILITY OF INFORMATION

We commissioned CIC to analyze and report on the global gardening planter market. CIC is a market research and consulting company founded in Hong Kong, engaged in providing professional consulting services in various industries. We have agreed to pay CIC a fee of RMB0.88 million for the preparation of the CIC Report. We have extracted certain information from this section of the CIC Report and the “Summary,” “Risk Factors,” “Business” and “Financial Information” sections and other sections of this document to help potential investors gain a more comprehensive understanding of the industry in which we operate. Unless otherwise stated, all data and forecasts contained in this section are from the CIC Report. The information and data collected by CIC have been analyzed, evaluated and verified using CIC’s internal analytical models and techniques. The primary research is conducted through interviews with key industry experts and leading industry players. Secondary research involves analyzing data from various public data sources such as the National Bureau of Statistics of China and various industry associations.

The market forecasts in the CIC Report are based on the following key assumptions: (1) during the forecast period, the overall social, economic and political environment in the PRC is expected to remain stable; (2) during the forecast period, key industry drivers are likely to continue to drive the growth of the gardening planter market, such as material advancement, supportive policies and increasing downstream demand; and (3) during the forecast period, there will be no extreme force majeure or unforeseen industry regulations that may have a sharp or fundamental impact on the market.