

**Myplant, Italian floriculture and nursery sector:  
record production (€3.25 Billion) in 2024.**

**Growing exports: €1.62 billion (+6.3%).**

**Regional rankings and production trends.**

**Myplant & Garden: *Tuscany the national leader surpasses one billion, Liguria the ‘Queen of flowers’*. Italy third largest exporter worldwide by value.**

**Milan-IT, August 25, 2025** – The Italian floriculture and nursery sector records a new all-time production record in 2024: €3.25 billion (+3.5% compared to 2023, +23% in five years, +31% in ten years – source: Istat-National Institute of Statistics).

This figure was released in the usual market update by **Myplant & Garden**, the leading trade fair in Italy and one of the most important international events for the green industry (Fiera Milano Rho, February 18–20, 2026).

The sector, which represents 8% of national plant production and 5.3% of total agricultural value, includes about 20,000 companies and over 45,000 hectares under cultivation.

**The Podium of Leading Regions:**

- **Tuscany:** €1.014 billion (+3.5%), undisputed leader in nursery production (55% of the Italian market)
- **Liguria:** €462 million (+3.8%), “queen of flowers”
- **Sicily:** €313 million (+3.7%)

Following are:

- **Lombardy** (€287 million, +3.6%)
- **Lazio** (€196 million, +3%)
- **Campania** (€189 million, +1.4%)
- **Puglia** (€178 million, +2.2%)
- **Emilia-Romagna** (€157 million, +1.3%)
- **Veneto** (€139 million, +5%)

**Piedmont** (€89 million, +3.3%) closes the top ten, closely followed by a steadily growing **Friuli-Venezia Giulia** (€88 million, +4.9%).

“[All Italian Regions recorded increases in production value](#),” confirm sources from Myplant.

**By macro areas:**

- **Central Italy:** 39% of national production (€1.26 billion, +3.5%)
- **Northern Italy:** 38% (€1.23 billion, +4.1%)
- **Southern Italy:** 23% (€760 million, +2.8%)

**Exports: positive trade balance and international leadership**

Italian floriculture and nursery production confirms its international outlook: exports in 2024 reached €1.62 billion (+6.3% in value, +9.5% in volume – source: Crea-Istat), with 70% of production destined for foreign markets, mainly the EU (78%).

Italy is currently the third largest exporter worldwide by value.

The first three months of 2025 have already recorded nearly half a billion in exports. At the same time, imports are also growing (€888 million, +30%), but the trade balance remains largely positive, “*consolidating the sector’s role as a flagship of Made in Italy in the world.*”

**Valeria Randazzo**, Exhibition Manager of Myplant & Garden:

*“Climate fluctuations, high energy costs, rising imports, and new plant diseases are the main issues facing the sector. Despite this, Italy continues to stand out for the quality of its offer, product innovation, process innovation, and ability to tackle environmental and market challenges.”*

### **Next date**

The 10th edition of **Myplant & Garden – International Green Expo** will take place from **February 18 to 20, 2026** at **Fiera Milano-Rho**, an international reference point for floriculture and nursery sector, gardening, and landscaping.



Myplant & Garden, 2025 edition

### **Myplant & Garden – International Green Expo**

Fiera Milano-Rho | February 18-20, 2026 | Annual event | Professional visitors only | Organized by V Group (IEG Group) | Tel: (+39) 02.6889080 | [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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### **Myplant & Garden – International Green Expo**

Myplant & Garden is the most important professional trade fair for horticulture, garden, landscape, and sportsground in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection, and green design.