

Myplant & Garden: Trends in Italian horticulture

The International Green Expo (Fiera Milano-Rho, 22-24 February 2023)

Comments on the situation of Italian horticulture in 2021:

“Italian production and export did very well.

Ranking of Italian regions and challenges.”

Milan, 17th January 2023 - **Myplant & Garden**, the leading international gardening trade fair shares and comments on the latest **official data** available on **horticulture in Italy** (year 2021).

Tuscany, Liguria, Sicily, Lombardy, Lazio, Puglia, Emilia-Romagna, Veneto and Piedmont lead the rankings of Italian regions with the highest **production** value in national **horticulture**, which in **2021 has grown by 5%** from the previous year.

The value, which corresponds to **2.8 billion euro** (4.6% of base price production in Italian agriculture), is the **highest** one recorded in recent years.

Production of flowers and potted plants in 2021 has reached almost 1.3 billion euro (+5.1% from 2020), stemming in part (39%) from the regions in the North-West of Italy and in part (35%) from the South and islands.

The production of nurseries, instead, which reached 1.5 billion euro (+4.9%), came mainly from central Italy.

Horticulture production at base prices in Italy - 2021

	Euro (million) 2021	Euro (million) 2020	Euro (million) 2019	Euro (million) 2018	Euro (million) 2017	var. % 2021/20
Flowers and ornamental plants	1,294.82	1,230.71	1,269.396	1,165.629	1,162.555	+5.2
Nurseries	1,487.42	1,417.65	1,445.071	1,398.835	1,375.606	+4.9
Wicker	2.109	2.020	2.093	2.150	2.260	
total	2,784.35*	2,650.383	2,716.560	2,556.614	2,540.421	+5

*2,823 according to Eurostat
Data source: CREA and ISTAT

Italian production takes place mainly in four regions: **Liguria**, which is the leader in outdoor flower production; **Tuscany** and **Lombardy**, where the main activities as far nurseries that produce ornamental plants are concerned take place; **Campania**, where companies are specialized mainly in the protected cultivation of flowers.

Tuscany leads **nursery** production on a national level, with a turnover of 816 million euro (+4% average between 2019 and 2020).

Flower production, instead, is led by **Liguria** with 386 million euro (+4.6% over the previous two years).

Regional data on Italian horticulture: value of NURSERY production

Region	(000 €) 2021	(000 €) 2020	% of national production	National ranking
TUSCANY	815,787	777,251	approx. 55%	1st
LOMBARDY	148,375	141,366	approx 10%	2nd
SICILY	83,280	79,968	approx 5.5%	3rd

Production of flowers and potted plants did not register any substantial change.

Regional data on Italian horticulture: value of POTTED PLANTS AND FLOWERS production

Region	(000 €) 2021	(000 €) 2020	% of national production	National ranking
LIGURIA	385,887	364,963	approx 30%	1st
SICILY	183,083	173,000	approx 14%	2nd
CAMPANIA	149,869	145,534	approx 11.5%	3rd

Data source: CREA and ISTAT

As previously remarked, **Tuscany** and **Liguria** lead the **overall ranking** of Italian flower and nursery production:

Tuscany (30%)

Liguria (14%)

Sicily (9.6%)

Lombardy (8.9%)

Lazio (6%)

Puglia (5.7%)

Emilia-Romagna (4.8%)

Veneto (4%)

Piedmon (2.75%).

Export grows, the trade balance is doing well

Italian horticulture is considered an excellence on an international level. The export of Italian horticulture products keeps growing.

"From our position as leading international business arena for horticulture – comments the leadership at Myplant - we are happy to witness that export, which is pivotal for the development of the industry, has hit a new milestone surpassing one billion euro".

Italy confirms its role as net exporter of horticulture products: the production value of export in 2021 has reached **1,143 million euro** (903 in 2020).

The **trade balance** stands at **550 million euro** (423 in 2020).

The **European Union** is the main export destination for Italian products (about 80% of all exports).

According *Eurostat*, the total value of **European production** in 2021, including flower bulbs and nursery plants, has been **20 billion euro**, of which almost 7 billion came from The Netherlands.

70% of Italian export goes to France, The Netherlands, Germany, United Kingdom and Switzerland.

The Netherlands (75%), Germany, Spain and Belgium, instead, are the main import countries for Italy.

"This is a fact that we had advanced in January last year – remarks the leadership - when we noticed that Italian exports of horticulture products had been growing since the first trimester. Moreover, many companies in the industry had positive feelings about a restart. However, we had also remarked how the regrowth was somehow impeded by the increase in production costs because of the surge in cost of energy, raw materials for shipping, transport, and fertilizers."

Troubles and opportunities for forty-thousand hectares of excellence

From the beginning of 2022, after overcoming the hard crisis caused by the pandemics, Italian production has been subjected to pressure again. As already remarked by Myplant, inflation, the price of energy and political uncertainty on an international level are hitting companies hard, obstructing production, causing prices to increase, impeding the programming of production and halting international exchanges.

According to *Coldiretti*, the first semester in 2022 export has registered an increase of 9% from the first semester in 2021, but import has grown to 60%, potentially compromising the trade balance for the end of the year.

Moreover, according to *Assofloro*, the surge in energy costs is unprecedented: almost +100% Summer 2022/Summer 2021 for electricity; +80% Spring 2022 over Spring 2021 for fuel; +1,200% July 2022 over 2021 for methane.

“All things considered, the exhibiting halls will be packed thanks to the trust and effort of companies, that believe in our trade fair as the place to meet, have new business opportunities, think about the future. We want to think about the future together. Horticulture is an industry that contributes to tackle climate and environment issues, by benefiting the economy, people’s health, and improving the places we inhabit.

We keep witnessing a growing interest and sensibility towards nature: from politics to architecture, from the valorization of outdoor areas to urban regeneration, with climate change as a red thread. We shouldn’t forget the boom of green living in the domestic sphere, micro-cultivations, and people’s awareness of the connection that plants have with our wellbeing. These are all aspects to which the horticulture industry contributes”.

Myplant & Garden – International Green Expo

Fiera Milano – Rho | 22-24 February 2023 | cadence: annual | visitors: professional | management office: VG Crea, Milano,
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Myplant & Garden is the most important professional trade fair for horticulture, garden and landscape in Italy. It is the main reference for the Italian industry and international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.