

Myplant & Garden: Pit-Stop in Germany for a preview of the fifth edition and the promotion of the horticulture industry in Italy

On 3 September 2018, in Cologne, the fifth edition of Myplant & Garden has been presented to international operators (press, buyers, businesses). The window of Cologne has been the perfect occasion to promote the Italian horticulture industry abroad and to offer a preview on facts, figures and perspectives of the gardening world in Italy.



The get-together has witnessed the presence of the General Consul for Italy in Cologne, and it is part of the international promotion of Myplant & Garden and of the **Italian horticulture industry** developed by Myplant in cooperation with agencies and specialized bodies: *"We are involving more and more important players of the industry in order to give more trust to production, a better quality of import and the opportunity of export to our companies. The Italian production is worth 3 billion Euro, it is the seventh in the world and Italy is a key supplier for the other European markets (German, French, Belgian, Dutch, British and Austrian in particular)."*

During the meeting in Cologne **Euromonitor International** – international research institute on markets, which is partner of Myplant – has offered an update on the Italian gardening market.

During 2017 half of the sales in the Italian gardening sector (the total was 2.7 billion Euro with a perspective of constant growth in the five-year period 2017-2022) has focused on horticulture, a third of which was represented by gardening tools, 12% by flower pots, 8% by garden care.

The **hot summer** hasn't helped the purchasing behavior of Italian consumers, which however has slightly increased, registering its peak in the machinery sector.

From the point of view of sales, the last purchasing behaviors have shown that non-specialized points of sale and online sales (which have increased to 13 million Euro in 2017 against 3 million in 2012) have been the favorite ones. Consumers prefer organic garden care products, and the growth in the sale of gardening tools has been stable. Euromonitor has gathered that men and women are equally involved in gardening activities.

From a demographic perspective, the scenario for Italy up to 2022 is that of an ageing country, thus highlighting new needs for consumers: the growing passion for gardening will have to be satisfied through easy-to-use tools and by a broader use of the web for purchases and the acquisition of information.

*"We will provide further details on the gardening market shortly before Myplant & Garden – confirm the organizers. And we will also give more details on the contents of the most important and complete international trade fair for the gardening industry in Italy. From **arboriculture** to the focus on **landscape** (with the Landscape Area and the Via dell'Edilizia), from the **climate changes** to the **#bounsverde**, from the news in the cut flowers market (Décor district) to those in the **service department**, and finally the **motor garden** with a live demo area and the opening of an important section dedicated to sports facilities. The **Garden Center New Trend** project will once again present new formats and concepts for the sales compartment."*



3 September 2018: 'Get together' Myplant, Cologne

Myplant & Garden – International Green Expo

Fiera Milano – Rho Pero | 20-22 February 2019 | opening: 20-21.02: h. 9-6pm / 22.02: h. 9-5pm | cadence: annual | visitors: trade operators | operative office: VG Crea, Milano, Tel. (+39) 02.6889080, info@myplantgarden.com | www.myplantgarden.com

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