

Myplant & Garden: Italy: the gardening market is growing

The growth trend of the gardening market in Italy doesn't stop: +100 million Euros in two years (2017-2019).

*The information are collected by **Myplant**, International Green Expo that will take place at FieraMilano-Rho from 26 to 28 February 2020.*

Milan-IT, November 2019 – **2,863 billion Euros** is the value of sales in the Italian gardening market in 2019. *"According to our projections, the trend should be positive at least through 2022"*, say the organisers of Myplant, the biggest Italian trade-fair event dedicated to the gardening industry.

"Gardening is more and more a urban phenomenon – both in Italy and in the whole world – sustained by new technologies, widespread and more digital sales networks, and a common feeling that reaches towards wellbeing, sustainability and personal gratification."

According to the data gathered by **Myplant**, the growth in the sales of **organic** vegetable products is steady, thanks both to the proliferation of **environmental** themes and to the increase of **domestic** kitchen gardens – in the market there is a wider offer of aromatic and fruit plants and of organic fertilisers, side by side to the sale of compact kitchen gardens and of smart, remote-controlled, technologic systems.

Even though gardening is already a mature market in Italy, as well as in the rest of the world, **urban** gardening is now in bloom (just as it is also happening on the other sides of the ocean, in the USA, China and Japan above all). New construction projects include shared gardens and larger balconies, many cities support the creation of vertical green projects and green roofs.

The green call is contagious in a market that is quickly changing the concepts of urban agriculture and hobby gardening.

Wellbeing, health, sustainability, environment, dealing with urban stress seem to be the drives on which the growth of the green industry are based, also thanks to ergonomic and smaller tools with new-generation batteries.

What plants and flowers will be 'more fashionable' next year?

Little domestic jungles are growing. Especially in the homes of **millennials**, otherwise called 'indoor generation' or 'green generation'. The *New York Times* has reported that 31% of indoor plant sales (decorative plants) in the USA were made by the younger generations.

New living trends, fusion between indoor & outdoor, smaller kitchen gardens, environmental inspiration and wellness are among the reasons of this phenomenon, that is even reaching the **workplace**. The actual benefits are various: plants are good both on a psychological level and on an air-depuration level, because they absorb, metabolise and deactivate polluting substances – particles or dangerous chemical elements present in office equipment and house products.

According to the information gathered by the *Flower Council of Holland*, the **most searched-for plants in 2020** will be: **January:** Zamioculcas, **February:** Areca palm/*Dypsis lutescens*, **March:** Dendrobium, **April:** Campanula, **May:** Spatiphyllum, **June:** Calla, **July:** Celosia, **August:** Cactus, **September:** Strelitzia, **October:** Garden croton/*Codiaeum variegatum*, **November:** Sansevieria, **December:** Yucca.

The most popular flowers in 2020 will be:

January: rose, **February:** chrysanthemum, **March:** tulip, **April:** gerbera, **May:** Alstroemeria, **June:** Lilium, **July:** sunflower, Gladiolus, snapdragon/*Antirrhinum majus*, **August:** Dahlia, **September:** Hydrangea, **October:** Lisianthus, **November:** orchid, **December:** Amaryllis.



Cactuses exhibited at Myplant & Garden 2019

Myplant & Garden - International Green Expo

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Myplant & Garden is the most important professional trade fair for horticulture, landscape and garden in Italy. It is a unique meeting point for the Italian industry, and a first-level protagonist for international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.