

## Good forecasts for the Italian gardening sector

The Italian garden trade fair Myplant & Garden will take place from 20 to 21 February in Milan.



The Italian gardening industry had a volume of around EUR 2.763 bn in 2017. A third of this was attributed to garden equipment, 12 per cent to plant containers and 8 per cent to the area of garden care. These figures originate from a study by Euromonitor International and were presented in the run-up to the Myplant & Garden trade fair (20 - 21 February in Milan).

The study predicts that the Italian market will not only experience

further growth until 2022, but also rising growth rates. The increase in 2107 lay at 0.4 per cent but is expected to rise to 2.4 per cent until the end of the forecast period.

In comparison: the European gardening market is estimated to be USD 34 bn for 2017 with a growth rate of 2.3 per cent.