

MYPLANT & MYGARDEN

Italy's garden market is growing at double-digit rates this year



The Italian garden market will grow to a market volume of EUR 3.35 bn to EUR 3.40 bn in 2022. Compared to 2021, when the market reached EUR 3 bn, that would be growth of between 11.7 and 13.3 per cent. These figures have been published by the organizers of the Myplant & garden fair, which will take place on 22 and 23 February 2023 in Milan.

Italian horticulture is under pressure. During the first half of 2022 export has shown an increase of 9 per cent as compared to the first half of 2021. 2021, however had shown a 21 per cent increase as compared to 2020. Import, instead, has grown by 60 per cent in the first half of 2022 (2021 on 2020 instead had been +8 per cent).