



MYPLANT & GARDEN

## The Italian floriculture sector is growing



(Source: Dähne Verlag, Strnad)

The Italian floriculture sector and the tree nursery industry continue to grow, as shown by an analysis carried out by Myplant & Garden, an international trade fair for the green sector. Between 2024 and 2025, the number of businesses across the entire supply chain – production, processing and retail – rose by 11.8 per cent, whilst the number of employees grew by 13.6 per cent.

[<https://www.diyinternational.com/content/news/2026/08/20/plus/the-italian-floriculture-sector-is-growing.html>]