

## Italy posts record production in the flower and nursery sector



(Source: Myplant)

*The 10th edition of Myplant & Garden will take place from 18 to 20 February 2026 at Fiera Milano-Rho – here is a picture from this year's edition.*

**The Italian flower and nursery sector set a new production record in 2024, with goods worth EUR 3.25 bn.** This represents an increase of 3.5 per cent compared to the previous year, +23 per cent over the last five years and +31 per cent over the last ten years. These figures were published in a market update by the Italian trade fair Myplant & Garden.

The industry, which accounts for 8 per cent of national plant production and 5.3 per cent of total agricultural value, comprises around 20,000 companies and over 45,000 hectares of cultivated land. The leading regions are as follows: Tuscany (+3.5 per cent) is the undisputed leader in tree nursery production with EUR 1.014 bn (55 per cent of the Italian market), followed by Liguria, the 'queen of flowers', with a production of EUR 462 mio (+3.8 per cent) and Sicily with EUR 313 mio (+3.7 per cent). These are followed by Lombardy (EUR 287)

- **Lazio** (€196 million, +3%)
- **Campania** (€189 million, +1.4%)
- **Puglia** (€178 million, +2.2%)
- **Emilia-Romagna** (€157 million, +1.3%)
- **Veneto** (€139 million, +5%)

**Piedmont** (€89 million, +3.3%) closes the top ten, closely followed by a steadily growing **Friuli-Venezia Giulia** (€88 million, +4.9%).

*"All Italian Regions recorded increases in production value,"* confirm sources from Myplant.

**By macro areas:**

- **Central Italy:** 39% of national production (€1.26 billion, +3.5%)
- **Northern Italy:** 38% (€1.23 billion, +4.1%)
- **Southern Italy:** 23% (€760 million, +2.8%)

**Exports: positive trade balance and international leadership**

Italian floriculture and nursery production confirms its international outlook: exports in 2024 reached **€1.62 billion** (+6.3% in value, +9.5% in volume – source: Crea-Istat), with 70% of production destined for foreign markets, mainly the EU (78%).

Italy is currently the third largest exporter worldwide by value.

The first three months of 2025 have already recorded nearly **half a billion** in exports.

At the same time, imports are also growing (€888 million, +30%), but the trade balance remains largely positive, *“consolidating the sector’s role as a flagship of Made in Italy in the world.”*

**Valeria Randazzo**, Exhibition Manager of Myplant & Garden:

*“Climate fluctuations, high energy costs, rising imports, and new plant diseases are the main issues facing the sector. Despite this, Italy continues to stand out for the quality of its offer, product innovation, process innovation, and ability to tackle environmental and market challenges.”*

**Next date**

The 10th edition of **Myplant & Garden – International Green Expo** will take place from **February 18 to 20, 2026** at **Fiera Milano-Rho**, an international reference point for floriculture and nursery sector, gardening, and landscaping.