

International trends also on the Italian garden market

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The Italian garden market achieved a volume of EUR 2.863 bn in 2019. "According to our projections, the trend should be positive at least through 2022," say the organisers of Myplant, International Green Expo and biggest Italian trade fair for the garden industry. The trade fair will take place from 26 to 28 February 2020 in Milan. According to the trade fair organisers, the market volume has grown by EUR 100 mio within two years. This growth is fuelled by trends which are also perceptible on the global garden market, in particular topics such as organic vegetable products, environmental issues and urban gardening.