

*Myplant & Garden day 2*

## **Italian indoor plant market: "low availability and high prices"**

What will the weather do, and will the consumer buy plants? Those are some of the major questions of garden plant growers. In contrast, indoor plant growers supply year-round. But what is the demand for their products in Italy like?

What we hear at the Myplant & Garden, which is on its second day today, are mixed responses. Some say demand is good in general, and others say that demand is only good for flowering plants and not so much for green plants and succulents. All in all, the prices are high, and some report lower demand in February compared to January. "There is no traffic in the stores," a Dutch grower who exports to Italy says. The reason? High prices. Due to the increase in energy prices, growers, also in the Netherlands, planted less. On top of that, all other supplies, as well as transportation, increased in price. Overall, a more unfavorable situation compared to other years, particularly when comparing it with the booming covid year.

On top of that, Women's Day is around the corner, which means that there is a demand for other products since, in Italy, Women's Day means Mimosa.

A positive side of the lower availability on the market is that retailers are 'forced' to look for other products. There is not so much available on the open market compared to other years, so if the retailer wants a product and they did not pre-order, they have to choose from what's available. "Therefore, they may find different products, than the popular orchid, that may sell well unexpectedly."

Today, Myplant & Garden is on its second day. Our FloralDaily reporter is running around to take pictures and learn more about the Italian market. Stay tuned for more pictures and updates. Below is an impression of the event.

The full photo report will be published on Monday, February 27.



*Dutch succulent grower Jacco Huibers of Amigo Plant and Peter van Gijlswijk of Quattroplant, who was also visiting the show.*



*The team of ICL is also present. One of the products they are promoting this year is the Osmocote 5, the new generation that has two main technologies. One is the NutriMatch coating, and the other is the OTEA-system.*



*Musa Ulusay and Mariëlle Kouw of Holland Bulb Market, one of the oldest flower bulb export companies in the world. They export to more than 60 countries, even Japan. Third year that they are exhibiting at the fair.*



*Nello Loffredo and Eden Noi of Urbinati, an Italian company producing automation solutions for greenhouses and nurseries, from A to Z. They are present in over 100 countries with dealers.*