

## Record production for Italian floriculture in 2024, momentum continues



The Italian floriculture and nursery sector has set a new all-time production record in 2024, reaching €3.25 billion. This marks a 3.5% increase compared to 2023, a 23% rise over the past five years, and a 31% growth in the last decade, according to Istat–National Institute of Statistics. The figure was announced during the regular market update by Myplant & Garden, Italy's trade fair for the green industry, scheduled to take place at Fiera Milano Rho from February 18–20, 2026.

The sector accounts for 8% of national plant production and 5.3% of total agricultural value. It involves around 20,000 companies and covers more than 45,000 hectares of cultivated land.

Tuscany leads the rankings with €1.014 billion in production value (+3.5%), maintaining its position as the undisputed leader in nursery production with 55% of the Italian market. Liguria follows with €462 million (+3.8%), confirming its title as the "queen of flowers," while Sicily takes third place with €313 million (+3.7%). Lombardy comes next with €287 million (+3.6%), followed by Lazio at €196 million (+3%), Campania at €189 million (+1.4%), Puglia at €178 million (+2.2%), Emilia-Romagna at €157 million (+1.3%), and Veneto at €139 million (+5%).

Piedmont rounds out the top ten with €89 million (+3.3%), just ahead of Friuli-Venezia Giulia, which is steadily growing at €88 million (+4.9%). "All Italian regions recorded increases in production value," confirm sources from Myplant.

Looking at macro areas, Central Italy holds the largest share with 39% of national production (€1.26 billion, +3.5%). Northern Italy follows closely with 38% (€1.23 billion, +4.1%), while Southern Italy accounts for 23% (€760 million, +2.8%).



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

Italian floriculture and nursery production continues to confirm its strong international outlook. In 2024, exports reached €1.62 billion, an increase of 6.3% in value and 9.5% in volume according to Crea-Istat. Around 70% of production is destined for foreign markets, with the European Union absorbing 78% of exports. Italy now ranks as the third largest exporter worldwide by value.

The momentum has carried into 2025, with the first three months alone already generating nearly half a billion euros in exports. Imports, meanwhile, are also on the rise, totalling €888 million (+30%). Despite this, the trade balance remains firmly positive, consolidating the sector's role as a flagship of Made in Italy on the global stage.

"Climate fluctuations, high energy costs, rising imports, and new plant diseases are the main issues facing the sector," said Valeria Randazzo, Exhibition Manager of Myplant & Garden. "Despite this, Italy continues to stand out for the quality of its offer, product innovation, process innovation, and its ability to tackle environmental and market challenges."

Looking ahead, the 10th edition of Myplant & Garden – International Green Expo will return from February 18 to 20, 2026, at Fiera Milano-Rho. The event will once again serve as an international reference point for the floriculture and nursery industry, gardening, and landscaping.