

## Myplant & Garden: gardening boom in Italy



Myplant confirms the steady growth of Italian gardening. Not only flowers and plants, but also electrical equipment, compost, irrigation systems, products for the care of plants, pots and vases have all increased their sales numbers. By comparing a number of data coming from some international leaders in market research, Myplant confirms that Italian gardening is very healthy.

### Gardening

Gardening-related sales on a global level were over 88 billion USD in 2015, growing to a staggering 100 billion in 2020 (between 104 and 106, according to different institutes), half of which were made in Europe.

Compared to the last snapshot of market data shared by Myplant in November 2019 – which had recorded a record value of 2,850 million euro – the growth trend has not stopped. 2021 reached in Italy an unprecedented sum of 3 billion euro (+150 million in two years) sell-in.

“We are already working on the projections for 2022 and the coming years – affirms the management at Myplant - which should confirm a constant, even if more contained, growth”. Gardening tools, electricity- and battery-powered lawn mowers, equipment and irrigation systems are among the products that sell more, side by side to plants, especially indoor plants. New building trends, the research for wellbeing, healthier environment and new hobbies are among the drivers of this market, which has become very popular on a urban level during 2020.

In the urban context an increase in the purchase of furniture, decoration and lighting systems for outdoor areas (gardens, decks and balconies), which are now seen as an extension of the indoor living area, has also been registered. Here is where we see fruit plants, containers, tiny greenhouses and herbs. Among the various trends, according to Italian press agency Ansa, indoor gardening of mini-vegetables has increased by 22% in 2020 if compared to the previous year.

### Home & garden

According to various research institutes, the Home & Garden compartment in 2020 has reached 308 billion dollars on a global level, a further evidence of the shift in consumers needs, with an average annual growth of 1.6% over the 2016-2020 period. The Italian home & garden compartment itself has registered 20 billion USD.

Growth trend estimates forecast that by 2025 350 billion dollars will be surpassed on a global level, 22 of which will be made in Italy, with an average annual growth of 2.3%. “The good state of the sector and a growing sensibility towards the theme of gardening are confirmed by the companies that work closely with us”, explain the management of Myplant.