

Florist Trends

17 July 2024

'Made in Italy' accounts for 5.2% of plants and flowers exported worldwide



According to data provided by Istat (Italian National Institute of Statistics, June 2024), Italian horticulture production confirmed the sector's positive trend in 2023. The total production value of floriculture and nursery cultivation is 3,143 billion euros (4.7% of Italian agricultural production), in line with the record numbers of 2022 (3.14 billion euros).

Floriculture appears to have settled at 1,465 billion euros (2.2% of Italian agricultural production).

Nursery productions have confirmed, according to Istat, 1,678 billion euros (2.5% of Italian agricultural production).

The trade balance of the sector remains positive, with an estimated surplus of 315 million euros to date.

This data is released by Myplant & Garden, the B2B fair for floriculture, gardening, landscaping, and sports greenery in Italy, scheduled at Fiera Milano Rho (IT) from February 19 to 21, 2025 (9th edition).

For more information:

Myplant & Garden

myplantgarden.com