

## Italy: the gardening market is growing



Cactuses exhibited at Myplant & Garden 2019.

The growth trend of the gardening market in Italy doesn't stop: +100 million Euros in two years (2017-2019).

The information are collected by Myplant, International Green Expo that will take place at FieraMilano-Rho from 26 to 28 February 2020.

Milan-IT, November 2019 – 2,863 billion Euros is the value of sales in the Italian gardening market in 2019. “According to our projections, the trend should be positive at least through 2022”, say the organisers of Myplant, the biggest Italian trade-fair event dedicated to the gardening industry.

According to the data gathered by Myplant, the growth in the sales of organic vegetable products is steady, thanks both to the proliferation of environmental themes and to the increase of domestic kitchen gardens – in the market there is a wider offer of aromatic and fruit plants and of organic fertilisers, side by side to the sale of compact kitchen gardens and of smart, remote-controlled, technologic systems.

Even though gardening is already a mature market in Italy, as well as in the rest of the world, urban gardening is now in bloom (just as it is also happening on the other sides of the ocean, in the USA, China and Japan above all). New construction projects include shared gardens and larger balconies, many cities support the creation of vertical green projects and green roofs.

The green call is contagious in a market that is quickly changing the concepts of urban agriculture and hobby gardening.

Wellbeing, health, sustainability, environment, dealing with urban stress seem to be the drives on which the growth of the green industry are based, also thanks to ergonomic and smaller tools with new-generation batteries.

What plants and flowers will be ‘more fashionable’ next year?

Little domestic jungles are growing. Especially in the homes of millennials, otherwise called ‘indoor generation’ or ‘green generation’. The New York Times has reported that 31% of indoor plant sales (decorative plants) in the USA were made by the younger generations.

New living trends, fusion between indoor & outdoor, smaller kitchen gardens, environmental inspiration and wellness are among the reasons of this phenomenon, that is even reaching the workplace. The actual benefits are various: plants are good both on a psychological level and on an air-depuration level, because they absorb, metabolise and deactivate polluting substances – particles or dangerous chemical elements present in office equipment and house products.

According to the information gathered by the Flower Council of Holland, the most searched-for plants in 2020 will be:

- January: Zamioculcas,
- February: Areca palm/Dypsis lutescens,
- March: Dendrobium,
- April: Campanula,
- May: Spatiphyllum,
- June: Calla, July: Celosia,
- August: Cactus,
- September: Strelitzia,
- October: Garden croton/Codiaeum variegatum,
- November: Sansevieria,
- December: Yucca.

**The most popular flowers in 2020 will be:**

- January: rose
- February: chrysanthemum
- March: tulip
- April: gerbera
- May: Alstroemeria
- June: Lilium
- July: sunflower, Gladiolus, snapdragon/Anthirrinum majus
- August: Dahlia
- September: Hydrangea
- October: Lisianthus
- November: orchid
- December: Amaryllis.

#### **Myplant & Garden - International Green Expo**

Fiera Milano - Rho Pero | 26-28 February 2020 | opening hours: 26-27/02: 9AM-6PM / 28/02: 9AM-5PM

| cadence: annual | visitors: professional | operative secretariat: VG Crea, Milano, Tel. +39

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