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Gardening boom in Italy

The growth trend of gardening sales in Italy has been confirmed. 2021 closes with a new record, according to data shared by [Myplant](#), the International Green Expo that will take place from 23 to 25 February 2022 in Fiera Milano-Rho.

Myplant, a trade fair for the gardening industry in Italy, 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.

Record value

Gardening-related sales on a global level were over 88 billion USD in 2015, growing to a staggering 100 billion in 2020, 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.



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 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. That is 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 billion dollars will be made in Italy, with an average annual growth of 2.3%.