

Italian floriculture and nursery production: €3.5B surpassed in 2025



Milan (IT) – As customary, Myplant & Garden publishes and comments on the latest data on Italian floriculture and nursery production: “Italian production exceeds €3.5 billion, confirming a positive trend and a historic record. Tuscany breaks through the €1 billion mark, while Liguria is increasingly the ‘queen of flowers’. Growth is widespread across all regions, despite rising costs weighing on the overall dynamics.”

Myplant & Garden, International Green Expo

(Fiera Milano-Rho-IT, 17–19 February 2027)

Ahead of the next edition in February 2027, Myplant & Garden, Italy’s leading international exhibition for professionals in floriculture, gardening and landscaping, confirms the positive trend in the value of Italian floriculture and nursery production.

Myplant & Garden: Italian floriculture and nursery production reaches a new record

Over the course of ten years (from the launch of the exhibition in 2015 to today), the sector has grown from €2.5 billion to €3.52 billion, consolidating overall growth of more than 30%, with an average annual increase of 3.3% for floriculture and 3.1% for nursery production. This is the

latest snapshot of the Italian floriculture and nursery sector, compiled and released by Myplant based on data from ISTAT, the Italian National Institute of Statistics.

“The 8.1% year-on-year growth,” say the exhibition organisers, “brings the sector to a new historic high, with growth across all Italian regions, where floriculture and nursery production are growing at a similar rate. In detail, Tuscany has exceeded €1 billion, while Liguria has consolidated its leading position in floriculture. Central Italy remains the leading area, followed closely by the North, with North-Eastern Italy recording the strongest percentage acceleration. The South accounts for 23% of national production.”

Floriculture and nursery production: parallel growth

In 2025, the floriculture sector, comprising flowers and potted plants, accounted for 45.7% of the overall value, reaching €1.64 billion, with an 8.2% increase over the previous year. Nursery production accounted for 54.3%, reaching €1.88 billion, with an 8.1% increase.

Tuscany exceeds €1 billion, Liguria leads in floriculture

Tuscany consolidates its first position in the regional ranking and, with nursery alone, exceeds €1 billion (+8.2%), accounting for more than half of Italy’s total nursery production. Liguria confirms its clear dominance in Italian floriculture: production of flowers and potted plants in Liguria came close to €500 million (+8.4%), equal to 30% of national production.

Central Italy maintains its lead, North-East accelerates

Central Italy continues to be the leading production area, accounting for almost 39% of national value (+8.2% year-on-year).

The North accounts for just under 38% of the national total, growing by 8.7%. Within this area, North-Eastern Italy recorded a 9% increase, higher than North-Western Italy, which nevertheless posted a solid +8.4%.

The South, which accounts for approximately 23% of national value, recorded growth of 7.4%.

Green spaces between market and public health. Dialogue with Institutions

Floriculture and nursery production is not only a fundamental specialised component of Italian agriculture, but is increasingly becoming a strategic element of environmental and public health policies.

The production of flowers, ornamental plants and, above all, plants destined for urban green spaces supports a supply chain extending from agricultural production to the design, development and maintenance of parks, gardens, trees and green infrastructure.

Floriculture and nursery production is an essential link in the transition towards greener, more resilient and healthier cities.

Its role is set to grow as public policies increasingly recognise urban green spaces as a tool for prevention, wellbeing and health promotion, contributing to the quality of life and of urban spaces.

“The growth in production value confirms the strength of Italian floriculture and nursery production, but the figures also invite us to look beyond the record itself,” comments Valeria Randazzo, Exhibition Manager of Myplant & Garden. “Value is growing, but rising prices are weighing on the overall dynamics, making it even more interesting to observe how production areas are evolving and how companies are responding in terms of competitiveness, innovation and access to international markets.

The sector maintains a strong production capacity and a well-developed territorial presence: Myplant & Garden is the place where this evolution is presented, discussed and, above all, connected with the domestic and global markets. It is also the place chosen by market players as a forum for dialogue, to better plan the development of green infrastructure capable of generating wellbeing, urban resilience and public health.”