

double-digit growth – PugliaLive – Online regional information newspaper



The Italian horticultural industry breaks through the 3.1 billion mark: +11.4%.

Puglia sixth regional power. One month until Myplant, the most important international horticultural event.

Tuscany, Liguria, Sicily, Lombardy, Lazio, Puglia, Emilia-Romagna, Veneto and Piedmont lead the ranking of the regions that record the highest production value of the national horticultural sector, which grew by 11.4% in 2022 compared to the previous year.

A value that has exceeded the **3.1 billion euros** (4.5% of production at basic prices of Italian agriculture), “*the highest figure of the last years examined*“, Report **Myplant & Garden** the International Green Exhibition (Fiera Milano-Rho, 21-23 February 2024), the most important professional event in the vegetal greenery supply chains, designed and built (horticulture, garden, landscape, sports greenery).

Puglia protagonist, production growing by double digits

In this setting, the **Puglia** consolidates its position among the most prosperous Italian regions in the sector, such as **sixth national producer** in overall economic terms composed as follows:

6th place for the market of **flowers and plants** (with **almost 110 million euros** 7.4% of national production, compared to 98 million euros in the previous survey: **+10%**);

6th position in the market **nursery** (**67 million** euros the production value, equal to approximately 4% of national production: + **10%**).

Among the over 650 Italian and foreign brands already registered for the Milanese event, 30 Apulian companies have been confirmed to date.

“We already have the certainty that at least 146 official delegations of international buyers and 90 accredited foreign companies are visiting from 40 countries and 4 continents, especially from Europe (65%), the main outlet market for Italian products. Buyers who will be able, together with the thousands of Italian operators, to appreciate the excellence of the Apulian horticultural and horticultural product” – say from Myplant.

“Thanks also to Apulian companies, Italy confirms its role as a net exporter of horticultural and horticultural products”: in 2022 the production value **of Italian exports reached 1.23 billion** euros (1.14 in 2021, 900 million in 2020).