

Production is growing, in Italy one flower in three is Ligurian



Liguria is increasingly the ‘Queen of flowers’ of Italy. The region is always alone at the top for flower production with over 430 million euros of production value (+11.7% annual growth). This is when Myplant, the most important international horticultural event, is a month away. In particular, 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 exceeded 3.1 billion euros (4.5% of production at basic prices of Italian agriculture), “the highest figure in the last few years examined”, reports Myplant & Garden, the international greenery fair (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). Italian production companies are mainly concentrated in 4 regions: Liguria, which has the record for companies that grow flowers in the open air; Tuscany and Lombardy, where the main ornamental shrub and forest nursery activities are present; Campania, where companies specialize above all in the cultivation of protected flowers.

In this context, Liguria consolidates its position among the most prosperous Italian regions in the sector: Ligurian floricultural production – equal to 30% of national floricultural production – is worth 14% of all Italian horticultural production (flowers, plants, trees, bulbs, etc.). It means that one in three Italian flowers is Ligurian. During 2022, the Ligurian production value of flowers and potted plants marked a solid +11.7%, exceeding 435 million euros against 386 in 2021 and 365 million euros in 2020.

Returning to Myplant, among the over 650 Italian and foreign brands already registered for the Milanese event, 16 Ligurian 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 Ligurian horticultural and horticultural product” – they say from Myplant – thanks also to the Ligurian companies, Italy confirms its role as a net exporter of the horticultural and horticultural product”: in In 2022 the production value of Italian exports reached 1.23 billion euros (1.14 in 2021, 900 million in 2020)”.