

## Floriculture, boom growth: +11.4%. Campania, third Italian region for production of plants and flowers



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 i **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).

### **Campania protagonist, growing productions**

Italian production companies are mainly concentrated in 4 regions: **Liguria** which holds the record among 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 flowers in protected cultivation.

In this setting, the **Campania** consolidates its position among the most prosperous Italian regions in the sector, such as **third national producer for the plants and flowers category** with **164.7 million euros** production value – **over 11% of the national one** -, compared to 150 million euros the production value of the previous survey.

Among the over 650 Italian and foreign brands already registered for the Milanese event, 11 companies from Campania 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 Campania horticultural product” – say from Myplant.*

*“Thanks also to the companies from Campania, 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).