

MYPLANT & GARDEN TO PRESENT STUDY



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The study of the Italian gardening industry, in co-operation with Euromonitor International the International Research institute will be presented during Myplant & Garden this month (Feb 20-22). This provides positive signals for both Italy and Europe, with a highlight on emerging trends.

Economic and Social Drive



The Green industry is an economic and social drive. The sales value of the gardening industry in Italy in 2017 was almost 3 billion Euro in a European panorama where the business is worth over 34 billion Dollars. On a global scale, 'green' sales recorded 86 billion Dollars. The hard times experienced in recent years are passed and the trend up to 2022 is one of growth.

Seven Wonders of Milan

Seven special areas have been devised for the fifth edition of Myplant & Garden. This includes: Landscape Area, Decor District, Motorgarden, Sport-grounds Area, Garden Centre New trends, Tree Care event, and Urban Green Management.

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