



Ornamental Plant Market Slightly Positive in 2018 in Spite of the Heat *ZVG Publishes Figures About the Flower and Ornamental Plant Markets in 2018*

(ZVG) The course of the weather characterised the happenings on the flower and ornamental plant markets in 2018 too. Above all, the persistent heat and drought in the summer months must thus have spoiled the desire of quite a lot of garden and flower friends to buy plants. The watering confronted not only garden owners but also production gardeners with great challenges. Nevertheless, the market will grow slightly. This is shown by the latest figures which the Agricultural Market Information Company (AMI) calculates every year on behalf of the Central Horticultural Association (ZVG).

On the basis of the first three quarters, there are expectations of a turnover plus of around 0.5 percent compared with the previous year and of a market volume of Euro 8.7 billion (at retail trade prices). The result will probably lag a little behind the good result from 2016 but should thus remain the second-best year in the consideration of the market development since 2010.

The per-capita expenditure on flowers and ornamental plants also rose in comparison with the previous year. This probably amounted to a figure of nearly Euro 105 for 2018. The expenditure on bedding and balcony plants rose to around Euro 22, followed by that on woody plants which is remaining stable at all of Euro 17. Flowering house plants accounted for Euro 13 and green plants for all of Euro 5 per inhabitant. Shrubs were once more able to gain ground and the Euro 6 mark was exceeded here for the first time. Flower bulbs and herbs each accounted for around Euro 3 of the per-capita expenditure. Considered according to segments, exclusively cut flowers lagged behind the previous year with regard not only to the market volume but also to the per-capita expenditure. However, they continued to remain the most significant single segment on the market with expenditure of around Euro 35 per capita.

Therefore, the expected plus of 0.5 percent on the overall market was clearly driven from the pot and garden plant segments. The minus in the case of cut flowers is being compensated for by the good developments in these fields. With a minus of 1.5 percent, the market volume will be just under Euro 3 billion (at retail trade prices). Precisely the cut flower market had to suffer from the extreme weather conditions in 2018. In addition to the imports, blooming sets from domestic production simultaneously forced their way on to the market in the really hot period and led to an enormous oversupply for a short time. Meanwhile, the consumers exercised purchasing restraint. In the case of pot plants, it was primarily the small segments which were able to score points in 2018. With a growth rate of 7.5 percent, shrubs topped the developments of all the other market segments and reached a volume of all of Euro 0.5 billion. Flower bulbs grew by 5.7 percent to nearly Euro 0.3 billion. Green house plants also developed strongly with a plus of 3.7 percent and thus increased their market volume to all of Euro 0.4 billion. Herbs continued to grow moderately by 1 percent while bedding and balcony plants exhibited a plus of 0.8 percent and thus performed better than feared in the months of the heat. Therefore, herbs reached a volume of all of Euro 0.2 billion and bedding and balcony plants around Euro 1.8 billion. With a rate of increase of 0.4 percent, flowering house plants lagged behind the average growth on the overall market and reached a volume of nearly Euro 1.1 billion. Woody plants were able to keep their result stable at all of Euro 1.4 billion. Here, market stimuli which may be attributed to necessary replacement planting operations are expected for 2019.