



Essen, January 31, 2025

Final report

## IPM ESSEN 2025 records significant increase in visitors

### Strong growth in international trade fair participants

This year, IPM ESSEN confirmed its role as the world's leading innovation platform and powerful industry driver. From January 28 to 31, 2025, the global horticultural industry gathered at the Messe Essen exhibition grounds. "The spirit of optimism in the green sector is palpable," says Oliver P. Kuhrt, CEO of Messe Essen. "We have seen a significant increase in the number of participants. This is an extremely positive signal and confirmation that our line-up was consistently convincing." In total, the world's leading trade fair for horticulture attracted well over 40,000 trade fair guests.

1,434 exhibitors from 45 countries used IPM ESSEN as an international presentation platform and showcased innovative approaches and creative concepts for the future of horticulture. From efficient cultivation methods and digital technologies to sustainable plant concepts, the trade fair offered answers to urgent questions in the context of climate change, resource scarcity and environmentally friendly production. The great response from trade visitors and exhibitors made it clear: despite global challenges, the industry is optimistic about the future and is focusing on innovation.

"IPM ESSEN 2025 has impressively demonstrated that horticulture is actively shaping the future," summarizes Eva Kähler-Theuerkauf, President of the Central Horticultural Association and the North Rhine-Westphalia State Horticultural Association as well as Chair of the IPM Advisory Board. "This is where trends are born and solutions become tangible. We are starting the horticultural year with a strong tailwind."

### High level of internationality and decision-making competence

The quality of the trade visitors speaks for itself: IPM ESSEN recorded a significant increase in the procurement and purchasing expertise of visitors. Around a quarter placed orders directly at the trade fair. Two thirds of visitors intend to place orders



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as a result of their visit to the fair. Kevin Menting, Marketing Communications Lead Europe at Syngenta: 'IPM ESSEN is a very important trade fair right at the beginning of the year to meet our customers and start the upcoming horticultural season together with them. We also took part in the new Gardeners' Forum to shed more light on the topic of plant protection. Overall, we are very satisfied.'

In addition to gardeners and florists, the international visitors also included buyers from leading garden center and DIY store chains, as well as food retailers. 44 percent of the trade visitors came from abroad - an increase of five percentage points compared to the previous year. This also included delegations from Turkey, Japan and Australia, for example, who came to find out about new products and place orders. Visitors rated the IPM ESSEN range with top marks.

### **Innovative supporting program: knowledge, trends and inspiration up close**

IPM ESSEN 2025 impressed visitors with a revised supporting program that combined knowledge transfer, innovation and networking to create added value. For example, the new Gardeners' Forum in Hall 2 offered visitors practical presentations, an exchange of experiences and information. In Hall 4, the Horticultural Technology Innovation Center showed what the future of horticulture looks like - from gate reduction and automation to vertical planting systems. The cultivation of medicinal cannabis was also a topic.

There was excitement at the IPM Novelty Showcase when the best plant innovations were chosen. Prizes were awarded to a primrose with a flamenco look and an innovative new rose variety that has a particularly large number of flowers on one stem. Exhibitor Diderk Heinje won several prizes: In the woody plants category, the company won with the Asian flowering dogwood "Cornus kousa Flower Tower" and, together with the company Kordes Jungpflanzen, received the jury's special prize for the hibiscus stem "Hibiscus syriacus Flower Tower Ruby". Heinje also caused a sensation at the Show Your Colors Award: the popular trophy for the best storytelling went to the ground cover hydrangea "Breaking Ground".

FDF World in Hall 5 impressed the public with floristry in perfection. National and international master florists presented breathtaking floral art, trends and inspiration. The participants in the IPM trade fair cup demonstrated their creativity in bouquets, pot and container planting. Trainee Yeo Jin Choi from Düsseldorf emerged as the



winner of the combination competition and was able to hold the coveted trophy in her hands at the end.

Right next door, Creative Director Romeo Sommers presented the latest sustainable sales concepts for green products at the IPM Discovery Center. During his trend tours, he gave trade visitors first-hand tips for their business. The tours with industry influencer Michael Perry were also very popular. As Mr. Plant Geek, he guided participants to his personal trade fair highlights.

Sustainability played a central role in the supporting program of IPM ESSEN 2025: the Green Cities Europe Award presented prizes for outstanding greening projects, while experts discussed solutions for climate-resistant woody plants at the BdB seminar. The GaLaBau Association's Future Congress focused on the circular economy as a model for a green future.

For the first time, tree nurseries from North Rhine-Westphalia presented themselves on a joint stand. Christoph Dirksen, Chairman of the North Rhine-Westphalia Nurserymen's Association: "The exhibitors arrived without any specific expectations and were pleasantly surprised by the strong response from the trade visitors. Next year, we are planning to further expand the presence of NRW nurseries under a joint umbrella."

There was no shortage of young talent either: the "Career + Future Forum", the Green Career Wall, the "We love GREEN" careers information event organized by the green associations and the new Speed Learning Tour provided young talents with exciting insights into the green sector.

### Next date

The next world's leading trade fair for horticulture will take place at Messe Essen from January 27 to 30, 2026. 86 per cent of exhibitors have already decided to participate in the upcoming IPM ESSEN. 93 per cent of visitors are planning to visit the trade fair again.

Further information at [www.ipm-essen.de](http://www.ipm-essen.de)

The figures communicated are based on an extrapolation from the last day of the trade fair and are provisional.