presse meldung

Zentralverband Gartenbau e. V. (ZVG)

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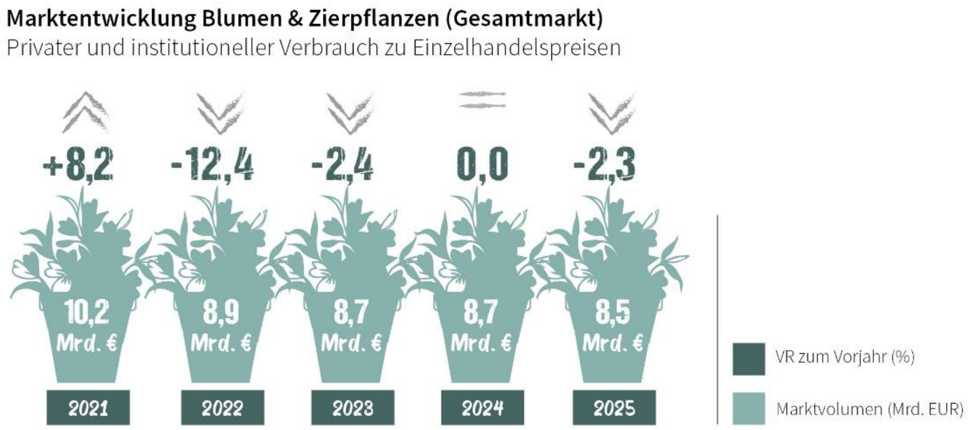
Flowers and ornamental plants: persistent consumer reluctance weighs on the market

(ZVG) Current market data clearly show that the market for flowers and ornamental plants was unable to break out of its weak phase in 2025 either. Despite inflation easing at times, consumers' willingness to buy remains subdued, as economic uncertainty, real income losses and rising living costs continue to shape spending behaviour. The decline runs through almost all sub-segments, underlining that these are not short-term effects but structural challenges that the industry and retail sector must address.



Quelle: *Grafiken nach Daten der AMI GmbH, Bonn, Stand November 2025*

According to estimates by Agrarmarkt Informations-Gesellschaft mbH (AMI), based on the first three quarters of 2025, the market for flowers & ornamental plants contracted in 2025 to a level of €8.5 billion (at retail prices).

As a result, per-capita spending last year fell by more than €2 to around €102. That is about €6 less than in 2019, before the pandemic and the subsequent period of customer uncertainty.

“We still see potential for our products,” emphasises ZVG President Eva Kähler-Theuerkauf. The decisive factor will be when consumer confidence returns.

Even garden plants (bedding & balcony plants, perennials, herbs, woody plants and flower bulbs) missed the previous year's result by more than one percent, mainly due to weather conditions, resulting in a market volume of €4.1 billion (at retail prices). This reduced per-capita spending in 2025 to below €50, as end customers spent less on plants across all sub-segments—with the exception of flower bulbs—than a year earlier. Bedding & balcony plants, the largest segment within

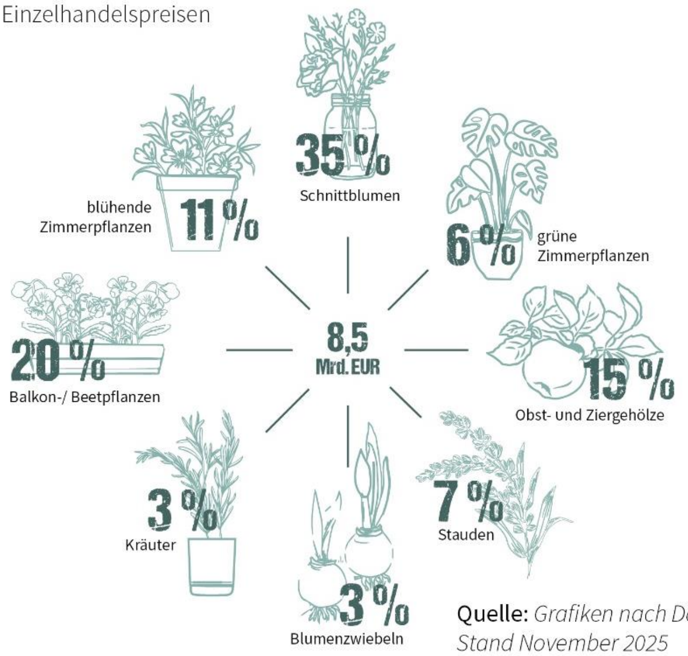
Pressereferat • Claire-Waldoff-Straße 7 • 10117 Berlin
Telefon 030 200065203 • Telefax 030 200065121 • presse@derdeutschegartenbau.de

garden plants, recorded a year-on-year decline of about one percent to a market volume of around €1.7 billion (at retail prices). This level is nearly 7% below that of the pre-pandemic year 2019.

The market for houseplants also contracted in 2025, according to AMI estimates. Total market volume came to €1.4 billion, down 4.5% compared with 2024. Both green and flowering houseplants were below their previous-year level. The decline in flowering houseplants, at around 5%, was somewhat more pronounced than for green houseplants at under 4%. This means that, on average, each resident of Germany in 2025 bought flowering houseplants worth around €11 and spent less than €6 on green houseplants.

Spending on cut flowers—the largest market segment—fell by more than one euro per capita year-on-year to less than €36. As a result, cut flowers no longer quite reached a market volume of €3.0 billion (at retail prices).

Gesamtmarkt 2025 — 8,5 Mrd. EUR
Umsatzanteile der Marktsegmente in Deutschland, berechnet auf Einzelhandelspreisen



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Overall, the situation at end-consumer level did not improve in 2025: in addition to the already known factors fuelling customer uncertainty, concerns about jobs due to the weakening economy were added. Inflation did slow over the course of 2025, but this did not lead to any noticeable easing of the burden on customers. A lack of pay rises coupled with persistently high energy costs, as well as the strained housing market, also weighed on consumers. Although political measures are being prepared for 2026 to stimulate the economy and relieve customers, positive impulses are likely to take some time to materialise.