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Price trends drive market growth

According to estimates by Agrarmarkt Informations-Gesellschaft mbH (AMI), the total market for flowers and ornamental plants grew by around 1% to around €8.8 billion in 2024. However, this growth is purely price-driven, with volumes sold falling year-on-year in almost all market segments.

Based on the new population figures from Destatis, which were published following the 2022 census, each German resident spent an average of just under EUR 107 on flowers and ornamental plants in 2024, more than one euro more than in the previous year.

Consumers' increased willingness to save - triggered by uncertainty about the economic situation and their own financial situation - slowed sales of flowers and ornamental plants. A stagnating labor market and concerns about jobs further intensified this effect. The political situation in the EU and Germany presented both consumers and the industry with major challenges. Together with issues such as consumer education, weather extremes and climate change, these developments led to unexpected shifts in the market. Inflation, customer uncertainty and the reluctance to make major garden investments following the pandemic were also key issues in 2024.

Market segments with perennial plants performed particularly well in 2024, while demand for bedding and balcony plants continued to decline due to the changeable "rocking summer".

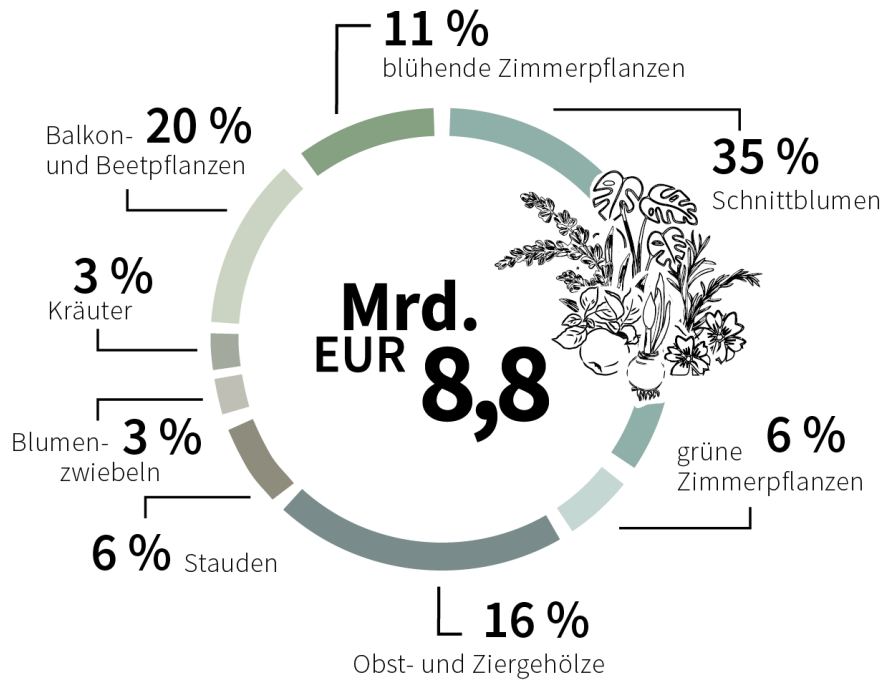
The ZVG's business climate index for ornamental plant cultivation underlines the statements made by the AMI. The mood was only positive in the months of March to May. In all other months, we are at such a low level that we are not at all familiar with for the ornamental horticulture sector, which is a very optimistic industry. This optimism is reflected in the expectations for the first half of 2025, where the arrow is slowly pointing upwards.

Thanks to growth in the smaller segments of perennials (+19 %) and flower bulbs (+6 %), garden plants were able to increase their previous year's result by a good 1 % to just under 4.2 billion euros (at retail prices). Of the 50 euros that the average German spent on garden plants, almost 20 euros was spent on bedding and balcony plants, around 16 euros on shrubs, just under 8 euros on perennials and around 3 euros each on herbs and flower bulbs.

The market for cut flowers fell just short of the previous year's result and did not quite reach the 3.1 billion euro mark (at retail prices), with per capita expenditure falling marginally to around 37 euros. The market for houseplants benefited from increased sales of green houseplants and achieved a market volume of a good 1.5 billion euros (at retail prices). At just under 12 euros, each German resident spent an average of 6 cents less on flowering houseplants than in the previous year. Per capita spending on green houseplants, on the other hand, rose by almost 70 cents to just under 7 euros.



Sales shares of the market segments in Germany



ZVG chart based on data from AMI GmbH, Bonn, as at November 2024