

European Press Conference 2023



Trends & Highlights 2024

Presented by Manuel RUCAR, trendhunter of the trends consultancy CHLOROSPHERE specialized in the garden industry.

30min talk about

- Which main trends could influence and improve our markets in the next collections?
- Which new products are eagerly awaited in the coming years?

Socio/consumer point

What are the changes in consumption? How do they affect the garden market?

Who are the strategic consumers by market?

What are new consumers sensitive to? How to talk to them?

Let's make a focus on the evolutions of our company to better correspond to it in terms of offer, image and added value.

Trends & News

What are the most important mutations, huge phenomena & weak signals to take into account for tomorrow? What developments will affect our markets and why?

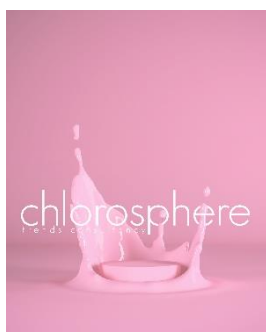
Overview of macro-trends and phenomena that will have an impact on household consumption of plants & garden products.

2024 Collections

Through a richly illustrated presentation, immerse yourself in the 2024 collections: styles, colors, materials, products, innovations, messages: which trends will energize the market in the coming seasons and how to anticipate them?

Conclusion : Prospective

In an uncertain economic mood and a questioning world, what are the tangible elements on which to rely on to draw the future? What would the ideal garden look like tomorrow? Socio-demographic projection and geo-political context, let's take the height to plan scenarios for the future.



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The colors come-back

Manuel Rucar

The colors are back in the gardens

Over the past decade or so, the market has been focused on safe bets, but an environment tainted with economic, climate and environmental uncertainty is prompting consumers to turn to outlandish projects, conspicuous styles and feel-good products. Behold the windows of fashion shops: a wave of colour is clearly on its way. What's the state of play in the garden? At the SPOGA+GAFA, the 2024/25 season will be at stake: to find out what bold choices should be attempted to keep in step with consumer trends, here we decipher the movement with our partner, the trend consultancy CHLOROSPHERE.

The awaited comeback of colour!

2015 saw the phase-out of the “too visible” lime green, purple and fuchsia, which had been overused in the pottery industry and, in the space of several years, fallen into the realm of bad taste. There then followed the golden age of anthracite, a safe and timeless bet. But in response to the monotone environment, associated over the past three years with the anxiety-ridden daily grind that encapsulates aesthetic codes in neutral tones, colour comes as a powerful antidote. It's a dash of extravagance, of liberty and of letting it all go. And it's not overindulgent at a time when morale in French society is hardly riding high. Colour helps us focus on things that are upbeat, positive and cheerful.

Since 2020 there are increasing numbers of new products in bright colours across all sectors of activity: interior design, fashion, cars, makeup, architecture, etc.

The conclusion is clear: the shopper needs to feel upbeat again. The stage has been set, the carpet rolled out, it merely remains to step out into the limelight!

A bit of (biodegradable) glitter in our lives!

This metaphor for our society is a true observation; in the space of nearly a decade, we have designed, built and planned a slightly more positive world. To educate people, packaging would nearly always come with a brown paper, natural, cardboard look – often a dull one! But the new consumers have now taken on this change, so it's time to move on to the next step: adding a bit of cheer! Whether in the form of biodegradable glitter or balloons, you only have to look at what event planners are doing to realise that it is still possible to enjoy yourself, and celebrate colour, while remaining eco-friendly. Here lies the keystone to growth tomorrow: a respectable world, but where pleasure remains.

The figurehead of this movement: the big comeback of Barbie!

Dating back precisely to Black Friday 2020, this comeback led to a record-breaking number of Google searches worldwide. Their trigger was the latest incarnation of Barbie with her “Color Reveal” collection to which young mothers flocked, eager to share the pink craze with their children. Since then, the movement has continued to grow, giving rise to an eponymous aesthetic: Barbiecore, as revealed by the world media in the summer of 2022. Celebrities

jumped on the bandwagon, proudly flying the (pink) colours of Barbie, whose celebrity will reach its zenith in July 2023 with the release of her own film. At the same time, Barbie lookalikes are invading toy departments, including at Lidl which has jettisoned its historical wooden toy collection to offer its own collection of Barbie-like dolls and their accessories. Beyond the toy, it's a whole regressive and colourful movement, tinted with nostalgia from the 80s and 90s, that is taking the creative leisure sector by storm. There is no chance, naturally, that gardens will adopt all-pink fittings and fixtures, since Barbiecore is much more subtle than that, and often plays out in lighting effects. Take a wander around the larger city centres to see, in full bloom (sometimes literally) bars, concept stores or bubble tea bars, with their pink and flowery hues on their shopfronts or in their interiors. Consumers are in need of something upbeat!

But is the market lagging behind?

As nearly all suppliers are aware, 2023 is going to be a rehash of 2022 due to supply chain problems at the end of 2021 and excess stocks following on from spring 2022. The priority for 2023 will therefore be to unload this inventory, meaning that there will be relatively few new arrivals on show. Nevertheless, for consumers, who have not seen this dormant stock, the difference will be almost imperceptible. The only hitch is that this colour revival is keenly awaited as of now, and products are not yet ready or have not yet arrived. The first retailers able to tap into this trend will enjoy outstanding sales, while the others will have to place priority on this new wave that is crashing down over the market. A word of reassurance however: the trend is a global one, and even at the main tradeshow in September 2022, there were very few signs of colour explosions at that point. We should therefore keep a watchful eye on this phenomenon whose peak is expected for 2024, but wasting no time because, as with all fast trends, it is unlikely to last for long!

As in many sectors, the garden segment is suffering in 2022/23 from excessive inventory and the lack of new products that this entails for consumers. SPOGA+GAFA will also be an opportunity to unearth the unexpected, source the atypical and find original suppliers capable of surprising gardeners looking for gaiety and cheerfulness, on the backdrop of an ominous environment where the outdoors offers a welcome breathing space for people to disconnect.

Obviously, this phenomenon will not be alone. Do not hesitate to contact CHLOROSPHERE for further details, presse materials and interviews.