

## Press kit for the international press event, 12/03/2024, Utrecht



spoga+gafa  
16.06. - 18.06.2024  
[www.spogagafa.com](http://www.spogagafa.com)

Agenda, spoga+gafa 2024, Utrecht	2 >>
PR 6 "spoga+gafa 2024: Strong growth in the number of European exhibitors"	3 >>
Keytheme - Responsible Gardens	6 >>
PR 7 "Garden trends and industry insights: The new magazine of spoga+gafa goes online"	8 >>
PM Schleicher	11 >>
PR Igor Josifovic-Kemper	14 >>
PM IVG	15 >>
PM EDRAG GHIN	19 >>
PM BIAG	20 >>

## International Roundtable

12.03.2024, 6:00 p.m., Mereveld, Utrecht

### 100 years of Koelnmesse

Sebastian Rosito, Vice President Trade Fair Management Koelnmesse GmbH, spoga+gafa, spoga horse, h+h cologne, EISENWARENMESSE - International Hardware Fair and Asia-Pacific Sourcing

### Facts and new features of spoga+gafa 2024

Stefan Lohrberg, Director, Koelnmesse GmbH

### Keynote

**What's staying? A glance at the next generation of sustainable consumption**

Theresa Schleicher, leading trade futurologist in the DACH region and renowned economic pioneer, freelancer, author, consultant, speaker

### Additional discussion partners roundtable

Themes are open

Anna Hackstein, Managing Director, Industry Garden Association e.V. (IVG)

John W. Herbert, General Secretary, European DIY Retail Association (EDRA) / Global Home Improvement Network (GHIN)

Martina Mensing-Meckelburg, President, German Garden Centre Association (VDG)

Norbert Jedrau, General Manager, Barbecue Industry Association Grill e.V. (BIAG)

Frank van der Heide, Chief Operating Officer, Tuinbranche Nederland

Igor Josifovic-Kemper?, freelancer & author, urban jungle expert, interior designer, living culture, travel and plants

### Host

Karen Schmithüsen, Public and Media Relations Manager, Koelnmesse GmbH

Link to image database: [www.spogagafa.de/Bilddatenbank](http://www.spogagafa.de/Bilddatenbank)

Link to press information: [www.spogagafa.de/Presseinformationen](http://www.spogagafa.de/Presseinformationen)

Stand: 08.03.2024

Kürzel: sen



spoga+gafa

16.06. - 18.06.2024

[www.spogagafa.com](http://www.spogagafa.com)

Press release

- Not to be published before 12.03.2024



No. 6 / 2024, Cologne  
#spogagafa

## spoga+gafa 2024: Strong growth in the number of European exhibitors

**++High level of internationality among exhibitors ++ Exhibition halls almost sold-out ++ 96 percent of exhibition space already booked ++**

The biggest garden and BBQ trade fair in the world, spoga+gafa, is reporting a high level of internationality among the exhibitors and 14 almost fully-booked exhibition halls for 16 to 18 June. With around 96 percent of the exhibition space booked and a high rebooking rate, spoga+gafa is carrying on the success of last year.

With over 1,850 exhibitors from 58 countries, the leading global trade fair already recorded an increase in both the number of intercontinental exhibitors and in the exhibiting companies from Europe and the DACH region in 2023. Figures that will also be achieved again in 2024. Particularly the share of companies from Europe and North America has increased significantly compared to last year: Numerous national and international companies have confirmed their participation, including many big players and renowned brands, but also newcomers and start-ups.

In the face of the challenging circumstances that prevail within the industry, Stefan Lohrberg, Director of spoga+gafa, considers the booking status of the garden lifestyle trade fair to be an important, positive sign: "With their clear commitment to spoga+gafa the companies are sending out a strong signal in spite of the in some cases challenging market conditions. spoga+gafa is the industry's most important meeting point and opens up new and unique business opportunities - ultimately the entire green industry profits from a successful spoga+gafa."

### Key theme dominates the trade fair programme

This year's key theme "Responsible Gardens" is arousing widespread interest among the industry and is playing a major role in the design of the fair grounds. International experts will address the theme in depth in the scope of lectures and talk formats in the "Forum Garden Cafe". In addition, a diversified event programme with special areas like the "Boulevard of Ideas", the "POS Green Solution Islands", the Outdoor Lifestyle Trend Show" and theme-based tours await the visitors. Here the emphasis lies on the challenges of the industry as well as solutions for the future of the trade.

### About spoga+gafa

spoga+gafa is the meeting point for experts and decision-makers of the green industry from all over the globe and as an order and networking trade fair provides important impulses, innovations and solutions for the current challenges of the



spoga+gafa  
16.06. - 18.06.2024  
www.spogagafa.com

Your contact:  
Karen Schmithüsen  
Tel.  
+49 221 821-2231  
e-mail  
k.schmithuesen@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

garden and BBQ industry. The green industry discusses the line-ups and trends of the coming season at the leading trade fair and the unique range of offerings turns the trade fair into the place-to-be for the purchasing managers of all trading forms. The Industry Garden Association e.V. (IVG) is the industry sponsor of spoga+gafa.

Page  
2/3

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

Further information: <https://www.spogagafa.com/trade-fair/spoga-gafa-2024/industry-trade-fairs/>

#### **Note for editorial offices:**

spoga+gafa photos are available in our image database on the Internet at [www.spogagafa.com/imagetdatabase](http://www.spogagafa.com/imagetdatabase) in the "News" section.

Press information is available at: [www.spogagafa.com/pressinformation](http://www.spogagafa.com/pressinformation)

If you publish this document, please send us a sample copy or link.

spoga+gafa in the Social Web:

#### **Facebook:**

<https://www.facebook.com/spogagafa>

#### **Instagram:**

<https://www.instagram.com/spogagafa/>

#### **LinkedIn:**

<https://www.linkedin.com/showcase/spoga-gafa>

#### **Your contact:**

Karen Schmithüsen

Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany

Phone: +49 221 821-2231

Mobile +49-176-12563444  
k.schmithuesen@koelnmesse.de  
www.koelnmesse.com

## Responsible Gardens

The focus of the topic is on the question of the responsibility the green industry bears regarding the role of the garden in society. Together with our exhibitors and visitors, spoga+gafa will find the answers to these questions.

### Responsibility has many facets

Resource-saving gardening, fairly produced garden products, low-emission BBQ technologies, climate-friendly garden care and irrigation, but also a responsible rapport between garden owners will be especially emphasised at spoga+gafa 2024, and the relevance of the topic will be presented and discussed in various formats. One's own garden has become more of a passion than ever for many people. They are very happy to assume the responsibility involved in its care and design. They plant local and insect-friendly greenery, use organic fertilisers and other environmentally-friendly products, collect rainwater and compost their garden waste. Together with neighbours and friends, they care for common areas for the cultivation of fruit or vegetables, in this way creating green oases in the middle of the city. Responsible action at the personal level thus has many facets and extends from conscious consumption through social activities outdoors to self-sufficiency and the upgrading of one's own or general living environment.

### Ideal framework for an exchange.

With its new key theme, Responsible Gardens, spoga+gafa 2024 aims to promote and support the enjoyment of responsible gardening. With forward-looking product presentations and its extensive event programme, it offers the ideal setting for this purpose. International companies of the garden industry meet with trade visitors in the Cologne exhibition halls to exchange ideas about the latest trends and market developments. What aspects should be taken into account for outdoor areas with regards to the theme of sustainability? How can the garden be made fit for climate change? What possibilities do new devices offer for the cultivation and preparation of food outdoors? How can outdoor furniture be used more flexibly or garden tools be designed more ergonomically? The exhibitors of spoga+gafa 2024 will present a large number of new solutions and market-ready products with this in mind.

### Garden industry assumes responsibility

In the face of the current global challenges, the garden industry is itself assuming its social responsibility. Many exhibitors of spoga+gafa pay attention to resource-preserving production, reduce or compensate for their CO2 emissions and use recycled and recyclable materials.

Organic soils and fertilisers or insect-friendly plants for the preservation of biodiversity in the care of green spaces are increasingly being brought onto the market. Responsible design also makes garden

devices, BBQs and outdoor furniture for all generations more comfortable and easier to operate. Certificates often confirm the tested environmental compatibility or the socially responsible production of current garden products.

### **Ideas for responsible gardening**

As a change from the everyday routine, the garden offers a possibility to enter into a relationship with nature. Even children become familiar with natural processes and the significance of the seasons when sowing, planting and harvesting. Gardening thus offers not only enjoyment of one's own actions, but also inspiration for responsible dealings with the environment. As commonly used open areas, gardens are also places for encounters and understanding. People of various origins and different generations gather here for relaxation or garden work. Gardening thus also promotes not only a relationship with nature and well-being, but also a sense of solidarity. With its focus on Responsible Gardens, spoga+gafa 2024 wants to raise enthusiasm for, stimulate interest in and encourage gardening with responsibility. In the foreground here is the joy in the living greenery and shaping a life together outdoors

### **[www.spogagafa.com](http://www.spogagafa.com)**

In Cologne from 16 to 18 June 2024, the global garden lifestyle and BBQ industry will be focusing on the responsibility it bears regarding current and future challenges and their solutions relating to the role the garden plays in society. Together with the green industry, spoga+gafa will place the centre of attention on the different levels of responsible behaviour in and around private green spaces from the points of view of manufacturers, suppliers and consumers.

No. 7 / 2024, Cologne  
#spogagafa

## Garden trends and industry insights: The new magazine of spoga+gafa goes online

**++ Exclusive insights into the green industry ++ Expert interviews online & video ++ Well-founded specialised articles ++**

spoga+gafa, the largest garden and BBQ trade fair in the world, is launching a new online magazine. The magazine offers access to exclusive and industry-specific information with immediate effect. Diverse formats such as interviews, videos and specialised articles examine the current developments, innovations and trends and grant exciting insights into the market and its players. With a special emphasis on the main focuses of spoga+gafa - garden unique, garden creation and care, garden bbq, garden living - and this year's key theme "Responsible Gardens" - the magazine provides valuable information and inspiration for professionals of the green industry and interested parties.

### Highlights of the new magazine:

- 1. Expert interviews:** Leading industry experts give insights into the latest developments, strategies and visions, discuss the latest developments and dare to take a look into the future of the garden and BBQ industry.
- 2. spoga+gafa Talks:** In the garden with..." Director Stefan Lohrberg and alternating, inspiring interview partners. Here we take a broader view.
- 3. Specialised articles:** In exclusive articles industry experts report about the current market trends, innovative technologies as well as practical tips and tricks for the garden and barbecuing.

As such, in its capacity as an added value and theme platform, the new magazine also takes a look behind the scenes of the world's largest garden and BBQ trade fair and enables the readers to expand their knowledge and gain inspiration. The online magazine of spoga+gafa is available free of charge on the official website of spoga+gafa with immediate effect. Click [here](#) to view the magazine.

### About spoga+gafa

spoga+gafa is the biggest garden and BBQ fair in the world. As an international trade fair at the location in Cologne, it sets impulses for the entire garden world. At the leading global trade fair, the green industry talks about the line-ups and trends of the coming season and presents solutions for current and future challenges. The focus of spoga+gafa lies on trends and innovations from the sections garden bbq, garden creation & care, garden living and garden unique. The unique range of offerings turns the trade fair into the place-to-be for the purchasing managers of all



spoga+gafa  
16.06. - 18.06.2024  
[www.spogagafa.com](http://www.spogagafa.com)

Your contact:  
Karen Schmithüsen  
Tel.  
+49 221 821-2231  
e-mail  
[k.schmithuesen@koelnmesse.de](mailto:k.schmithuesen@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952



trading forms. The Industry Garden Association e.V. (IVG) is the industry sponsor of spoga+gafa.

Page  
2/3

The coming edition of spoga+gafa is being staged from 16 to 18 June 2024 under the key theme "Responsible Gardens". To learn more about the event, visit [www.spogagafa.com](http://www.spogagafa.com)

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

Further information: <https://www.spogagafa.com/trade-fair/spoga-gafa-2024/industry-trade-fairs/>

### **The next events:**

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

### **Note for editorial offices:**

spoga+gafa photos are available in our image database on the Internet at [www.spogagafa.com/imagedatabase](http://www.spogagafa.com/imagedatabase) in the "News" section.

Press information is available at: [www.spogagafa.com/pressinformation](http://www.spogagafa.com/pressinformation)

If you publish this document, please send us a sample copy or link.

spoga+gafa in the Social Web:

### **Facebook:**

<https://www.facebook.com/spogagafa>

### **Instagram:**

<https://www.instagram.com/spogagafa/>

### **LinkedIn:**

<https://www.linkedin.com/showcase/spoga-gafa>

**Your contact:**

Karen Schmithüsen  
Public and Media Relations Manager

Page

3/3

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany

Phone: +49 221 821-2231  
Mobile +49-176-12563444  
k.schmithuesen@koelnmesse.de  
www.koelnmesse.com

## The future of "green" consumption: Which sections of the green industry the customers will want over the next 2 years

**There is a desire for consumption. But also a desire for focus.**

Over the past years we have gradually, but more and more clearly noticed that the consumption has changed. It has become slightly more difficult to persuade customers to purchase as many goods or inspire them for new products. The DIY and garden centre industry in Germany experienced a negative growth rate of -3.1% in 2023. On top of that, there is ongoing caution regarding new building projects, which also affects the garden centre industry and a restraint in buying BBQ products, which were either already purchased during the COVID years or are being avoided due to the inflation. The development in the direction of health and healthy diets is also playing a role among the younger generations when it comes down to not buying BBQ goods.

If one looks ahead to the future, one sees a desire for more focus in the consumer area. Because as the most sustainable initiative within the trade, consumers are primarily demanding one thing: 20% less (Source: Future Study Retail 2024, 2000 respondents in the DACH region). Less space, fewer products, fewer dealers. Trends, products, services and brands are coming under focus. Brands which understand that not only restraint or the cheapest offer are called for, but instead new variety, design and fun - combined at the same time with awareness, good quality and a sustainable approach.

**A few developments and trends for the year 2024:**

**Global trends of the coming years:**

**The middle class wants new customer magnets:**

**The customers want regenerative line-ups, small luxury products and durable entry price level products.**

Whereas the customers are showing restraint in many current segments, at the same time the concrete desire for certain products is growing: Regenerative products fascinate the customers of the future. They not only save resources around the world, they also make a positive contribution to the environment. There are textiles for outdoor furniture that bind CO<sub>2</sub> in the air, or plant fertilisers that comprise of recycled textile waste (i.e. planteen). Smart everyday products that make the garden and one's own home more sustainable and energy-efficient. Durable entry price level products that place the importance on and communicate good quality and a long, resource-saving usage. And explicitly small luxury products: Whereas in general people are saving, customers want to treat themselves and indulge, particularly the Gen Z, who also treats themselves to oysters occasionally and buy the monstera XXL for their small flat.

**For many younger customers the green industry is currently not contemporary**

For many customers in most European countries, it is important to have fast and good online services and shops, which in turn deliver quickly and in a climate-neutral manner. The trend towards eCommerce is also rising in the green industry, alone because of the fact that more and more people live in cities (68% of the global population will live in cities by 2030), who increasingly fall back on green, purely online players and who find the online services of the classic garden retailers and manufacturers too slow and too complicated. Within the stationary trade, a better service through customer programmes and exclusive services for the cultivation, growing, transport and receipt of plants, furniture and lifestyle products is desired.

### **The growing customer favourites are unpackaged**

If one was to stack all the boxes that are sent to and fro in the respective countries in Europe, they would reach from the earth to the moon every time. Over 60% of the people in the DACH region consider the amount and type of packaging in their purchase preference. Items that are not packed make a positive and high-quality impression on customers. Particularly the packet and plastic packaging of larger accessory products and plants play a role, but also re-fill options, non-packaged shelves, 100% recyclable plant pots as well as new products in water-reduced aggregate states that require less packaging volume will become more important in future.

### **The end of plastic, cheap offers in the garden segment is dawning**

A lot of communication is taking place at present, but mostly about the price. How many price campaigns were communicated to the customers within one year?

And that is where we come to the crux of the matter for the trade. Because when less items are purchased and we try to stay on course with favourably-priced offers and prices, how can long-term changes and trends pay off and above all how will we stop the "ever cheaper" spiral? What the younger Gen Z are missing the most are regional, entry price level products that add design, quality, creativity and an air of lightness to the garden in its capacity as a place of well-being. What the future of the green industry needs is a return to the key function: Creating real desire and joy for great products (and that is also possible with sustainable goals), instead of overwhelming people with price offers or cheap products and thus not really holding one's own goods in high esteem anymore.

**Quote: "The garden remains the feel-good place for people, so the focus is all the more on what they really bring into the garden"**

**Quote: "In 2024/2025, we will say goodbye to constantly spiralling prices"**

**Quote: "As the most sustainable initiative in retail, consumers are primarily demanding one thing: 20% less. Less space, fewer products, fewer retailers"**



Photos for downloading [here](#)

**Theresa Schleicher** is a leading trade futurologist in the DACH region. She is the future sparring partner for trade companies, the renowned future institute and for the Federal Ministry for Economic Affairs and Climate Action. The futurologist and author of several well-known trend surveys within the trade was previously Chief Operating Officer of the Hirschen Group, one of the biggest consulting and creative companies in the German-speaking area. She has been a member of the jury of trade innovation awards since 2015 and together with politicians, associations and city planners she is pushing new framework conditions for the trade forward. On stage as the keynote speaker and in the sparring with executives, Theresa Schleicher will open up prospects for the future of the trade and consumption. As an investor of retail start-ups, she places her focus on economic resilience in fast-moving markets and on technological progress for an ecologically and economically more sustainable trade.

## IGOR JOSIFOVIC-KEMPER

IGOR JOSIFOVIC-KEMPER (1978) is a content creator and book author based in Berlin, Germany, specialising in interior design, home decor, travel and plants. Together with Judith de Graaff, he is co-author of the bestselling *Urban Jungle* (Callwey Verlag, 2016) and *Plant Tribe* (Abrams Books, 2020) and co-founder of the Urban Jungle Bloggers Community. From 2011 to 2023 he also wrote his *Happy Interior* blog.

Find him on Instagram @igorjosif

### Founder of the Urban Jungle movement

Igor Josifovic-Kemper, renowned content creator and author, has established himself as one of the leading experts in the fields of interior design, home decor, travelling and plants. For years, he has been inspiring people around the world with his passion for green living spaces and urban gardening.

Born in 1978, Igor Josifovic-Kemper is based in Berlin, Germany. Together with Judith de Graaff, he is the co-author of several bestsellers, including "*Urban Jungle*" (Callwey Verlag, 2016) and "*Plant Tribe*" (Abrams Books, 2020). These books are not only guides for creating green oases in urban environments, but also sources of inspiration for creating a harmonious and sustainable living space.

In addition to his work as a book author, Igor Josifovic-Kemper is co-founder of the Urban Jungle Bloggers Community, a platform that brings together like-minded people from all over the world to share ideas and inspiration for integrating plants into urban life.

From 2011 to 2023, Igor Josifovic-Kemper also ran his successful blog "*Happy Interior Blog*", which became an important hub for interior enthusiasts and received numerous awards.

With his unique vision and commitment, Igor Josifovic-Kemper has had a lasting impact on the way people design and live their living spaces. His work is appreciated and celebrated by a broad international community.



## PRESS RELEASE

**Industrieverband Garten (IVG) e.V.**

### **European Press Conference for spoga+gafa 2024**

The coronavirus pandemic and the energy crisis have left their mark on Europe and Germany in particular. Germany's economic output is currently at almost the same level as at the start of the pandemic almost four years ago and is therefore recording the lowest growth of any economy in the eurozone. In 2023, declining consumer spending was the main factor holding back growth in the German economy. According to surveys by Klaus Peter Teipel, klaus peter teipel research & consulting, the negative framework conditions have also had an impact on the garden market. As a result of the poor weather conditions during business in spring and the strongly negative impact of the war in Ukraine on private consumption and the resulting shifts within the consumer segments, the garden market closed 2023 with a nominal drop in sales of around three per cent, bringing the sales volume down to around 19.7 billion euros. The organic chemical supplies segment (+6.3 per cent) grew, while the hardware segments (-5.8 per cent) suffered a drop in sales. Living greenery also lost ground compared to the previous year (-3.2 per cent).

#### **Slight glimmer of hope for 2024**

In view of the expected development of consumer prices in 2024, Klaus Peter Teipel no longer expects price increases for garden products in the coming year, as was the case in 2022 and 2023. Despite cautious expectations for the year, the garden sector can hope for a small nominal increase, unlike other sectors. With real incomes rising again, consumer demand is also likely to pick up slightly overall. In addition to weather conditions, the development of tourism demand in 2024 will be particularly important. In

---

**Pressekontakt:** Industrieverband Garten (IVG) e.V. | Stefan Pohl  
Wiesenstraße 21 a1 | 40549 Düsseldorf | Tel.: +49 211 909998-10  
Mail: [pohl@ivg.org](mailto:pohl@ivg.org) | [www.ivg.org](http://www.ivg.org)



view of the expected high price increases for package holidays, there is hope that at least a larger proportion of consumers will once again spend their holidays "in their own garden" instead of travelling. If this is the case, it is likely to have a positive impact on garden-related product ranges. After all, the special power of gardening is particularly evident in times of crisis. Even during the coronavirus pandemic, people were able to distance themselves from it in their own garden or on their balcony, leave the bad news behind and clear their minds. Working close to nature distracted and relaxed them. Gardens, balconies and terraces are also meeting places for family, friends and neighbours. Whether for celebrating, working together or simply socialising.

### **The garden market under the banner of climate and environmental protection**

Ongoing inflation is also having an impact on consumer behaviour: According to a GfK study, fewer and fewer consumers want to dig deeper into their pockets for sustainability, but 73 per cent of consumers in Germany still believe that they can contribute to climate and environmental protection through their own behaviour. These are issues that have also preoccupied the garden industry for years and will continue to influence the market and its product ranges in the future. Whether climate-resilient plants that can cope with drought, heat and heavy rainfall or sustainable technology for the resource-saving use of water and peat, for example - the industry already offers a wide range of products. In addition, the centrepiece of all product ranges - the plant - has always made a special contribution to environmental and climate protection: plants absorb CO<sub>2</sub>, filter fine dust from the air and provide food for insects. In this way, they create a natural environment and bring nature into all habitats.





### **IVG members are present in all spoga+gafa segments**

Following the leitmotif "Responsible Gardens" of the forthcoming spoga+gafa, which focusses on responsible action for and in gardens IVG members present their respective products. Topics such as sustainable gardening, fairly produced outdoor furniture, user-friendly gardening tools, efficient BBQ technologies and climate-friendly garden maintenance and irrigation will play a role at the trade fair. However, other current trends in the garden market will also take centre stage at the joint stands where Industrieverband Garten (IVG) e.V. and its members will once again be represented at this year's spoga+gafa. At the IVG Power Place Akku and Power Place Smart Gardening theme islands, innovative technologies and smart solutions for lawn care and irrigation may be discovered. In the segment garden creation & care visitors will find all plant about soils, growing media, fertilisers, constituents, plants and plant protection. The segment garden living focusses on the set-up and design of gardens. And the segment garden bbq offers a wide range of products to BBQ fans: From the latest hightech garden grills through to pizza ovens and whole outdoor kitchens. Also on the agenda: numerous events on current technology developments, new products and relevant retail topics.

*((characters incl. spaces: 5,330))*

**If reprinted, please send us a voucher copy. Thank you.**



### **About IVG**

The German association Industrieverband Garten (IVG) e.V. brings together manufacturers of "green industry" products for the hobby and professional market - including plant manufacturers, producers of forestry, garden and lawn care equipment, manufacturers of garden lifestyle products, plant care, nutrition and health products, manufacturers of growing media, potting soils and raw materials as well as manufacturers of products for commercial horticulture. IVG currently unites around 150 member companies in the garden sector and has its core competences in the areas of information, networking, public relations and lobbying. For more information, please visit [www.ivg.org](http://www.ivg.org).

**PRESS RELEASE**

**Contact:**

**Oliver Ginestier**

**+ 49 221 2705 9555**

[ginestier@edra-ghin.org](mailto:ginestier@edra-ghin.org)



European DIY  
Retail Association

**ghin**

Global Home  
Improvement Network

**EDRA/GHIN**

An der Rechtschule 1-3  
50677 Cologne – Germany

E-mail: [info@edra-ghin.org](mailto:info@edra-ghin.org)

President: Thierry Garnier

General Secretary: John W. Herbert

## **The Green Industry and Outlook for 2024 – A View from the DIY and Home Improvement Industry**

The green and garden living sector continues to play an ever more important role in our members' assortment, and in this regard our members at the European DIY Retail Association and Global Home Improvement Network (EDRA/GHIN) are eagerly anticipating the world's No1. Trade fair in this sector - spoga+gafa.

2024 has indeed seen the powerful return of the international Trade Fairs, and our visits to numerous shows in January has only solidified this belief and once again demonstrated the enthusiasm that is present from the industry to be meeting again.

Amongst our members, we have seen a growing number expanding their assortment and variety of product on offer, with a growing emphasis on outdoor living and recreation, and in turn we expect a record number of our international EDRA/GHIN Members to send a delegation to the upcoming spoga+gafa, and we will be on site each day ensuring they have the most productive and fruitful visit possible.

We also see a continuing trend in consumers desire to purchase more sustainable products, and this ties in perfectly with the central theme of spoga+gafa 2024 – "Responsible Gardens." The garden lifestyle sector is perfectly placed to play a vital role in this shift to green living, as customers strive to become more connected with the outdoor and green space around them.

Today the EDRA/GHIN Network has 229 home improvement companies as members, and we continue to see that those companies who enthusiastically visit trade fairs, looking for new and innovative products, are much more successful than those who don't.

**ENDS**

*EDRA/GHIN is the voice for the home improvement industry globally, representing the entire spectrum of the home improvement industry, from local corner shops, digital players, and big box retailers. Today EDRA/GHIN represents 229 home improvement companies operating over 33,900 stores in 79 countries.*



datum  
january  
202427/02/20  
24  
zeichen  
ni

## **PRESS RELEASE**

### **BIAG at the spoga+gafa Sustainability moves the BBQ industry and the market**

In line with the overall economic development and consumer restraint, the Barbecue Industry Association Grill (BIAG) e.V. is preparing for a challenging year in 2024. However, after an already difficult previous year, the industry believes it has strengthened its resilience and is well positioned with strong brands. The barbecue and BBQ market as a whole is intact and remains attractive to consumers. Market researchers point out that in times of inflation and consumer restraint, cocooning is once again gaining in importance: people are saving out of home and treating themselves to more at home - especially when it comes to social barbecues with family and friends.

#### **The market is attractive**

Barbecuing remains one of the most popular leisure activities for Germans from early spring to late fall. This is shown by figures from Statista. The majority ring in the barbecue season as early as April. During the barbecue season, almost 40 percent of consumers then fire up the barbecue every two weeks. In total, Germans buy barbecues, accessories, charcoal and briquettes for around 1.3 billion euros per year (source: IFH Cologne). Then there is the food prepared on the barbecue. This makes it a highly attractive market for specialist and food retailers, who play up the topic of barbecues and BBQs in their sales areas.

#### **Brand strength is sustainable**

Several factors contribute to the brand strength of German and European manufacturers. Quality and sustainability are very important, also from the consumer's point of view. The two are closely linked. Product longevity, warranty promises and reliable spare parts supply, for example, not only have a monetary benefit for the customer, but also save resources. Local production minimizes the CO2 footprint and supports the local economy. In the case of barbecue charcoal, on the other hand, FSC or PEFC labels on the packaging identify wood from sustainably managed forests. These certificates are not only expected by consumers, but also by retailers and are often taken

■ **barbecue industry association  
grill e.v.**  
altendorfer str. 388  
45143 essen

■ geschäftsführer:  
**norbert jedrau**

■ kontakt:  
fon. (0201) 86 31 679  
fax. (0201) 86 29 110

■ internet:  
[www.biag.org](http://www.biag.org)  
[zentrale@biag.org](mailto:zentrale@biag.org)

■ bankverbindung:  
deutsche bank  
kto. 29 20 45  
blz. 795 700 24



for granted. Sustainability also corresponds closely with the current thrifty attitude of consumers: a high-quality branded product manufactured in a resource-conserving manner can be purchased with a clear conscience.

### **Experience innovations at spoga+gafa**

The companies organized in the BIAG have been picking up on all these trends for some time now, constantly developing them further and communicating them to the consumer. The quality promises become visible at the retailers' point of sale. Every brand upgrade, every innovation and new function becomes "tangible" and tangible for the consumer. At the upcoming spoga + gafa in Cologne, BIAG and its member companies will be providing a preview of what consumers will soon be able to experience at their retailer's in the field of barbecues and BBQs. As always, BIAG is looking forward to a lively exchange of information at its booth.

RA Norbert L. Jedrau  
- managing director –

The **Barbecue Industry Association Grill (BIAG)** e.V. is a growing industry association that represents the interests of European manufacturers and resellers of barbecue products (grills, grill fuels, grill lighters and grill accessories). At present 40 enterprises from 11 European countries are united in the BIAG. With its activities the Barbecue Industry Association grill (BIAG) registered association pursues mainly the goals: Innovation, comfort, quality and safety.  
Further information can be found on our homepage: [www.biag.org](http://www.biag.org)

■ **barbecue industry association  
grill e.v.**  
altendorfer str. 388  
45143 essen

■ geschäftsführer:  
**norbert jedrau**

■ kontakt:  
fon. (0201) 86 31 679  
fax. (0201) 86 29 110

■ internet:  
[www.biag.org](http://www.biag.org)  
[zentrale@biag.org](mailto:zentrale@biag.org)

■ bankverbindung:  
deutsche bank  
kto. 29 20 45  
blz. 795 700 24