

Cartella stampa per l'evento stampa internazionale, 12/03/2024, Utrecht



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

Round table internazionale

12.03.2024, 18:00, Mereveld, Utrecht

100 anni di Koelnmesse

Sebastian Rosito, Vice President Trade Fair Management Koelnmesse GmbH, spoga+gafa, spoga horse, h+h cologne, Eisenwarenmesse e Asia-Pacific Sourcing

Dati, fatti e curiosità sulla spoga+gafa 2024

Stefan Lohrberg, Director di Koelnmesse GmbH

Keynote

Cosa rimane? Uno sguardo alla prossima generazione di consumo sostenibile

Theresa Schleicher, prominente futurologa in campo commerciale nell'area DACH, rinomata opinionista economica, libera professionista, autrice, consulente, relatrice

Altri partecipanti alla tavola rotonda

Temi liberi

Anna Hackstein, amministratore delegato IVG - Associazione tedesca dell'industria del gardening

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

Martina Mensing-Meckelburg, presidente VDG - Associazione tedesca dei centri di giardinaggio

Norbert Jedrau, amministratore delegato BIAG - Barbecue Industry Association Grill e.V.

Frank van der Heide, direttore Tuinbranche Nederland

Igor Josifovic-Kemper?, libero professionista & autore, esperto nei segmenti Urban Jungle, architettura d'interni, cultura dell'abitare, viaggi e piante

Moderatrice

Karen Schmithüsen, Public and Media Relations Managerin, Koelnmesse GmbH

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Press release

- Not to be published before 12.03.2024



No. 6 / 2024, Cologne

#spogagafa

spoga+gafa 2024: forte crescita degli espositori europei

**++ Spiccata internazionalità espositori ++ Padiglioni quasi esauriti
++ 96% di superficie espositiva assegnata ++**

La spoga+gafa, la più grande fiera di giardino e BBQ al mondo che si terrà dal 16 al 18 giugno, annuncia una spiccata internazionalità degli espositori e 14 padiglioni espositivi quasi al completo. Con circa il 96% di spazi espositivi assegnati e un elevato tasso di ritorno, la spoga+gafa riparte direttamente dal successo della scorsa edizione.

Già nel 2023, con oltre 1.850 espositori da 58 paesi, la fiera leader mondiale aveva fatto registrare un incremento sia degli espositori intercontinentali che delle aziende espositrici provenienti da Europa e area DACH. Numeri che saranno replicati nel 2024. Rispetto all'anno scorso cresce notevolmente in particolare la quota di aziende europee e nordamericane: numerose imprese nazionali e internazionali, fra cui molti big player e brand di prestigio, ma anche newcomers e startup, hanno confermato la loro presenza in fiera.

In considerazione delle attuali sfide del settore Stefan Lohrberg, Director della spoga+gafa, interpreta come un segnale positivo il livello di prenotazioni della fiera dedicata al lifestyle in giardino: "Con il loro deciso sostegno alla spoga+gafa le aziende lanciano un segnale chiaro, nonostante condizioni di mercato in parte complesse. La spoga+gafa è l'evento di riferimento più importante del settore e apre nuove opportunità di business straordinarie; in definitiva l'intera industria del verde trae profitto dal successo della spoga+gafa."

Programma della rassegna all'insegna del tema guida

Il tema guida di questa edizione, "Responsible Gardens - Giardini Responsabili" riscuote grande interesse in seno al settore e darà un'impronta marcata all'intero distretto fieristico. Esperti internazionali approfondiranno questo tema nell'ambito di conferenze e talk nella cornice del "Forum Garden Café". Inoltre un ricco programma collaterale riserva ai visitatori aree speciali come il "Boulevard of Ideas", le "POS Green Solution Islands", il "Trendshow Outdoor Lifestyle" e tour tematici. Queste iniziative saranno tutte incentrate sulle sfide del settore e sui possibili approcci per il futuro del business.

La spoga+gafa

La spoga+gafa è l'evento di riferimento per i decision maker dell'industria del verde di tutto il mondo e, in qualità di rassegna votata a ordini e business, propone spunti preziosi, innovazioni e approcci risolutivi per le ultime sfide dell'industria di gardening e grill. Nella cornice della fiera leader di settore, il mondo del verde



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discute di assortimenti e trend della prossima stagione e l'eccezionale varietà dell'offerta fa della fiera il place to be per i decision maker di tutti i segmenti del mercato. Sponsor concettuale della spoga+gafa è l'Associazione dell'industria del gardening (IVG).

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Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse è leader globale nell'organizzazione di fiere nei settori living, contract e public spaces. Tra i punti d'incontro fissi di rango internazionale la piazza fieristica di Colonia annovera, oltre a imm cologne e interzum, anche formati espositivi quali LivingKitchen, ORGATEC, spoga+gafa, FSB e aquanale. Queste fiere rappresentano in modo completo il segmento interior e design, le subforniture dell'industria del mobile e degli interni, il mondo della cucina, tutte le tematiche inerenti i mondi del lavoro moderni, il garden lifestyle, ma anche gli spazi aperti, le strutture sportive e ricreative, insieme a sauna, pool e centri benessere.

Oltre agli eventi a Colonia Koelnmesse sta ampliando strategicamente il proprio portfolio in importanti mercati emergenti del pianeta, grazie per esempio al successo delle fiere ORGATEC TOKYO in Giappone, interzum bogota in Colombia, interzum guangzhou in Cina e interzum forum italy.

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

Nota per la redazione:

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Responsible Gardens - Giardini Responsabili

L'attenzione sarà puntata sulla responsabilità dell'industria del gardening con riferimento al ruolo del giardino in seno alla società. Insieme ad espositori e visitatori la spoga+gafa 2024 troverà risposte adeguate.

Le mille sfumature della responsabilità

La spoga+gafa 2024 si concentrerà su gardening a ridotto consumo di risorse, prodotti equosolidali, tecnologie per BBQ a basso livello di emissioni, cura e irrigazione del giardino nel rispetto del clima, ma anche su rapporti responsabili fra i proprietari; l'importanza di questo tema sarà illustrata e discussa in vari format. Il giardino privato rappresenta ormai una passione per molti, che con grande gioia si accollano le responsabilità legate alla sua cura e progettazione. Piantano specie autoctone e amiche degli insetti, utilizzano concimi bio e altri prodotti ecologici, raccolgono l'acqua piovana e compostano i prodotti di scarto del giardinaggio. Insieme a vicini ed amici curano le aree comuni coltivando frutta e verdura e dando così vita a delle oasi verdi nel cuore della città. Sul piano personale un agire responsabile presenta quindi tante sfumature, dal consumo consapevole, passando per attività sociali all'aperto, per arrivare alla cura di sé e alla valorizzazione dell'ambiente di vita proprio o comune.

Lo spazio di confronto ideale

Con il suo nuovo tema guida Responsible Gardens la spoga+gafa 2024 desidera promuovere e incentivare la gioia di praticare un giardinaggio responsabile e offre l'ambiente ideale grazie a presentazioni avveniriste e a un ricco programma collaterale. Nei padiglioni fieristici di Colonia le aziende internazionali del gardening si riuniscono con gli operatori per confrontarsi sugli ultimi trend e gli sviluppi del mercato. Quali sono gli aspetti più importanti della sostenibilità con riferimento agli spazi esterni? Come si conciliano giardino e cambiamento climatico? Quali opportunità offrono i nuovi utensili da giardinaggio e gli strumenti per cucinare all'aperto? Come si può aumentare la flessibilità dei mobili per esterni e l'ergonomia degli utensili da lavoro? Gli espositori della spoga+gafa 2024 presenteranno una serie di nuove soluzioni e prodotti pronti per il mercato.

L'industria del gardening si assume le proprie responsabilità

In considerazione delle sfide globali attuali l'industria del gardening si assume le proprie responsabilità a livello sociale. Molti espositori della spoga+gafa si concentrano su una produzione a basso consumo di risorse, riducono o compensano le emissioni di CO2 e utilizzano materiali riciclati e circolari.

Per la cura del verde il mercato propone terre e concimi biologici o piante amiche degli insetti che preservano la biodiversità. Inoltre grazie a un design responsabile gli utensili da giardinaggio, le griglie e i mobili outdoor sono più confortevoli e user friendly per tutte le generazioni. I vari certificati

attestano la sostenibilità o la produzione socialmente responsabile degli odierni prodotti per il gardening.

Invito al gardening responsabile

Il giardino offre la possibilità di evadere dalla quotidianità ed entrare in contatto con la natura. Dedicandosi a semina, coltivazione e raccolta, i bambini apprendono i meccanismi della natura e l'importanza delle stagioni. In giardino quindi non solo ci si diverte lavorando, ma si impara anche a trattare l'ambiente in modo più responsabile. In qualità di aree verdi di uso comune, i giardini rappresentano inoltre luoghi di incontro e conoscenza, dove persone di origine ed età diverse si recano per rilassarsi o curare insieme il verde. Il giardinaggio quindi non promuove solo il contatto con la natura e il benessere, ma anche le relazioni umane. Con il tema guida Responsible Gardens la spoga+gafa 2024 vuole entusiasmare, incitare e incoraggiare un gardening all'insegna della responsabilità. Luci puntate sulla gioia generata dalle piante vive e dal progettare insieme la vita all'aperto.

www.spogagafa.de

Dal 16 al 18 giugno 2024 l'industria mondiale di BBQ e lifestyle in giardino si ritrova a Colonia per riflettere sulla propria responsabilità nei confronti delle sfide attuali e future e delle relative soluzioni con riferimento al ruolo del giardino a livello sociale. Insieme all'industria del verde la spoga+gafa punta i riflettori sui vari livelli di commercio responsabile con riferimento agli spazi verdi privati dal punto di vista di produttori, fornitori e consumatori.

No. 7 / 2024, Cologne
#spogagafa

Trend del gardening e approfondimenti: nuovo magazine online della spoga+gafa

++ Approfondimenti esclusivi per l'industria del verde ++ Interviste a esperti online & video ++ Articoli tecnici ++

La spoga+gafa, il più grande salone per giardino e BBQ al mondo, lancia una nuova rivista online. Il magazine offre da subito accesso a informazioni esclusive e specifiche del settore. Format diversi come interviste, video e articoli tecnici illustrano gli ultimi sviluppi, le innovazioni e i trend, proponendo interessanti approfondimenti sul mercato e i relativi player.

Con un'attenzione particolare ai filoni espositivi della spoga+gafa - garden unique, garden creation and care, garden bbq, garden living - e al tema guida di quest'anno "Responsible Gardens - Giardini Responsabili", il magazine riserva informazioni e ispirazioni preziose per gli esperti e gli appassionati del mondo del verde.

Highlight della nuova rivista:

- 1. Interviste a esperti:** esperti di alto livello analizzano gli ultimi sviluppi, le strategie e le visioni, illustrano gli ultimi progressi e esplorano il futuro di giardino e BBQ.
- 2. spoga+gafa talk:** "In giardino con..." Il Director Stefan Lohrberg e una serie di ospiti fonte di ispirazione tratteggiano un quadro completo del settore.
- 3. Articoli tecnici:** in articoli esclusivi gli esperti del settore illustrano ultime tendenze del mercato e tecniche innovative, dispensando consigli pratici su gardening e barbecue.

La nuova rivista si presenta come piattaforma tematica ricca di valore aggiunto e volge anche uno sguardo dietro le quinte della più grande fiera mondiale per giardino e BBQ, consentendo ai lettori di trarre ispirazione e approfondire le proprie conoscenze.

Il magazine online della spoga+gafa è già disponibile gratuitamente sul sito ufficiale della spoga+gafa. [Link](#) per accedere alla rivista.

La spoga+gafa

La spoga+gafa è la più grande fiera di gardening e BBQ al mondo. Una rassegna internazionale che dal quartiere fieristico di Colonia lancia spunti a tutto il mondo del gardening. Alla rassegna di riferimento del settore il mondo del verde analizza gli assortimenti e i trend della stagione in arrivo e presenta soluzioni per le sfide attuali e future. Il focus della spoga+gafa è puntato sui trend e sulle innovazioni dei segmenti garden bbq, garden creation & care, garden living und garden unique.



spoga+gafa
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La prossima spoga+gafa si terrà dal 16 al 18 giugno 2024 al motto di "Responsible Gardens - Giardini Responsabili". Per maggiori informazioni consultare il sito www.spogagafa.de.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

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I prossimi eventi:

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

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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 CO₂ 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

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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 CO₂, 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.

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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.

PRESS RELEASE

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Global Home
Improvement Network

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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.



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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

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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

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