



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 | 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 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.