

# Market Dynamics

## Ornamental Plants Europe – April 2014

30 April, 2014



### The Netherlands

#### Netherlands Auctions

The March 2014 house and garden plant figures of the auction were published as follows: March 2014 houseplant turnover increased by 3.9% when compared to the same month of last year, realised with a supply decrease of 0.8%, resulting in a total average price for all plant types together of € 1.58 (last year € 1.51) per plant.

Per plant types however quite some differences could be noticed. Higher prices for products like: narcissus on pot, pot roses, bromeliads, hyacinths on pot, and campanula on pot. Lower prices for: phalaenopsis orchids, hydrangea, kalanchoe, anthurium and ficus.

The garden-plants' turnover decreased with 5.8%, realised with a supply decrease of 1%, resulting in a total average price for all products of 98 Eurocent (last year 87) per plant.

Throughout April the house and garden plants market really increased strongly, compared to the previous month. With the nice spring, even summerlike weather, everybody dived into the gardens and planted anything they could find. On the other hand there was plenty of supply of everything.

It was reported that this year's garden plant season was the best ever. This was in strong contrast to last year, when it was the worse season.

In addition also the house-plant sector benefitted, especially for the flowering plants. Excellent demand and sales for especially the whole assortment of the bulb flower products on pot, with narcissus and hyacinths as the bestsellers. Some examples: phalaenopsis orchids with an increase of 18%; kalanchoe with a supply increase of 59%; narcissus with an increase of 134%; campanula with +68%, and pot chrysanthemum with +75%. All those products still fetched higher prices than in 2013.



#### Netherlands Importers

The March 2014 export data on house and garden plants were published by HBAG (Exporter's Union). Export turnover of all potted plants increased by 9.3%, compared to April last year. The very best and double digit results were obtained in: Germany (+16.8%), United kingdom (+20%), Belgium (+47%), and Austria (+ 14.2%). Negative results in: Italy (-13%), Russia (-5.5%) and 'other countries' (-4.6%).

During the whole month April the fully-grown house, garden, and bedding plants market has been very good. Absolute best sellers were the garden plants, with a super season 2014. This was in strong contrast to season 2013, which was an absolute disaster and total loss.

Of course, the mild winter and spring were most debit to this situation. Plants were demanded, sold and planted very early this year. Normally when plants are planted so early, many times they were frozen due to late night frosts. However, this year there were hardly any night frosts, not in the winter, neither in the spring.

Also the start of the bedding plant season was very early. Normally those plants have no chance to be sold and planted before mid of May. However this year they were traded and planted already from the beginning of April. For sure the season of the bedding plants is also going to be successful.

Even the fully-grown houseplants were befitting from the positive situation, as mentioned before, especially the flowering houseplants, which were sold in big quantities for even higher prices. Green plants were also used but in smaller quantities. Most probably this is going to increase during the weeks to come, depending on the weather.



In the tropical ornamental young plants' sector the market was more or less in line with the situation normally valid for this period of the year. Enough new young plant material was available all the time, except of good quality dracaena marginata in different formats and sizes and of phoenix roebelinii. Last year around the same period of the year there was an oversupply of this latter product. This year's shortage is due to a longer period of dry weather in the Central American production regions.

## Denmark

The fully grown plant market throughout the entire month of April 2014 has turned out to be very good and successful. Very welcomed, after so many years of a moderate market, not good enough sales, and meagre results.

Absolute best results were obtained in selling garden plants, followed by the flowering houseplants, and the bedding plants, with on the fourth place the green plants.

Remarkable were the good demand and sales of garden and bedding plants, especially since it was still very early. Normally the season of those plants did always start as from the beginning of May, and for the bedding plants as from mid-May. However this year the garden-plants season took off as from the beginning of April, and the bedding plants' season as from mid-April. In both cases some 4–5 weeks earlier than normally.

This was in strong contrast to the same season last year, which ended up as a total disaster and total loss; all due to the long winter and the cold spring.

As said, garden and bedding plants, plentifully available all the time, were also sold out every other week for very good prices, and satisfactory results. Also the flowering houseplants demand and sales were benefitting from the positive weather conditions. Plenty of products were sold all the time. Even the green plants were demand and sold reasonably, however in other quantities and values.

In the tropical ornamental young plant sector the market was not bad at all. Due to good movements and sales of the fully-grown plants, new young plants' supply was needed and could be sold all the time, for reasonable prices as well.

The general quality level of the young plant material was good, but there was some shortage of dracaena and of phoenix roebelinii; all due to production problems in some Central American countries.

## Germany

During the first three weeks of April the fully-grown plants' market was very good and positive. As from the beginning of the month the market was excellent for all the garden and later-on also for the bedding plants.

In both cases the season started some 4 -5 weeks earlier than normally, due to the mild winter and also mild spring weather. When garden and bedding plants are planted so early in the season, in many cases/years the same plants were destroyed by night frosts, and therefore plants could be sold a second time. Not this year, since there were hardly any night frost; not in the winter and neither in the spring. On the other hand plants could not be sold for a second time, from point of view of traded a pity.

Easter demand and sales, during the third week of the month were extremely good and prices were excellent, with the same good results. One of the best starts of the season ever, traders were reporting. While during the same period of last year it was a 100% different and last season's results were absolutely zero.

Also the flowering houseplants sector benefitted very much from the good weather conditions and plants could be sold all the time even outdoors. Only during the post Easter week the market gradually slowed down; especially for the bedding plants, which arrived to the market much earlier than normally and the supplied quantities exceeded the demand/market, with as a result very low prices, especially the geranium.



In the tropical ornamental young-plants sector enough new young plant material was available all the time. However prices were reasonable, but not very low, and for sure not on bargaining level, as happened many times before. Some new young plants were even considerably more expensive such as phoenix roebelinii and dracaena in all forms and sizes.

Some example prices for the respective products: phoenix roebelinii of 1.40 meters high for € 14.50-16.50; smaller sizes were hardly available. Dracaena marginata tufts of 45 – 20 cm for € 1.00–1.20. Sanseveria of different varieties with 5 leaves and 30 cm high, rooted, for € 0.45. Bamboo with one segment of 40 cm high for € 8.00, and with two segments, 70 cm high for € 12.00. Areca palms of 1.20 m' high in a pot size 21 for € 7.00–8.00. Dracaena sanderiana 35 cm rooted, 2 plants per pot, for € 0.35.

## Sweden

The whole month of April has been a fantastic month for garden, bedding, and flowering houseplants' sales, with excellent results. Wholesalers and florists ordered and bought big quantities of any product, for the requested prices. Importers and wholesalers were totally sold out every other week as from week 13.

The 2012 results, the best ever, were not overtaken, but it can be said that after 2012 the 2014 garden and bedding plant season has been the second best ever. After the mild winter, the nice spring has pushed ahead the cultivation and production of all garden and bedding plants. Garden plants with some 4 week and bedding-plants with some 7 weeks.

Pansies are normally already plentifully available early; but remarkable were the presence of many geraniums already; they are normally available as from mid-May. Of course, there is still a great risk for night frost, because they could occur until the end of May, which might destroy too early planted plants.

In addition, the fully grown flowering house-plants were and are benefiting from the very nice early and mild spring weather. A good number of products in big quantities were available and sold all the time.

For green plants the business is expected to increase towards the end of May.

