

Market Dynamics

Ornamental Plants Europe – December 2014

13 December, 2015



The Netherlands

Netherlands Auctions

The auction figures for plants of November 2014 are published: The house-plant turnover of decreased by 1.1% when compared to the same month of last year, realised with a supply increase of 0.8%, resulting in a total average prices for all plant types of € 1.59 (last year (€ 1.63) per plant.

Better prices for products like: poinsettia, hippeastrum (amaryllis), and kalanchoe.

Lower prices for: phalaenopsis orchids, hyacinths on pot, anthurium, cyclamen, bromeliads, arrangements and slumbergera.

The garden-plant turnover increased by 10.7% when compared to the same month of last year, realised with a supply increase of 0.8%, resulting a total average price for all plant types of € 1.24 (last year € 1.13) per plant.

During the month of December total supplied quantities were rather big; bigger than in the same month last year. In spite of the bigger supplies, prices were quite steady.

The increase compared to 2013 was 9%, which resulted in a turnover increase of 7.6 %, resulting in a slight price decrease.

More supplied quantities of: pot orchids with +15%; dracaenas +18%; poinsettias +11%; small arrangements +17%; kalanchoe +17%, and anthurium with +16 %.

Best price makers were hyacinths, cyclamen, and for the green plants - ficus and dracaena.

The importance of garden plants is traditionally lower in December, which is logic and normal. Also in this sector turnover increased, but with lower prices.

Netherlands Importers

The November 2014 cut flower and potted plant export turnover decreased with 9.8% compared to the same month of last year. Best performing countries of export were: France with +29%, Switzerland with +12%, Poland +18+ %, United Kingdom + 5.4+ %, Sweden with +6.7+ % and Austria with +5.4+ %.

Less good performing countries were: Germany with minus 1.3%, Russia with -23%, and Other Countries with -10%.

Accumulatively from January until November 2014 the export increased by 2.6%.

Typically, the month of December is never a special month for green plants' demand and sales. The plants market is all in the mood for typical autumn and seasonal products so much used during the Advent period and Christmas.

Many alternative products were also this year offered and sold, like Christmas trees, many other Christmas products, special wreath of any type of non-traditional greens or other material and many decorative kind of articles.

In the plant sector good demand for many flowering houseplants, such as: amaryllis, hyacinths on pot, poinsettia's, azaleas, cyclamen, hellebores, phalaenopsis orchids, especially those in white colours, and many others.

As said, little demand and sales of green plants, which is normally changing right after Christmas or at the beginning of January; except when the weather is changing into heavy night frost or heavy snow fall.

Until the third week of the month no sign of any strong winter weather. Only at the fourth week some days with light high frost and a little snow, mainly in the eastern and southern regions. It did not bring any difficulty to road transport or street markets.

In the tropical ornamental young plants sector December is also always a relatively slow month, Only some orders were placed for propagating-material to arrive right after Christmas for planting for being ready during the first months of the new year. As importers and wholesalers were reporting, this market sector is just marching on, temporary on a slightly lower pace, but with the view of a soon improvement.



Denmark

The market for fully-grown green plants during the months of November and December has been not too bad and normal for this period of the year. In this period so many other products and articles had priority. For example for the flowering houseplants, especially for poinsettias, hellebores, azaleas, cyclamen, but also for saint paulia and kalanchoe, in particular for the mini and midi types in 6 centimetre pot size.

Hellebore, which was in earlier days a real exclusive and expensive Christmas product, is not anymore so scarce. It is temporary even over supplied, and prices became normal and nothing special.

The Christmas market was mainly dominated by the special, seasonal products and articles, such as: Christmas greens and branches, and Christmas trees. Nowadays also many so called bulb flower types on pot are plentifully available, especially the types of hyacinths, amaryllis and many other types.

Poinsettia supplies were not overdone this year and prices were better than in previous years.

As said, in the green plants sector it was quiet, also for internal landscaping products. It is expected that the market of the green plants will improve as from the beginning of the year and of the internal landscaping products as from the beginning of April.

In the tropical ornamental young plants sector the market was traditionally slower and quieter, mostly temporary. As from the beginning of the year this is expected to improve as well. On the other hand enough new young plants were available all the time.

All along the last year supply of dracaena marginata plants decreased by some 15%. The products became less popular lately. Whether this is going to improve - needs to be seen.

Germany

During the first half of December the market is never, and also this year was not very special for the traditional fully-grown plant products, in particular not for the green plants.

In the month of December with two major important events, the Advent's period and Christmas the market was very much focussed on the special and seasonal products, such as non-traditional greens, Christmas trees, special wreaths to be placed on the front doors of any consistence such as of greens, branches and other material. Also very good demand and sales of the special Christmas plants, mainly the flowering ones, such as: poinsettias, amaryllis and hyacinths on pot, azalea, cyclamen, hellebore and orchid on pot, and then in particular for the white ones.

As said, only but very limited demand for the traditional green plants. The market for those products is expected to improve towards the beginning of the new year; anyway if the weather conditions are normal. When real winter weather appears, (which did not happen until the end of December) the situation could be totally different. Only but a very few days with light nigh frost and a little snow during a few days did not disturb the road transport and the street sales. The weather was even rather mild, with almost all the time temperatures up to 4 – 10 degrees during daytime.

In the tropical ornamental young plant sector it was also relatively slower. The market was so much focused on the special seasonal and alternative products, used and needed in that period of the year. The activity in this sector was taking place continuously, but in a slower pace. This is expected to change and improve during the weeks to come.

Sweden

The weather was still quite moderate in November and December and for sure not winter-like at all, especially not in the southern and central regions, where most of the population is living. In the northerly parts of the country it was winter already, which was nothing exceptional and normal for the period of the year.

In the fully-grown plants' market demand and sales were very much focussed on the special, seasonal and Christmas plants and other Christmas articles in a wide range. Most of the trade was done with Advent and Christmas products, such as alternative greens, branches, leaves, special wreaths, Christmas trees, and many other Christmas greens and articles.

In the fully grown green plants sector it was absolutely quiet and hardly any plant was demanded and sold.

In the flowering houseplants sector it was much livelier. Most demanded and sold plants were: poinsettias, hyacinths on pot, amaryllis on pot and many the bulb flower types on pot. This whole branch of the latter mentioned products has become very popular, because the plants and colours are showing some spring atmosphere and the plants are normally and also this year were not very expensive. Phalaenopsis orchids were also used very much, especially the white types, all imported from the Netherlands and Denmark

