

# Market Dynamics

## Ornamental Plants Europe – December 2015

11 January 2016



### The Netherlands

#### Netherlands Auctions

The auction data of house and garden plants of November 2015 were published. The houseplant turnover of November 2015 increased by 3.1% when compared to the same month of last year, realised with a supply increase of 4%, resulting in a total average price for all products of € 1.58 (last year (€ 1.59) per plant.

Better prices for products such as hyacinths on pot, arrangements, bromeliads and schlumbergera.

Lower prices for: phalaenopsis orchids, poinsettias, Anthurium, and kalanchoe.

The garden plants' turnover increased by 17%, realised with a supply increase of 19%, resulting in total average price for all plant types of € 1.23 (last year € 1.24) per piece.

December and the annual 2015 auction figures were not published yet, but the final turnover percentage was also known. It ended with a plus of 1.5% compared to the same month and the year 2014. This is called positive, because until the end of October the increasing percentage was still zero. Therefore, the end shot of the year was very good and positive.

November 2015 was a very steady month for plant sales, demand and prices in general.

For garden plants, the market situation was much better, mainly because of the mild weather all the time. The weather situation has been one of mildest November months ever, with temperatures that were about some 5 degrees Celsius higher than normally. Very good for garden plants demand and sales, while prices remained the same as last year.

However, in the assortment big changes could be noticed. An increase of some 50% of hellebores, with only a minor price decrease. Also quite some increase of seasonal products such as decoration material, dry bulbs and bulb flower products.

As traditionally, very big sales of poinsettias, amaryllis on pot, and hyacinths on pot. Moderate prices for phalaenopsis orchids and anthurium.

During the first half of December and the pre-Christmas period the market remained reasonably steady.



## Netherlands Importers

The total October 2015 floriculture products export (plants & flowers) from the Netherlands increased by 1.5% compared to the same month of last year.

Best results were obtained from exports to Belgium and Italy. However also very reasonable results to United Kingdom, France, Poland, Sweden and Austria. Negative results to Russia with -34%, to Germany, and Switzerland.

The November 2015 export of cut flowers, house and garden plants together increased by 6.1% compared to the previous year.

Only two countries with negative results namely: Germany with minus 2.6% and to Russia with -24%.

Best and double digit increased percentages to United Kingdom with 10%, to France with 12%, Belgium with 11%, Austria with 12% and 'other countries' not in the top ten list 14%.

The November 2015 exports of houseplants was rather steady, while the garden plants export was considerably better compared to the same months of the past years, mainly due to the mild weather all the time. No sign of any night frost or any snow flake.

Prices of nearly all products were steady as well; especially for the so-called seasonal products such as the Advent and Christmas products. One can see also that these plants cover the assortment in November and in December as well.

Only flowering plant types in the top ten list, not even one green plant; which could be called normal, given the period of the year.

Hyacinths were more expensive, but poinsettias and phalaenopsis orchids were slightly cheaper. The problems with the phoenix roebelinii originating from Italy and Spain has extended also to the Central American production countries. No phoenix roebelinii was allowed to enter the European countries since the past few months, and no solution is expected soon. The problem is caused by a mould disease in the olives, affecting also the palm plants. However, not any test so far showed a 'positive' infection/result, importers and wholesalers were reporting.

## Denmark

The traditional fully-grown plant market during the months of November and December was and still is calm and very different when compared to the normal routine. The Advent and Christmas market was dominated by the flowering houseplants, such as poinsettia, hyacinth on pot, amaryllis on pot, azalea, cyclamen and many others; also with phalaenopsis orchids, mostly in white colour.

Additionally, many special decorative products were used, such as Christmas trees, nobilus greens, and other articles.

The green plants' market was nearly dead. However, just before Christmas buyers started to purchase green plants again, just for the market right after the beginning of the year. Normally the improvement of the green-plants is taking place as from the beginning of January.

Growers now took advantage of the temporary cheaper green plants in December, and they hold them for the expected improvement of the market later on.



For the flowering plants such as saint paulia and kalanchoe the market in December was nothing special, as it was the case also during almost the entire past year.

Hellebores plant, another typical Christmas product, years ago a speciality for the Christmas event, has become a big product now. Some 50% increase of the supply and quite a price fall as result.

The first primroses arrived in the market already. The production started much earlier than normally, due to the mild autumn and winter weather so far. However, the market was not ready yet for primroses.

In the tropical ornamental young plant sector the market was, as traditionally, rather slow. With the preparations and the special wishes for Christmas products, nobody was interested in the green plants and the new young plant material. That is most probably going to change as from January again.

## Germany

During the entire month November, and during the first two week of December, the green plants' market was very quiet and slow. That was nothing abnormal, given the period of the year, when the flowering houseplants dominates the market, together with the special seasonal plants, so much used for the Advent's celebrations and for Christmas.

For the Advent period, many alternative products such as cut greens, branches, wrists and many decoration materials were used.

For the Christmas celebrations, almost only flowering plants were demanded and used. Plants like poinsettias, hyacinths on pot, amaryllis on pot, azaleas, cyclamen and also phalaenopsis orchids.

Prices for all those mentioned plants were not very special and not as high as they used to be with this special plant consumption event.

With the mild weather, the production was higher; even primroses were already plentifully available. However, nobody was interested in primroses already and therefore prices were absolutely lowest, even on bottom level.

The problem with plants such as primroses is that they cannot be hold back on the farms, waiting for better times. "Mature is mature" producers and traders say.

As mentioned, in the green plants sector everything was quiet and slow. However, in the week just before Christmas prices considerably increased, mainly as a result that traders and buyers were purchasing them already for the expected improvement of the market right as from the beginning of the New Year.

The problems involved the import of phoenix roebelinii from Spain and Italy are not over yet. To the contrary, the problem has even extended to the Central American countries, to ban those plants into the European Union countries. For which period? It is impossible to say now.



## Sweden

November was a very quiet and slow month for the fully-grown plant market. For green plants that is normal, but it was also nothing special for plants in the sector, such as for flowering- and for garden-plants. Only some ten days before the first Advent's Sunday, the market gradually improved.

As said, the green plants' market was nearly dead. With the mild weather during the months of November and December, many products, especially of flowering plants, arrived in much bigger quantities than normally, which had its effect on the general price level of course.

Christmas demand and sales were rather good and normal given the period of the year. For Christmas, as traditionally, there is more demand and sale for flowering plant, in particular for all red and white colours. Demand and sales for other colours were nothing more than normal.

Mostly used plant types for Christmas were poinsettias, amaryllis on pot, hyacinths, and Phalaenopsis orchids, which nearly all of them had to be imported, mainly originating from the Netherlands.

In the week between Christmas and New Year, the market for plants remained reasonable. If the market is going to remain steady in January and February needs to be seen. All will depend very much on the weather conditions and the temperatures.

