

Market Dynamics

Ornamental Plants Europe – February 2014

10 March, 2014



The Netherlands

Netherlands Auctions

The January 2014 plants data were published as follows: The houseplants turnover increased by 6.3% compared to the same month of last year, realised with a supply increase of 0.7%, resulting in a total average price for all plants of € 1.65 per plant (last year € 1.57).

Higher prices were quoted for: phalaenopsis orchids, bromeliads, hyacinths, kalanchoe, dracaena, narcissus on pot, ficus, cyclamen and pot-roses. Lower prices for only one product in the top-ten group of plants: anthurium.

The garden-plants turnover has increased by 5.3%, realised with a supply decrease of 2.7%, resulting in a total average price of € 1.07 per plant (last year € 1.10).

During the pre-Valentine's week the total supply of houseplants was lower than the same week of last year by 9.3%. However, the difference was quite a bit smaller than during week number 5. Still, prices did increase considerably, to €1.88 per plant for all plants together.

Valentine's Day is not a very special day for houseplants, but there was quite some good demand for products such as phalaenopsis orchids, pot-roses and kalanchoe, especially of the red varieties, and for those decorated with additional special articles, such as small hearts, special sleeves and special pots.

Prices of phalaenopsis orchids increased by 35 cents per pot compared to last year. On the other hand, pot-roses prices decreased by 20 cents per pot.

Almost all the bulb plants on-pot fetched considerably higher prices this year. The major reason is the much lower supplied quantities this season, so far. Especially the supply of pot-narcissus, which was 36% lower this year.

All in all, the Valentine's houseplants supplies has increased by 11% when compared to the same week of last year, realising a 14 cents per plant increase for all plants together. Per products quite some differences could be noticed: a 55% increase of pot-roses, kalanchoe increased by 21% and narcissus on-pot with an increase of 17%. None of them suffered from any price fall, on the contrary - all of them fetched higher prices.



Netherlands Importers

The January 2014 export figures were published by HBAG (Exporter's union) as follows: Export turnover of house- and garden-plants increased by 2% compared to the same month of last year. The very best and double-digit growth obtained in Italy, Norway and Sweden. Negative results to: Germany, Austria and Russia.

After the positive month of January, with good turnover and price increase, February started as a very good month too. It is the month with Valentine's Day. Normally Valentine's Day is not a special plants consumption event. It is all in the mood of cut-flowers and particularly of roses. However, this year the fully-grown houseplants were plentiful already, and they were sold much better for higher prices, especially the flowering plants. The best results were obtained with products such as: pot-roses, kalanchoe, phalaenopsis orchids, but also for the whole range of bulb products on pot, with the narcissus as the leader of this group. However also a product as hyacinth was very popular, and prices were all very good. Most remarkable was the very strong price increase of pot-roses: 55% more than in the same Valentine's week of last year, for even higher prices; really a great success.



In the green plants sector the market situation was also better than through the last several years, when real winter weather affected the business negatively. No sign of any serious winter weather this year. Not in the Netherlands, but also not in most of the other European countries, except in the very North and the very East of Europe.

The certain shortage of good quality areca palms of last year is over again. Enough quantities are available. The opposite can be said for phoenix roebelinii, which are slightly oversupplied, with some negative effect on the prices.

In the tropical ornamental young-plants sector sufficient quantities of new young plant material arrived in the market. It was slightly slower during the past two months, but from the beginning of February the market was in full swing again, partly due to the mild weather of this winter season.

Denmark

With the obtained results during the first two months of the year, organisations, traders and growers are very optimistic for the rest of the year; especially when comparing to the past years, when results were quite poor. Of course, the mild weather throughout the winter of 2013/14 was very much responsible for it.

Only for a few products the final sales and results were not the very best; such as for primroses and for pansies. Primrose production was too early, and therefore supplied quantities exceeded the market's demand by far, with a negative impact on the prices, which most of the time did not reach the cost-price. The pansies production was also early, but fortunately growers could remove the flower petals, and so postpone the maturity somewhat.

For nearly all the other flowering products the market could be called very good, especially for saint paulia, kalanchoe, and phalaenopsis orchids. Of the latter product supplied quantities were also much bigger; yet, prices were slightly higher.

The bulb-on-pot products' supply was steady and prices were higher than last year.

In the green-plants sector demand and sales could be called reasonably good and satisfactory, but on the other hand it is expected that this sector will develop more during the months to come. Also for indoor landscaping plants the already improved market could be maintained.

In the tropical ornamental young-plants sector supplied quantities were considered relatively normal; anyway not excessive, given the period of the year.

Nearly all plant types were reasonably and sufficiently plentiful, and the general quality level was called good and positive.

Germany

During the first three weeks of February the fully-grown plants market was very good and much better than the past month, and also when compared to February of last year. There was quite a good supply – bigger quantities than normally in this period, mainly due to the mild winter so far.

Several products, especially in the flowering plants sector, have been matured much earlier than normally. Primroses were already more than plentiful during the January. In February a lot of them were gone already and prices improved. It is expected that all primroses will disappear before Easter.

Also pansies were plentiful, and growers had to remove flower petals, to get them to blossom a little later. There was too much pressure on this item. Other flowering plants were demanded and sold positively, particularly the pot-roses and all the different bulb products on-pot. Narcissus was the most demanded and fetched the best prices.



In the green-plants sector the market was also slightly better than expected. However, the situation was not euphoric. Generally speaking, the flowering plants demand, sales and prices could be called satisfactory, even though Valentine's Day is more a cut flowers consumption event.

In the tropical ornamental young plants sector plenty of new young plant material was available already. Of course, with the very mild weather, local growers were interested in taking products and planting in their greenhouses.

Phoenix roebelinii supplied quantities exceeded the actual demand. At the same time, areca palms were scarce for a long period of time, but now the situation is considerably better.

Some prices for the respective products: Phoenix roebelinii in a pot size 31, with a height of 1.70 meter for € 12.00; ph. roebelinii in a pot size 24, 1.40m high for € 7.50. In both cases prices were far too low. Dracaena tufts with three plants of cane sizes 65–30–10cm in a pot size 21 and of a total height of 1.20 m, for € 3.50; kalanchoe in a pot size 12 for 50 cents.

Sweden

Throughout the whole month of February the fully-grown plants market was moderate and not special at all. According to traders that is normal for the period of the year. However, with the relatively mild weather this winter the market did not slow down as much as it usually does. Also the Valentine's market - normally nothing special for the pot-plants sector - was slightly better, especially for the flowering plants.

In the Southern regions, where the weather is much milder than in the north, several houseplant types, such as: begonias, chrysanthemums, kalanchoe, calendiva, but also primroses and pansies, were already demanded and sold, for reasonable prices. It can already be said that the primrose season, which started much earlier this year, cannot improve anymore; on the contrary: it is estimated that season 2014 for this product is lost.

During the first half of February the pansy season has also started. Plants came in earlier than normally, too. The problem with flowering plants is always that when they have matured, they have to be traded and moved; unlike the green plants. It can be expected that the pansy season will really explode during the weeks to come, and other plants will also have more demand and sales.

