

Market Dynamics

Ornamental Plants Europe – October 2014

02 November, 2014



The Netherlands

Netherlands Auctions

The September 2014 auction turnover of houseplants increased by 5.3% compared to the same month last year, realised with a supply increase of 6.9%, resulting in a total average price of all plants of € 1.68 (last year € 1.71) per plant.

Better prices for: Phalaenopsis orchids, pot roses, cyclamen, dracaena and ficus.
Lower prices for: pot chrysanthemum, anthurium, bromeliads, kalanchoe and 'various plants'.

The garden-plants' turnover increased with 6%, realised with a supply increase of 13%, resulting in a total average price of 75 Eurocents (last year 80 cents) per plant.

The weather during the whole month September was warm, sunny and dry. However, it did not have a significant negative impact on the demand and sales of plants, of houseplant as well as on garden-plants.

Prices were only but very slightly lower and supplied quantities were considerably higher. All in all a positive development, say the auctions' experts.

Due to the nice and sunny weather throughout the year so far, hardly any winter, a mild spring, and a nice summer, many products were forced ahead when compared to a normal situation. The forcing ahead was about 3 till 4 weeks all the time, until the very end of October and most probably it will stay like that until the end of the year.



During the October certain seasonal autumn products arrived in the market; also earlier than normal, and in bigger quantities. Nevertheless, all could be moved smoothly and for reasonable prices.

Continuously, the supply and demand of green plants further slowed-down in favour of the flowering-plants. The share of green plants is now around one third and the flowering plants about two thirds.

Throughout the month October many typical plants used for the All Saints and All Souls Days' celebrations, arrived in the market in big quantities.

Netherlands Importers

The September 2014 export data from the Netherlands are published by VGB (Exporter's Union). The only figures published are the totals of the three product groups together (cut

flowers, house-plants and garden-plants). The total September export turnover increased by 7.8%, compared to the same month last year.

Exports to nearly all top ten countries strongly increased. To Germany with 8.9%, United Kingdom 8.5%, France 21%, Italy 11%, Russia 10.3 %, Switzerland 22%, Poland 11% and Austria 15%.

Negative export results to Belgium with -6.3% and 'other countries' -4.3%.

The fully-grown houseplants market during the months the of September and October turned out to be satisfactory, and better than the same months of many previous years. That was valid for all the sectors, but this time mostly for the garden plants, such as erica, caluna, pot chrysanthemum and hortensia, and also for smaller products such as pansies, skimmia and many other types.

Second best were the prices and results for the whole range of green plants, of which the total share has become one third of all houseplants, while it is now two third for the flowering plants.

In the green plants' assortment best results have been obtained for ficus and dracaena. Many plants and good quantities have been channelled directly to end clients, such as wholesalers, multiples and garden centres for the requested prices. However, the share that was channelled to the auction clocks was also sold for satisfactory prices.

During October already quite some seasonal, late autumn and winter products were supplied and delivered. Plants such as: poinsettias, azaleas, cyclamen, hellebores and many others. Already quite some Christmas products and articles were offered and delivered already. Green-plant demand and sales were lower, as normally during this period of the year.

Denmark

As normally, September 2014 was the same slow month as traditionally. The garden and bedding plant season in general was not very good, neither were the results of September. During the entire season there was great oversupply of geraniums, pelargoniums and lavendulas. Prices therefore were absolutely marginal. Hardly or no margins could be made with these products this year.

Also results of flowering and green houseplants have not been super or extra. Final results could be characterised as being moderate.

Mini kalanchoe prices were moderate, but for the bigger sizes of more than 6 – 10 cm pots prices were disappointing and too low. The same could be said for saint paulias.

Final prices and results for phalaenopsis orchids were lower than last year, but still they were acceptable. Also anthurium prices were lower this year.



Green plants were demanded and sold relatively better, but it has to be taken into account that the share of green plants decreased considerably when compared to previous years. And it seems that the decrease is continuing, less strongly but still.

In the tropical ornamental young plants sector the market situation was reasonably steady, There was all the time a certain shortage of dracaena young-plants, in particular of the

marginata types, caused by weather circumstances in the production regions in the Central American production countries. The rainy period was longer and heavier this year. The general quality level was still ok, but quite some plant material had to not been sent, due to quality problems. As importers said, it is better not to send plants when the quality is not guaranteed, rather than to accept lower quality, which might be refused or claimed by final clients.

Germany

The fully-grown plants market during the month of September could be called rather good and positive. Supplied quantities in general were normal, but prices turned out to be better than in the past several years. Good prices and results were obtained for the sectors garden and bedding plants, and for flowering houseplants; but slightly less good for green plants, except for most of the dracaenas and in particular for nearly all the marginata types.

The end of the garden plants season was better than the beginning. All started very well for the seasonal autumn plants such as: ericas, callunas, hortensias and pot chrysanthemums.

The summer season was not good at all for geraniums, pelargoniums and lavendulas, of which the market was really oversupplied. Obtained prices for these articles were really very marginal or not even covering the cost price.



Also during the month of October the market remained very good for the autumn seasonal products, so much demanded and used for the All Saints and All Souls Days' celebrations. During October lots of so-called Christmas plants arrived to the market already, especially of poinsettias. The market of this was totally over supplied as from mid-October already and prices were really very low. On the other hand the autumn pansies were well demanded and prices were satisfactory.

In the tropical ornamental young plants sector enough new plant material was available, except of nearly all the types of dracaena marginata, in particular of the smaller sizes. It was reported that the bad weather and the rainy period in the Central American production regions was lasting longer than normally. On the other hand it could be that producers planted temporarily lower quantities, just to get better prices. An exception could be made for the dr.marginata 1.20 meter high types planted in a pot size 21. Those ones fetched some € 3.00 – 3.50, which was not too high.

Sweden

As traditionally the fully-grown plants' market during the months of September and October is and also this year was very slow and calm. It is the period of the year that garden plant demand and sales are nearly zero and green plants are also hardly demanded. Only some movement in the flowering houseplant sector, in particular with the special autumn products

like: ericas, callunas, pot chrysanthemums, azaleas, cyclamen, phalaenopsis orchids, and already some poinsettias.

During the months September and October there is always a special action that for every plant which was sold, 5 Swedish Crown cents are donated to the special 'Pink Ribbon Fund' (research on breast cancer). It is a very social and good action; good for some more plant sales and good for the fund.

Only but very little demand for some special plant types to be used for All Saint and All Souls Days and also for Halloween. For both celebrations every other year less and less plants are used.

