International Trade Centre

# Market Dynamics

## Ornamental Plants Europe – October 2015

03 November 2015

## The Netherlands

### Netherlands Auctions

The August 2015 auction figures were published as follows: The houseplants' turnover decreased by 0.3% compared to the same month last year, realised with a supply decrease of 1.1%. The average price for all plant types was € 1.674 per plant (last year € 1.63).
Higher prices this year for Phalaenopsis orchids, pot roses, anthurium, bromeliads, ficus, dracaena, and 'various plants'.
Lower prices for pot chrysanthemums and kalanchoe.
The garden-plant turnover increase by 1.7% with supply increase of 3.1%. The average price for all plant types was € 1.04 per piece (last year € 1.05).

The September 2015 houseplants' turnover decreased by 1%, with supply decrease of 1.3%. The average price for all plant types was € 1.69 (last year € 1.68)
Better prices for: chrysanthemums on pot, anthurium, bromeliads, pot roses, ficus, and dracaena.
Lower prices for: Phalaenopsis orchids and plant arrangements.

The house and garden plants' market situation of September was more or less identical to the same month last year. Supplied quantities were normal, and prices were only but very slightly higher, depending on the type of plant.

Continuously slightly higher supplied quantities of Phalaenopsis orchids and at the same time slightly lower prices.
Good exception noticed for dendrobium orchids, which were supplied in big quantities, yet got higher prices.
Continues decreased supply of green plants, such as ficus and dracaena. Both fetched considerably higher prices, especially the ficus.

The market situation of the garden-plants was a bit better. Lower supplied quantities and considerably higher prices, of course depending on the type of plant.
In this period of the year the assortment had changed very much, which could be called normal, given the period of the year.

In October the market situation of the houseplants as well as the garden plants did not change very much, compared to September and compared to October 2014.
The import situation of phoenix roebelinii also did not changed at all. The ban of imports from the southern European countries of this product is still valid. On the other hand the market situation - demand and sales - were not really influenced yet. Growers still had enough plants available to serve the market adequately. For how long? Is the question.

## Netherlands Importers

The August 2015 export of all floriculture products from the Netherlands decreased by 1.3% when compared to the same month of last year. The worse results obtained in Russia with -37%, in Austria -16%, in Sweden -15% and in Switzerland by -10%. However, also to Germany the biggest importer from the Netherlands - export decreased by 7%.
Still there were also some positive export destinations, like United Kingdom with +8%, France +9%, Italy +16%, Poland +25% , and Belgium by +4%.

Throughout the year, so far the houseplant sales and results were slightly lower, compared to the same period last year. Prices were lower, especially for the biggest flowering houseplants, in particular Phalaenopsis orchids, chrysanthemums on pot and kalanchoe.

Considerably better prices and results obtained for the group of green houseplants. It has to be said that the share of green plants has diminished from 50% some ten years ago to around 30% now. This mainly caused by the tremendous increase of the cultivation and the consumption of the Phalaenopsis orchids group, available nowadays in huge assortment with so many different colours.
On the other hand, green plants are graded as less popular, especially by the younger generation. In addition, in the autumn period many alternative products and plant related articles are around in the market, so much used for the All Saint and All Souls Days, for the Advent's time and for the Christmas period. The market is expected to change and improve right after Christmas.

## Denmark

The traditional houseplant market during the months of September and October is always nothing special, neither was it this year. During this period the market is dominated by the garden and seasonal plants, such as: erica, calluna, chrysanthemums on pot, asters on pot, gaultheria on pot and many other products, so much demanded and used for the approaching All Saints and All Souls Days' celebration, and later on also for the advent period and then for Christmas.

Bestsellers this year were calluna, and slightly less good for erica. For asters on pot, the market situation and the prices were totally different: There was over production during the past years. Some five years ago, 25 million asters were produced, which destroyed the market and the prices. Growers then decided to minimise the quantities to some 16 million pieces two years ago and this year they had to reduce the total quantities to 12 million pieces. Still prices have not really increased.

In the flowering houseplant market there was still pressure on the products saint paulia and kalanchoe, but also on Phalaenopsis orchids.
Green houseplants were offered in normal quantities and therefore the market was reasonably steady. A positive exception is the big green plants, so much used as indoor landscaping plants.

In the tropical ornamental young plant sector, the market was steady and slow, but normal, given the period of the year. Still greenhouses are fully used for the seasonal plants and for the Christmas plants. One can expect that the traditional green plant market will improve as from the end of December, right after Christmas.
The general quality level of the imported plant material can be called very good. Throughout this year the general quality level has been better than in many years before.

## Germany

During the months of September and October the fully-grown plants market was very much dominated by the garden and the seasonal plants. Those plants are much used for the All Saints and All Souls Days, to decorate the graveyards.
In September demand and sales were stilt not euphoric, but in October the market really exploded and price became much higher, especially for erica and calluna.
Pot chrysanthemums were available plentifully, but prices were low all the time. This product seems to be oversupplied, as seen already during the past years.

As said, many ericas and callunas were available. Most of the quantities, and the better qualities are normally are sold in September. However, in October the general quality was lower, but prices were much higher, mainly due to lower availability. In September the prices were 30 cents and in October around the 50 cents per piece.

Also for the houseplants, the September and October months were steady and nothing special. Medium sized plants still could be sold for the requested prices, but the smaller types were suffering a lower price all the time.
The roebelinii especially of the phoenix types originating from southern European countries – Spain and Italy – are still not allowed to be imported to the other European countries because of a certain disease.
A positive exception is the green plats, succulents, and sanseveria cylindrica.

In the flowering plants' sector, the market situation was nothing special for the houseplants, mainly due to more request and demand for the seasonal plants.

In the tropical ornamental young plants sector, the market situation was also normal, especially for this period of the year. Many local growers do not buy young plants just before het winter. First, the greenhouses are full with the seasonal plants, and secondly, others are full with the Christmas plants.

Some prices for the respective products: Medium Italian ficus starlight of for € 2.22 (The normal prices should be € 3.50 – 3.80,
Dracaena marginata tufts of 1.40 meters high, in a pot size 24 and with 3 canes 60–30–20 cm for € 4.00 – 5.00.
Kalanchoe in a pot size 10–11 for € 0.45–0.60 (normally should be 0.60–0.80).
Gaultheria with berry in a pot size 10-12 for € 0.80 – 1.20.
Poinsettia in a pot size 13 with 15 flowers for € 1.40, which is not expensive at all.

## Sweden

During the autumn period, the fully-grown plants market was always, and still is, very much influenced by the special, seasonal autumn products, so much used for All Saint and All Souls days, for the Advent, and later on for the Christmas festivities. Therefore, demand and sales for traditional plants is always low, especially for the whole assortment of green plants.

Flowering plants are always demanded, but, as said, during the autumn period also slightly less. From the other hand - very good demand and sales, even better than in previous years for products such as calluna, erica and pot chrysanthemums. Lately, more demand for calluna than for erica, just because calluna is holding better and longer. These products, mainly originating from Germany, could be obtained for some lower prices, because of favorable exchange rate of the Swedish Crown to the Euro.

The domestic production in Sweden is becoming more and more difficult, especially economic wise. It is nowadays sometimes easier and cheaper to import them, either from Denmark or from the Netherlands, where they also offer a much wider assortment.

As mentioned green houseplants are hardly used during the autumn time. This market is expected to improve as from the beginning of the new year.