

Horticulture: Lazio Ranks Among Top Five Italian Regions, Valued at €200 Million

Ahead of the second edition of Greenitaly, the International Exhibition of Horticulture and Landscape presents the figures of one of the regional green economy's most crucial sectors.

Parma, July 28, 2026 – With production nearing €200 million—accounting for approximately 6% of the national total—Lazio confirms its position among Italy's leading horticultural regions, ranking fifth overall in production value. Driving the sector is the province of Latina, which, with over 450 companies, represents one of the nation's most prominent horticultural districts. These are among the key figures highlighted by Greenitaly, the International Exhibition of Horticulture and Landscape, ahead of its second edition scheduled in Parma from October 7 to 9, 2026.

According to ISMEA analysis of ISTAT data, Lazio's horticultural sector counts 832 nursery enterprises spread across nearly 8,000 hectares, reflecting a widespread and highly specialized production framework that contributes to the industry's competitiveness on a national level.

The production of flowers and potted plants serves as the primary engine for Lazio's horticulture, generating a value of approximately €139 million and placing the region fourth in Italy for this specific segment. This is complemented by the nursery stock sector, which contributes around €51 million. It is a supply chain that, despite critical challenges related to energy costs and climate change, continues to stand out for its capacity for innovation, specialization, and resilience.

At Greenitaly, Lazio's know-how and expertise will be represented by **Little Plant**, a nursery based in the province of Latina spanning three hectares, specialized in the rooting of cuttings, fruit plants, and ornamentals.

Lazio's performance reinforces the overall strength of Italian horticulture which, according to 2024 ISTAT data analyzed in the 2025 CREA Yearbook, ranks as Europe's third-largest producer by value. The sector's growth is confirmed by the national production value reaching **€3.25 billion in 2024**—the highest result recorded in the last decade—supported by 17,490 active businesses and a positive trade balance of approximately €374 million. These figures demonstrate the strategic importance of the supply chain and the necessity of creating business networking platforms to showcase its excellence.

Publishing the data for Lazio forms part of Greenitaly's ongoing campaign to guide the sector toward its upcoming edition, offering a clear snapshot of the key production hubs driving Italian horticulture.

"Showcasing regional districts means telling the story of Italian horticulture in its entirety: a mosaic of expertise, specializations, and production hubs that represent a strategic asset for the country," stated **Gloria Oppici**, Brand Manager of Greenitaly, Fiere di Parma. *"Greenitaly was created to connect these areas of*



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excellence, fostering dialogue between businesses, buyers, designers, and institutions, and creating new development opportunities for the entire supply chain."

The inaugural 2025 edition confirmed the event's ability to generate commercial opportunities throughout the industry: **81% of exhibitors reported satisfaction** with their participation, **85% of visitors expressed their intention to return**, and **93% of buyers identified new suppliers** during the exhibition. The trade fair also demonstrated a strong international scope: 68% of buyers and trade operators originated from Europe, 25% from the Middle East, and 7% from the rest of the world—with notable attendance from Germany, Spain, France, the United Arab Emirates, and Qatar—solidifying the event's capacity to attract qualified professionals from key target markets.

The second edition of Greenitaly, taking place October 7–9, 2026, at Fiere di Parma alongside *Mercanteinfiera* and featuring the *Labirinto della Masone* as Cultural Partner, will offer industry businesses a premier meeting ground for international operators, designers, and buyers, strengthening supply-chain dialogue and driving new growth in domestic and foreign markets.

About Greenitaly

Greenitaly is the International Exhibition of Horticulture and Landscape, organized by Fiere di Parma and dedicated to promoting the entire green supply chain. The event brings together companies, institutions, and industry professionals to foster innovation, sustainability, and landscape quality by bridging nursery production, design, research, and green culture. Featuring an extensive exhibition space, educational sessions, and dedicated debate arenas such as the Green Agorà, Greenitaly serves as a benchmark for the sector and a networking platform for all supply chain stakeholders, driving industry development and international market expansion.

About Labirinto della Masone

The Labirinto della Masone is the largest bamboo maze in the world, featuring over 300,000 bamboo plants set within the Emilian plain. Born as a multifaceted project from the vision of Parma publisher Franco Maria Ricci, today it represents one of the most original interpretations of contemporary landscape: a place where the natural dimension weaves together with art and museum space, recognized as one of the region's primary cultural hubs.

Greenitaly Press Office

Door Communications

greenitaly@doorcommunications.com

0287176022

