

JdC Garden Trends 2025 is back: register now and dive into the heart of garden innovation!

After an anniversary edition in 2024 that brought together more than 1,250 professionals and 390 exhibitors, the **JdC Garden Trends** are back in 2025 with **new ambitions**. The 21st edition, which will be held on **25, 26 and 27 March** at the Parc Chanot in Marseille, are **now open to buyers** as of this Monday. With 4 months to go to the event, **90% of the surface area has already been reserved**.

A must-attend event for the garden sector, this show is the ideal place to discover the **latest innovations and emerging trends**. Driven by **growing aspirations to consume better**, current trends **four key drivers**: health, local, ecology and ethical. Consumers are using 'scoring' to guide their choices and favour local products from short distribution channels, which are considered more reliable, even if they the price. However, between intentions and actions, cost remains a major obstacle, revealing the **difficulty of reconciling sustainable engagement and accessibility**.

To **fully meet these expectations and remove the persistent obstacles**, how can players in the garden sector make 'better consumption' both more accessible and more credible? Form an opinion by visiting the JdC Garden Trends show, particularly popular with buyers as the **only professional meeting in the garden distribution sector offering free access**.

Key market figures



French homes with an outdoor space
= 21,4 M Households



Have a garden with an average size of 693 m²

64% **households**

Are ready to pay more if short circuits are a priority

Plant purchasing customer segment



58%
Houses have a garden



33%
Over 65 years old



25%
Millennials 25 to 44 years old



N° 1
The purchase in garden centers
45,7 M volumes purchased
258,1 M Amounts spent in total in 2023

30%
eco-committed households by 2028

Sources : Kantar FranceAgriMer et Valhor - 2023





For several years now, the show has **attracted 100% of French network brands**, demonstrating its status as a must-attend event. In addition, there are the management teams of **independent garden centres**, as well as **sales outlets** and **specialist DIY and gardening shops**, who are joining the event in ever-growing numbers. The show is also **open to a wide range of players**: landscapers, local authority green services, furniture and decoration shops, swimming pool specialists, professionals from the open-air hotel, catering and camping are **also invited to dive into this rapidly expanding world**.

The show stands out for its ability to bring together a **wide range of diversity of sectors**, creating a **real crossroads for business and trends**.

An industry undergoing transformation

Gardening is changing fast. Enthusiasts of green spaces, amateurs and professionals alike, are no longer content to simply look for innovation. From now on quality, diversity of outdoor equipment, respect for the environment and traceability of products are **essential criteria in their choice**. Despite these changes, the **garden sector remains particularly dynamic**.

In 2025, JdC Garden Trends will be **supporting start-ups** ready to provide **innovative and/or novel solutions** to meet new market expectations. The JdC Garden Trends 2025 therefore promises to be an **edition marked by sustainable transformation and commitment, guarantee of resilience**. With conferences and meetings between professionals, this show promises to be **the place where the future of the garden industry takes shape**.



For more informations: www.jdcgardentrends.com

To take part in this major event for the garden industry, participate:

Exhibitors:

- > Barbara Barreto Souza, International Business Manager | barbara.barreto-souza@infopro-digital.com | +33 (0)6 13 26 94 88
- > Ilaria Sfrecola, International Business Manager (Italy & Spain) | ilaria.sfrecola@infopro-digital.com | +33 (0)1 77 92 98 24
- > Tobias Brandstätt, Regional Account Manager (DACH) | tobias.brandstatt@infopro-digital.com | +33 (0)7 62 64 39 18

Visitors/Buyers Service: info@emailing.jdcgardentrends.com | +33 (0)1 89 71 90 06

To visit, use the invitation code CPJDC2025 on the **registration platform** [click here](#)

Show contact: Carine CANTAGREL
carine.cantagrel@infopro-digital.com | +33 (0)7 62 45 53 21

Press contact: Catherine Amsterdam
ca@amsterdamcommunication.fr | +33 (0)2 43 94 01 71

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