

## The JdC Garden Trends 2025 show: the must-attend gardening event in Marseille.

Brands reveal their environmental and social impact.

From **25 to 27 March 2025**, the Parc Chanot in Marseille will be transformed into a **veritable crossroads for innovation** and trends in the **world of gardening**. At the JdC Garden Trends, **380 exhibitors**, half of them from more than 20 countries, and **1,200 buyers** from the French retail sector **will converge for an exceptional event**.

### A CHANGING SECTOR IN SEARCH OF BALANCE

Organised by Infopro Digital, the **JdC Garden Trends show** has established itself as a **major event for the garden and outdoor furniture industry**. This **21st edition** will be showcasing the latest innovations, segmented into **5 major areas**: Gardening & Cultivating, Design & Build, Outdoor Living, Home & Leisure, Services for retail.

A **new segment** is part of this forward-looking dynamic: **start-ups**, which are developing solutions to **help consumers consume more responsibly**, make more informed choices and better manage their resources. Awareness of the need to **consume better is now well established**, but **doubts persist**, not least because of a crisis of confidence in certain brands accused of greenwashing. **Current trends are based on 4 key drivers**: health, local, ecological and ethical.

The show will open with a focus on the zeitgeist: **how to consume better by reconciling a commitment to sustainability with affordability**.





## Towards a sustainable and reasonable garden sector

Over the last decade, **environmental issues have redefined gardening practices**. The ban on plant protection products and the **quest for sustainable alternatives**, such as growing crops without water or soil, raise complex questions about yield, consistent quality and affordability.

The JdC Garden Trends 2025 exhibition aims to provide a platform for **exploring these challenges**. Exhibitors will be presenting **concrete solutions** such as:

- Eco-designed products and responsible innovation,
- Equipment that promotes responsible resource management,
- New modes of consumption, such as equipment rental.

The **emergence of concepts** such as tiny houses also reflects a **growing trend towards de-consumption**.



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

**64%** households 

Are ready to pay more if short circuits are a priority

**30% eco-committed households** by 2028

### THE IMPACT OF THE CSRD ON THE SECTOR

Since **1 January 2025**, European regulations have required companies to **publish sustainability reports that comply with the CSRD** (Corporate Sustainability Reporting Directive). This new transparency is part of a **drive to restore the confidence of consumers** who are often wary of greenwashing practices. The brands exhibiting at the JdC Garden Trends 2025 will be sure to **highlight their environmental and social performance through their innovations**.

### A MEDIA SHOWCASE

With the support of major media such as France Télévisions, M6, TF1 and specialist magazines over the last 2 years, the show is affirming its role as a key showcase for the sector. A **real crossroads for exchanges**, this event offers trade visitors privileged access to the **latest technological advances and sustainable practices** in the garden sector.

### AN EVENT NOT TO BE MISSED

For garden and landscaping professionals, the JdC Garden Trends 2025 show represents a **unique opportunity to stay at the cutting edge of trends** and respond to environmental challenges while adapting to new consumer expectations.

Join us in Marseille to rethink the garden as an ally of environmental protection and sustainable innovation.



## Exceptional event in many ways



### THE SIZE AND INTERNATIONAL SCOPE OF ITS OFFERING

It is the **leading professional meeting in the French garden distribution sector**, bringing together no less than **1,000 brands spread across 390 stands**. More than half of these exhibitors are international, from around **twenty different countries**, giving visitors the opportunity to **discover new products never before seen in France**.

### FINER SEGMENTATION OF THE OFFERING

The **new finer segmentation** enhances the event's relevance to a **diverse audience**, from gardening enthusiasts to DIY enthusiasts, barbecue enthusiasts and consumers of home and leisure-related products.



#### The "Gardening & Cultivating" category

includes the main concentration of **consumer motoculture brands**, watering equipment, DIY tools, and plants.



#### The "Building & Landscaping" category

focuses on **products related to outdoor landscaping**, such as materials, lighting, fences, terraces, and outdoor decoration.



#### The "Outdoor Living" category

brings together **items such as barbecues, garden furniture**, pool accessories and products, games and toys, cushions, etc.



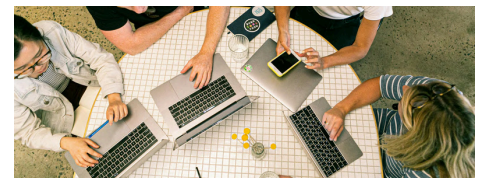
#### The "Home & Leisure" category

includes tableware, creative hobbies, indoor plants, pots, vases, rugs, and doormats. It offers **products for desaisonnalisation**, enabling year-round revenue generation.



#### The "Services for Retail" category

while not the core of the exhibition's offering, meets the needs of distributors in terms of **store equipment or logistics consulting**, for example.



#### The "Start'up" category

puts the spotlight on start-ups ready to provide innovative and/or novel solutions to meet new market expectations.



### THE 1ST B2B CONCENTRATION OF BARBECUE MANUFACTURERS IN FRANCE

The Garden Trends Collection Days stand out with the **largest B2B concentration of barbecue manufacturers** in France, featuring around fifty actors. This means that visitors will have the **unique opportunity to discover a wide range** of barbecue-related products, from equipment to accessories, **all in one place**.

## Must-attend event in many ways

In short, it's a **must-attend event** for all professionals who want to be **at the cutting edge of the latest garden trends**. And there's more than one way to do it:



### The JdC Garden Trends special issue magazine:

The publication of a **special magazine ahead** of the event, highlighting French and European trends **in the forthcoming collections**, provides buyers with a valuable resource for preparing for the show. This enables them to **target the products and exhibitors that best match their needs and sales objectives**.



### The Garden Collection Awards:

Organising a **competition with a panel of ten buyers** from France's biggest buying groups, called the "Prix des Collections Jardin", is an exceptional way of **highlighting innovative products**. It creates healthy competition among exhibitors to showcase their **most innovative products**, while offering buyers the opportunity to **discover future best-sellers**. This competition **values and rewards innovation**, which is essential if we are to remain competitive in an ever-changing market...

- **ADEO** and **Auchan Retail** for the **Outdoor cooking** category
- **Gamm Vert** for the **Self-production in the garden** category
- **Inédis** for the **Authentic and practical** category
- **J'DEA** for the **Indoor/outdoor garden decoration & furnishings** category
- **Coopérative U** for the **Responsible & smart gardening** category

The products will also be **put to the vote of all buyers at the show for a special prize**. And for the **1st time in 2025**, **journalists** attending the show will also be able to **vote for the "Media Prize"**.



### Expert conferences:

Conferences led by **industry experts** provide an ideal framework for **understanding emerging market trends**, with presentations from Promojardin, GFK, Manuel Rucar tandanceur cabinet Chlorosphère, and others. These presentations are backed up by **market figures and analyses** that give visitors a **clear picture of how the industry is evolving**. This helps professionals to make informed decisions and anticipate future changes.



**Mark your calendars:**  
*the programme will be available soon!*

## Gardening in the face of contemporary challenges

The gardening sector has **undergone profound change** over the last decade. The ban on plant protection products has catalysed the **emergence of innovative practices** such as chemical-free cultivation, water-saving systems and soil-free growing solutions. However, the **limits of 'all-organic' farming** raise **crucial questions** about yields and waste management.

At the same time, a **new model of consumption is emerging**. "De-consumption" is gaining ground, **driven by concepts** such as tiny gardens and seasonal equipment hire. This trend responds to the aspirations of consumers looking for **more responsible and economical solutions**.

**Among the exhibitors already registered for the 2025 edition of the JdC Garden Trends (as of 07/01/2025):** Andrea Bizzotto, Aqualux, Artevasi, Bestway, Biohort Gartengerate, Broil King, BWT Pool Products, Campingaz, Cerland, Chapelu Frères, Charbroil, Compo, DAYE, DS Eau, EDA Plastiques, Einhell, Elho, ENO - La Plancha, Evergreen Garden Care, Favex, Fitt, Hozelock Exel, Husqvarna, Kaemingk, Karcher, Leborgne, Le Marquier, Livwise, Morel - Jardiline, NDT International, Nortene Home Depot, Outdoorchef, Poolstar, Proloisirs, Ribimex, SBM Life Science, Scheppach, Tramontina, Trigano Jardin, Veca, Wolf Steel Europe Napoleon, Yantec...



**Don't miss this opportunity to plunge into the heart of garden innovation and share this unique experience with our community of professionals.**

**Themed tours** will be available to help you **organise your visit**. For example, here's a first look at some of the main themes: *Made in Europe/France, Products for landscapers, Participants in the "Prix des Collections", 1st exhibitor participation, etc.*

**Access to the show for all media in 2024 has been a real success, with good media coverage for exhibitors..**  
**100% of the media present said they wanted to return next year.**

**AND YOU?**

**For more informations: [www.jdcdgarden.com](http://www.jdcdgarden.com)**



### Request your press accreditation

Discover this **life-size showroom** in the heart of the **Marseille city**, from **March 25 to 27, 2025**.

**[Accreditation form HERE](#)**

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#### Infopro Digital's key figures

- Created in 2001
- Presented in 21 countries
- More than 4 000 employees
- Gather 80 nationalities
- €580m turnover in 2023