

How to anticipate market trends and dynamics? 3 days of conferences led by garden experts.

Find out more about the programme [HERE!](#)



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 **JdC Garden Trends**, 380 exhibitors, including 1/2 from over 20 countries, and 1,200 buyers from the French retail sector will be **converging for an exceptional event**.

Buyers from DIY, garden, decoration and pet retailers, manufacturers, producers, landscape gardeners, local authority green space departments, furniture and decoration shops, swimming pool specialists, professionals from the open-air hotel and catering trade, journalists and trend experts are all **coming together for this unique event in France**. The aim is **to exchange ideas, build solutions together** and leave with a positive energy to prepare for the next season and the year to come. What's involved?

Conferences led by industry experts provide an ideal framework for understanding emerging market trends, with contributions from Promojardin, NielsenIQ & GfK...

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**.

For 3 days, experts from the gardening market **will be hosting conferences** on developments and prospects in the sector.

Discover the programme now!

EXPERT CONFERENCES



FROM 25 TO 27 MARCH 2025 - MARK YOUR CALENDARS*!

A must-attend event for anticipating trends and dynamics in the garden market!

TUESDAY 25 MARCH 2025

12:30 pm - 1:15 pm: Opening conference

'The challenges of the new generations in garden centres: new managers, new employees, new consumers.'

Moderated by Jean-Noël Caussil from **LSA**, with the participation of young garden centre managers. **Introduction by Manuel RUCAR** from the trend consultancy **CHLOROSPHERE**.

3:00 pm - 3:30 pm: 'The performance of the online garden market'.

Hosted by Thomas Le Rudulier from the **Fédération Les Jardineries et Animaleries de France**.

4:30 pm - 6:30 pm: Garden Collections 2025-2026 Awards Ceremony

Hosted by **Carole Tolila**, co-presenter of the TV programme **'Silence, ça pousse!'**

WEDNESDAY 26TH MARCH 2025

9.30 am - 10.00 am: 'Distribution and plants'.

Hosted by Roland Motte and Pierre Hervet, authors of **the garden consumer guide**.

10:30 am - 11:00 am: Product trends and channel dynamics (including online) 2024/2025.

Moderated by Guillaume Mulleret, Head of Garden/Building expertise - **NielsenIQ & GfK**.

11.15 am - 11.45 am: 'How garden manufacturers are making a practical commitment to CSR'.

Chaired by Delphine de Labarrière, **INOHA CSR Manager**, with testimonials from two members.

12:00 pm - 12:30 pm: Garden trends 2025/2026

Moderated by Manuel Rucar, from **Chlorosphère**.

3.00 pm - 3.30 pm: 'Shock after shock, where does the garden market stand?'

Decryption of the 2024 report by Sabrina Tiphaneaux, Deputy Director of Les Echos Études for **PROMOJARDIN-PROMANIMAL**.

THURSDAY 27 MARCH 2025

11.00 am - 11.30 am: DIY and Garden REP

Assessment of 2024 and new opportunities for manufacturers.

Led by Vincent du Granrut, Head of the DIY and Gardening Sector at **Ecomaison**.

12:00 pm - 12:30 pm: Garden trends 2025/2026

Moderated by Manuel Rucar, from **Chlorosphère**.

And as always, the '10 products in 10 minutes' in the village squares and conference area.

How does it work? Each exhibitor has **60 chrono seconds to present its flagship product!** 60 seconds to make a convincing case in good humour, with humorous, zany and even offbeat presentations...

With less than two months to go until the show opens, **the enthusiasm** of retailers, exhibitors and journalists is **already evident**. The JdC Garden Trends show is **the must-attend event** for professionals looking for the **latest trends and concerned about changing consumer behaviour** towards greater sustainability and transparency.

THE OPENING CONFERENCE OF THIS 21^e EDITION WILL ADDRESS A CENTRAL THEME:

📌 ‘The challenges of the new generations in garden centres: new managers, new employees, new consumers’.

This conference will be moderated by **Jean-Noël Caussil (LSA)**, with the participation of young garden centre managers. **Manuel RUCAR** of trend consultants **CHLOROSPHERE** will introduce the discussions.

Appointment on Tuesday 25 March at 12.30pm - Espace Conférence (Hall 1).



The Garden Collection Awards



At the heart of the event, the Collections Awards, hosted by Carole Tolila, presenter of the TV programme ‘Silence ça pousse!’, is always a highly-anticipated moment for all visitors. On the morning of 25 March, the managers of the **nominated brands will give their speeches** against a timed schedule, highlighting the arguments that **will strike a chord with the members of the jury, made up of buyers from major retailers**: the emotion is sometimes palpable, as the stakes are so high for them!

The organisation of the competition with a **jury made up of a circle of buyers** from the largest French buying groups, called ‘Les Prix des Collections Jardin’, is an exceptional way of **putting the spotlight on 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 **promotes 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 of all the candidates in the competition will be **displayed at the entrance to JdC Garden Trends** and will also be **put to the vote of all the buyers** at the show for a **special prize**. And for the **1st time in 2025**, the journalists present will also be able to **vote for the ‘Media Prize’**.

JdC Garden Trends thus stands out as a **source of new underlying trends** in the sector. This event offers garden distribution professionals an **exceptional opportunity** to stay at the cutting edge and find the **products that will make the difference in the market**, in a sector that is constantly evolving and has a promising future.

The trends area



MATERIALIZATION OF A KEY TREND FOR 2026

At the entrance to the show, on the **Regencycore** theme, Chlorosphère and partners such as ‘Silence, ça pousse!’ nurseries will be displaying climbing plants on Cerland structures, creating elegant vertical compositions. The influence of **The Bridgerton Chronicles** goes far beyond its success, **popularising the Regencycore style** in fashion, interior design, tableware and gardening. The English gardens and classic elegance of the series have captivated a wide audience, fuelling a craze for a refined art of living. **Searches for ‘garden greenhouses’**, for example, **rose by more than 850,000**, and **Regency-style outdoor furniture** and fringed parasols **returned to the top of the Amazon sales charts**. Wisteria, **shade-loving perennials** and large-growing plants (such as astilbe, foxglove and delphinium) are **particularly popular**. This phenomenon is **accompanied by a palette of cream, off-white and beige colours**, which is gradually replacing anthracite in outdoor landscaping.



This will be the next trend in talking to your customers about gardening.

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

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...



Here is the complete list of exhibitors registered to date :

TO DISCOVER!

For more informations: 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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