

JdC GARDEN Trends

Where
B2B buyers
meet European
garden suppliers

24-26 March 2026
Parc Chanot • Marseille • France

Press release, on the 17 February 2026

Category: Event / DIY & Garden distribution

The JdC Garden Trends 2026 trade show is a gathering point for buyers in the garden distribution industry to strengthen their offers in the manufactured and green sectors

From **March 24 to 26, 2026**, the **JdC Garden Trends** will bring together **all the circuits of garden distribution at Parc Chanot, in Marseille**. The visit has been **confirmed** by **specialized supermarkets, DIY Superstores, Food Superstores, LISA, discount brands, e-commerce, and building trade**.

The **2026 edition** demonstrates a **stronger international presence** and a **persistent interest in the 'Green Zone', a new area focused on plants**.

The deployment of these **three ambitions** - mobilizing distribution, international openness, and plant dynamics - is **ongoing**.



A movement that extends beyond the garden distribution

The **2026 edition** stands out due to the **simultaneous representation of all distribution channels**. Registered companies include **Large Specialized Retailers, DIY Superstores, Food Superstores, LISA, discount brands, marketplaces, and builders and pool merchants**.

The **main purchasing and structuring groups** in the market have **confirmed their presence**, including Adeo, Botanic, Gamm Vert, InVivo, Teract, Jardiland, Truffaut, Kingfisher, Leroy Merlin, Mr. Bricolage, Castorama, Coopérative U, Intermarché, and even Carrefour.

The **diversity of profiles** shows that JdC Garden Trends is a referencing platform in n+1 that can **identify trends** and **adjust assortments** for the **whole DIY/garden sector**.



All distribution channels are well-represented:

- **Large Specialized Retailers:** Adeo, Arvesta, Aveve, Botanic, Cap Jardin, Compagnon des Saisons, Districo, Famiflora, **Gamm Vert**, Inedis, Invivo, Teract, Jardi Leclerc, **Jardiland**, J'DEA, Sevea Villaverde, **Truffaut**.
- **DIY Superstores:** Arena, Adeo, Bamapro, Entrepôt du bricolage, **Bricodépôt**, Bricomarché, **Castorama**, Cofaq, Districo, Figedis, Hubo, Kingfisher, La Boite à Outils, Le Club groupe Mr Bricolage, **Leroy Merlin**, Maxeda, OBI, Ravate Weldom.
- **Food Superstores:** **Auchan**, **Carrefour**, **Coopérative U**, Galec-Leclerc, Intermarché, Monoprix.
- **LISA:** Adoxa, Apex Alp'Agri, Atoutime, Districo, Distrivert, Euralis Distribution, Gamm Vert, Inedis, Jardival, Kriek, Lamaison.fr, LISAPL, Oxyane, Rural Master, SA2E, Terrena
- **Discount brands:** **Action**, B&M, Cdiscount, Electro Dépôt, La Foir'Fouille, Maxxilot, Noz...
- **Marketplaces:** **Boulangier**, Cmonjardinier.com, jardinmarket.com, Ma Maison Privée, Manomano, Manutan, Oogarden, Proweltekk, reder, Showroomprivé, veepee..
- **Building trade:** Au Forum du Bâtiment, Cofaq, Coprodex, Felix Matériaux, Findis Desamais, Gedex-Gedimat, Kingfisher, Screwfit...
- **Pool merchants:** Peraga srl, Piscines Desjoyaux, Acquapro, Cash Piscines, Irrijardin, SAS Dbe85



Marseille is a hub for international garden actors

The 2026 edition witnessed a greater representation from around the world, with brands and buyers from various European and Mediterranean markets.

THE MOST REPRESENTED COUNTRIES ARE BELGIUM, SPAIN, ITALY, AND SWITZERLAND.

The dynamic is rounded out with actors from **Germany, the United Kingdom, Greece, Iceland, Luxembourg, Morocco, or even Tunisia.**

Marseille's establishment acts as a **structural lever**. At the crossroads between **Northern and Southern Europe**, the metropolis **facilitates exchanges** and **promotes the expansion of international visitation.**

JdC Garden Trends' **attractiveness** among international brands is boosted by the new plant hub, the **'Green Zone'**. Indeed, it represents a **privileged observatory of market developments.**



INTERNATIONAL BUYERS ARE AT THE RENDEZVOUS:

Belgium strongly represented: Arvesta - Aveve, Brico Belgium, Castorama Belgium, Ecogeni, Famiflora, Hubo Belgium, Maxeda, Prova Mr Bricolage Belgique

Spain: Bosch Marin sl, Dehesa de la Jara, Digebis, Jardinarium, Leroy Mercil Spain, Ventas Internacionales

Italy: Acquapro srl, Belma, Ekla srl, Kingfisher International, Peraga srl

Switzerland: OBI Systemzentrale Switzerland, Schilliger

And many more: Garden Expert (Greece), Ekaflor gmbh (Germany), Gardyrkjan (Iceland), Ma Jardinerie (Luxembourg), Bricodeco (Morocco), Getradis (Morocco), JM Trade (Morocco), Kingfisher Sourcing Eastern Europe, Kingfisher plc (UK), Laura James (UK), Landscape Innovation (Tunisia)...



The plant pole is an obvious choice for a garden show, generating a lot of interest

The 'Green Zone' in Hall 1 is a **new space** that is **dedicated to the plant offer** and has received a declaration of **interest** from buyers.

Around **twenty producers** are gathered by the **plant offer** during the show.

- **15 producers** are gathered in the 'Green Zone', located in Hall 1: Arboricultura Del Mediterraneo, Dynavert Diffusion, Fleuron d'Anjou, Floréac, G3F Pépinières, Globe Planter, Javadoplant, Lannes & Fils, Pépinières Desmartis, Piante Faro, Romiti Vivai, Roseraie Laperrière, Samson Horticulture, Solisplant, Hortival Diffusion.
- **5 other producers** are positioned in the **village squares**: Emmanuel Grange, Azienda Girouagi, Citrina, Ernest Turc and Jardiservices.

The development of **assisted gardens** has marked the evolution of consumer behaviors, and this cluster highlights an offer that matches that evolution.

The plant serves as a means of promoting **well-being** and **personal expression**. Indoor plants, furnished balconies or micro-gardens fit into **everyday life**.

Despite the continued interest in plants, **maintenance restrictions** still create a **reluctance**, fueled by the **fear of not knowing how to do it**.

Industrialists thus create responses that focus on **use** - supporting **applications, sensors, and connected devices** - to make practicing easier while maintaining a connection with living beings.



*All indicators have turned **green** a few weeks before the opening! The **involvement** of buyers and **suppliers** strengthens the aspirations stated for this **22nd edition of JdC Garden Trends**.*

SAVE THE DATE – 24 to 26 MARCH 2026 - Parc Chanot - MARSEILLE

For more information : www.jdcgardentrends.com

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