

# JdC GARDEN Trends

Where  
B2B buyers  
meet European  
garden suppliers

24-26 March 2026  
Parc Chanot • Marseille • France

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Category: Trade show / DIY & Garden distribution

## JdC Garden Trends 2026, a year of returning to gardening essentials: plants. The green craze is proving a positive force.



From **March 24 to 26, 2026**, JdC Garden Trends brought together **1,200 buyers** and **365 exhibitors** from across **Europe** at Marseille's Parc Chanot exhibition centre. Representing the full spectrum of distribution channels — **specialist superstores, DIY retailers, supermarkets, garden centres, discount chains, e-commerce players and specialist trade merchants** — alongside journalists and trend experts, participants exchanged views and initiated listings for **2027 innovations**. Marked by several highlights, including the **Garden Collections Awards**, industry conferences and an in-depth trend analysis complemented by **guided tours**, this **22nd edition** confirms the shifts reshaping the garden market.

The event highlighted a **simplification of usage** and the **growing prominence of assistive technologies**, while also introducing the "**Green Zone**", a space dedicated to **plants** and now positioned as a core pillar of the offer. This new area ties in with the show's different sectors — **Outdoor Living, Home & Leisure, Gardening & Growing, and Planning & Building** — covering the full range of uses, from outdoor design and equipment to decoration, leisure and technical solutions.

## Plants are reclaiming a central role

The 2026 edition confirmed the **return of plants** as a key axis of differentiation. More than **20 growers** attended this year to showcase their ranges and new varieties, including plants that are **more resilient, less water-intensive and better suited to periods of climate stress**.

Well-known staples such as **begonias, geraniums and hydrangeas** are making a comeback with new visual and agronomic qualities: longer flowering, contrasting foliage, more structured shapes and improved durability over time.



## A cross-cutting view of the show's key trends

**Trend insight conferences** and the **new themed tours** led by **Manuel Rucar of consultancy Chlorosphère** gave buyers a guided reading of the developments observed across the aisles.

The **Styles and New Uses tours**, conducted throughout the stands, helped place the edition's most striking signals into perspective and highlighted the key trends shaping upcoming collections.



## Assisted gardening is establishing itself as a new market standard

The innovations on display point to a clear rise in **assisted gardening solutions**. The standout category for lawns remains **robotic mowers**, now delivering **stronger performance thanks to AI** capable of identifying registered obstacles.

Intuitive timers, moisture sensors, weather-connected tools, remote-control apps and multifunctional products all serve the same purpose: **making gardening easier and everyday tasks more reliable**. This direction reflects a clearly identified market expectation.



## Better support to overcome purchase barriers as consumers look for reassurance

Another key takeaway from the show was that the **fear of getting it wrong** continues to **weigh on gardening practice**. Companies on display therefore highlighted **offers designed to provide clearer guidance, advice and support**.

Growing kits with built-in calendars, simplified measuring tools and decision-support features all reflect this shift.



## The Garden Collections Awards

### 24 PRODUCTS RECOGNISED AT THE GARDEN COLLECTIONS AWARDS

The Garden Collections Awards recognised **24 products** in line with the show's key takeaways. The winners highlight solutions that combine **innovation, ease of use and a clear focus on eco-design**.

### SIX RETAIL BRANDS SERVED ON THE JURY FOR THE 2026 EDITION:

- **Esprit Barbecue and Auchan Retail** for the **Cooking & Hosting** category
- **Gamm Vert** for the **Self-Produced Garden** category
- **Inédis** for the **Authentic & Practical** category
- **J'DEA** for the **Indoor/Outdoor Garden Decoration & Furniture** category
- **Leroy Merlin** for the **Responsible Garden** category
- **Jardinerie Tarnaise, Jardinerie Boncap and Jardinerie Solignac** for the **Independent Garden Centres Award** category

### THE WINNING EXHIBITORS ARE:

It is worth noting that several product innovations stood out among them, notably those focused on **outdoor wellbeing** and on solutions designed to make maintenance easier. In summer, the **terrace** emerges as the **garden's central living space**. Its layout increasingly relies on **privacy screens** to create seclusion, **planters** and **pots** to introduce greenery, more compact and **multifunctional outdoor kitchen solutions**, and **barbecues** designed for smaller spaces, extending through to pool-related equipment and accessories.



3-in-1 Gas Barbecue - FLAMY - COOK IN GARDEN



Organic Hemp Oil DIY Soap - ECODIS



Art Déco - GRANULATI ZANDOBBIO



Avocado Vase & Acorn Vase - ILEX STUDIO



Winners of the 2026–2027 Garden Collections Awards



#### Cooking & Hosting by Esprit Barbecue and Auchan Retail :

- **Most design product:** Pit Boss Grills for the Austin XL
- **Most innovative product:** OUTDOORCHEF for the Heat C-265 30 Mbar
- **Most eco-friendly product:** Char-Broil Deutschland for its barbecue Patio Bistro E2COAL
- **Judges' Special Award:** COOK'IN GARDEN - GARDEN MAX for its gas barbecue 3 in 1

#### Self-produced Garden by Gamm Vert :

- **Innovation and Creativity Award:** Alveogreen for its Sophie planter
- **Ease of Use Award:** Aiper Intelligent for its Irrisense 2
- **Eco-design and Responsible Use Award:** SIKA FRANCE for Sikagard
- **Judges' Special Award:** Greencell for City Flore

#### Authentic & Practical by Inédis :

- **Most Innovative Product:** Écodis for its DIY soap
- **Most Practical Product:** CDP Distribution – Le Pratique for its steriliser
- **Innovation Award:** Oregon Tool for its Biomax trimmer line
- **Judges' Special Award:** LivWise for the Pedro gas barbecue

#### Indoor/Outdoor Garden Decoration & Furniture by J'DEA :

- **Most Responsible Product:** SBM Life Science for Biogents Aero Trap
- **Most Autonomous Product:** Granulati Zandobbio for Fast Base
- **Most Striking Product:** Groupe EDA for its Aurea pot
- **Judges' Special Award:** Granulati Zandobbio for Art Déco

#### Responsible Garden by Leroy Merlin :

- **Most Innovative Product:** Aiper for Irrisense 2
- **Most Simplifying Product:** SFC JARDIBRIC for its P26 irrigation pump
- **Best-Value Product:** Sika France for its SikaGard cleaning solution
- **Judges' Special Award:** Algoflash (COMPO France) for its pellet mulching solution

#### Independent Garden Centres Award by Jardinerie Tarnaise, Jardinerie Boncap & Jardinerie Solignac:

- **Simplest and Most Effective Product:** GREENECLAT for its lawn colourant
- **Common-Sense Gardening Award:** Claber SpA for Hydro-4 BT
- **Best Suited to Our Customers Award:** Ecodis for its DIY soap
- **Judges' Special Award:** ILEX STUDIO for its Avocado Vase

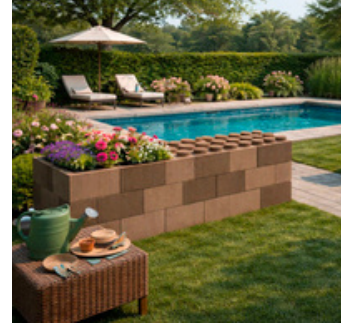
## THE BUYERS AND MEDIA AWARDS

The products were also put to a vote by visiting buyers at the **Garden Collections Awards** area located at the entrance to the show. The media also joined the **Garden Collections Awards jury** to present a **special media prize**, based on the individual vote of each journalist attending the event. The winners are as follows:

**The Buyers Award:**  
PEDRO from LIVWISE



**The Media Award:**  
Brickup from MAC



Towards a more autonomous yet ever more experiential garden, with practical answers to the sector's challenges. **Is the rise of hyper-assisted gardening sounding the death knell for the green thumb?**

Through this 22nd edition, JdC Garden Trends has reaffirmed its role as both a key business event for garden retail professionals and a platform for observing how the market is evolving.

The next edition is already scheduled for 23, 24 and 25 March 2027 at Parc Chanot, Marseille.



PHOTO GALLERY 2026



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