

JdC GARDEN Trends

Where
B2B buyers
meet European
garden suppliers

24-26 March 2026
Parc Chanot • Marseille • France

Press release on March, 5 of 2026

Category: Events / garden and DIY distribution

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

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



From **24 to 26 March 2026**, the Parc Chanot in Marseille will be transformed into a **genuine crossroads for innovation and trends in the gardening world**. At **JdC Garden Trends**, **365 exhibitors** and **1,200 buyers** from the French and European retail sector will be converging for an **exceptional event**.

Buyers from retailers (Specialized Superstores, DIY Superstores, Food Superstores, LISA, discount brands, marketplaces, manufacturing and materials trade, swimming pool specialists, swimming pool 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 **Chlorosphère, 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. **The trade show will open at 11am on Tuesday 24.**

Discover the programme now!

EXPERT CONFERENCES



JdC
GARDEN
Trends

FROM 24 TO 26 MARCH 2026 - MARK YOUR CALENDARS*!

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

TUESDAY 24 MARCH 2026

12:00 pm - 12:45 pm: Opening conference

'The **challenges** and **prospects** of the **garden market** : vision and feedback from the **leader TERACTION**.'

Moderated by **Yves Puget** from LSA and **Hervé Onfray** General Deputy Director Gardening - Pet shop of Teract.

3:00 pm - 3:30 pm: The performance of the garden market in 2025.

Hosted by Alaric Desbant from the **Fédération Les Jardineries et Animaleries de France**.

4:30 pm - 6:30 pm: Garden Collections 2026-2027 Awards Ceremony

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

WEDNESDAY 25 MARCH 2026

9.30 am - 10.00 am: The point of sale is the heart of the game .

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

10:30 am - 11:00 am: Garden 2025 : key signals to set the resumption.

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

11.15 am - 11.45 am: Understanding the garden consumers' arbitrages using online researches

Chaired by Pierre-Emmanuel Bois, **INOHA General Delegate**.

12:00 pm - 12:30 pm: Garden trends 2026/2027

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

3.00 pm - 3.30 pm: The new dynamics of the garden market : understanding today to better anticipate tomorrow

Decryption of the 2025 report by Sabrina Tiphaneaux, Deputy Director of Les Echos Études for **PROMOJARDIN-PROMANIMAL**.

THURSDAY 26 MARCH 2026

11.00 am - 11.30 am: Develop your circularity with Ecomaison

Discover your different levers to convert your conformity into competitiveness.

Led by Sandra Bravard, Manager of the DIY and Gardening Sector at **Ecomaison**.

12:00 pm - 12:30 pm: Garden trends 2026/2027

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...

*Programme as at 30.01.26, non-exhaustive, subject to change.

With less than two weeks to go until the show opens, **the enthusiasm** of retailers, exhibitors and journalists is **already noticeable**. 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 22ND EDITION WILL ADDRESS A CENTRAL THEME:

‘The challenges and prospects of the garden market : vision and feedback from the leader TERACTION’.

✦ **Yves Puget (LSA) and Hervé Onfray from TERACTION, General Deputy Director Gardening - Pet shop of Teract.**

Appointment on Tuesday 24 March at 12.00pm - 12.45pm - Espace Conférence (Hall 1).



The Garden Collection Awards

At the heart of the event, **the Garden Collections Awards ceremony**, 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 March 24, 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 through the roof!

The organisation of the competition with a **jury made up of a circle of buyers** from the largest French buying groups, called ‘**Garden Collections Awards**’, 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**.



- **Esprit Barbecue** and **Auchan Retail** for the ‘**Cooking & Hosting**’ 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
- **Leroy Merlin** for the ‘**Responsible & smart gardening**’ category
- **Jardinerie Tarnaise, Jardinerie Boncap** and **Jardinerie Solignac** for the NEW CATEGORY ‘**Independent gardening stores Awards**’

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 for a **special Prize**. And 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 Green Zone as the new plant pole

20 PRODUCERS GATHERED AT THE JDC GARDEN TRENDS

Discover the heart of the GARDEN exhibit:

The '**Green Zone**' is a new area dedicated to the plant offer and sparks a declared interest from buyers.

- **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.

This cluster highlights an offer aligned with the evolution of consumer behaviors, marked by the development of **assisted gardens**.

The plant is no longer just decorative: it has become a **marker of well-being and identity**, one 'brings' the living into one's home (indoor plants, balconies, micro-gardens), carried by communities that exchange advice and content.

At the same time, an observation is necessary: **many consumers doubt knowing 'how to do it'** watering, light, disease... and seek **simple, guided, immediate solutions**.

Manufacturers are stepping up on **usage-driven responses, coach apps, sensors, home automation scenarios, robots**, with a generation of tools that transforms garden maintenance: sensors, weather, scripted irrigation and lighting, home automation applications, interview robots with a promise: simplify without giving up the living.



Here is the complete list of exhibitors registered to date :

TO DISCOVER!

For more informations: www.jdcgardentrends.com

Don't miss out on this **opportunity to dive into the heart of the gardening innovations** and to share this unique experience with our community of professionals.



Request your press accreditation

Discover this **life-size showroom** in the heart of the **Marseille city**, from March 24 to 26, 2026.

[Accreditation form HERE](#)

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An Infopro Digital event

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