Where B2B buyers meet European garden suppliers

JdC GARDEN Trends

23-25 March 2027

Parc Chanot • Marseille • France

Press release, Friday, October 23, 2026

Topic: Business Event/ Distribution

JdC Garden Trends 2027: the leading European trade show for manufactured products focused on "gardening" is set to meet buyers in Marseille on 23, 24 and 25 March.

From **March 23 to 25, 2027**, the JdC Garden Trends will bring together at the **Parc Chanot in Marseille** the French and European distribution buyers and their suppliers to prepare for the **2028 season**. **European leader** in trade shows dedicated to manufactured products for the garden, the event reinforces its **international openness** and enhances its **Green Zone**: the space dedicated to indoor and outdoor plants, to support market developments.



Decisions about future referrals are made in March 2027.

For central purchasing entities (a specialist garden centre, LISA, GSB, GSA, marketplace, discounters, trading and pool operators), landscapers, local governments, and independent garden centres, identifying innovations, diversifying suppliers, and foreseeing consumer expectations have become significant challenges. For some, the JdC Garden Trends are their only show all year round.

For 23 years, the JdC Garden Trends have brought together **purchasing decision-makers** and **manufacturers of "garden" products** around a common goal: **preparing future collections** in gardening, building layout, decoration and outdoor leisure up to camping, to develop new business opportunities.

The first European meeting to prepare for 2028

In 2027, the JdC Garden Trends accelerate their **international opening** to promote meetings between French and European manufacturers and international buyers. With a **European offer in gardening manufacturing that no other European fair offers on such a scale**, the JdC Garden Trends is the **only trade show held at the end of the first quarter**, a **key moment** when European brands start working on their 2028 listings.

Any professional buyer cannot miss such an opportunity and will have to meet the suppliers in Marseille, on the Mediterranean shores.



A Green Zone highlighted as soon as you enter Hall 1, to reconnect plants and manufactured products

Changes are underway in the garden, as are the variety selections. Saving water, adapting to climate change, preserving biodiversity and finding easy-to-maintain solutions are reshaping consumer expectations.

For the **1,200 visitors**, these realities open up new perspectives, provided they propose coherent offers combining plants, equipment and development solutions.

To support this evolution, **the JdC Garden Trends is expanding the Green Zone**, with a **target of 40 exhibitors in 2027** compared to 20 previously. By strengthening the presence of plant producers alongside manufacturers, the fair encourages complementarities between different product categories and allows buyers to consider the garden as a whole: an evidence shared by all, **without plants, no garden**.

A 2027 edition that energizes the entire DIY/garden sector



For manufacturers, the JdC Garden Trends represent an **opportunity to present their innovations directly to retail decision-make**rs, to develop new markets and to initiate commercial discussions around the 2028 collections. The JdC Garden Trends reaffirm their vocation: **to bring together in one place the manufacturers, producers and buyers who will build the garden market of tomorrow.**

With **5 months to go before the event**, the exhibitors' offer is continuing to be built up, offering manufacturers and suppliers who still wish to join the more than 300 exhibitors already registered and take part in this European dynamic.

The Garden Collection Awards: This year 7 juries instead of 6 as usual.
A program of conferences by experts always as rich in interest and relevance.
Guided tours by Manuel Rucar, trend expert.

The garden of 2028 is being referenced starting from March 2027 in Marseille.

SAVE THE DATE – Meeting from March 23 to 25, 2027 - Parc Chanot - MARSEILLE

For more information: www.jdcgardentrends.com

To visit: *jdcgardentrends@infopro-digital.com | Manon Hargain - Buyer Manager - +33 (0)6 30 90 90 92*
To exhibit: *Sylvain Depre - Sales Manager France - sylvain.depre@infopro-digital.com - +33 (0)6 65 92 17 65*

Practical information

Parc Chanot
Round-about of Prado
13008 Marseille

Play store Apple store
Download the trade show app

365	+ 1 200	+ 1 000	6
exhibitors	buyers	brands	product categories

JdC Garden Trends press contact: Catherine Amsterdam
ca@amsterdamcommunication.fr | +33 (0)6 72 81 27 38

An Infopro Digital event
Infopro Digital is a B2B group specializing in information and technology. Its innovative solutions are aimed at the professional communities of 5 key economic sectors: construction & public sector, automotive, risk & insurance, industry and distribution. Thanks to the group's sectoral expertise, Infopro Digital covers all the needs of professionals. Its solutions enable decision-makers to make informed decisions and companies to sustainably develop their business activity and performance.
Learn more: www.infopro-digital.com

Infopro Digital's key figures
- **Creation in 2001**
- **Present in 21 countries**
- **More than 4,000 employees**
- **Brings together 80 nationalities**