



Greenlife Industry Australia

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MEDIA RELEASE

Australian nursery industry breaks new record for plants sold in a year

18 March 2022 – The Australian production nursery industry has smashed records for both the number of plants sold in a year and the total revenue made by Australian growers.

Results of the fifth annual **Nursery Industry Statistics** survey have been released today, including data about record breaking sales and the segmentation of the industry.

The survey which was delivered through Hort Innovation, measures production, nursery sales, sentiment, employment, investment and the impact of COVID-19.

In total, it is estimated that approximately 2.3 billion plants were sold in 2020-21, valued at \$3.6 billion. When sales to other production businesses are excluded (ensuring figures are not double counted), industry turnover is estimated to be approximately \$2.8 billion

Joanna Cave, CEO, Greenlife Industry Australia said it was an extremely positive result for the industry.

“Production nursery sales have trended upwards over the last five years, and compared to the previous financial year, grew 8% in 2020-21. Over the lifecycle of the industry survey, the industry has grown in value by an estimated 20% in five years.”

“Retail continues to be the largest sales category for the greenlife industry, representing 41% of all sales from production nurseries, but it was interesting to see 24% growth in direct to customer sales during the survey period, potentially due to demand as a result of COVID,” Ms Cave continued.

“For the fourth straight year, turnover per hectare also increased nationally. In 2020-21, national productivity increased 7% from \$441,000 per hectare to \$472,000 per hectare.

“I’m most buoyed by the incredibly high industry confidence, with a record 48% of respondents saying they were *very positive* about the industry’s future.

Ms Cave said the value of the strategic, levy funded project to nursery owners and operators was increasing each year.

“The results provide our growers with valuable information to help make decisions about resourcing, investment in the industry and strategic planning. The data collected also informs the development of a business benchmarking data tool which is due to launch in May 2022,” she said.

The nursery industry benchmarking tool allows nurseries to compare financial performance, productivity, business and industry sentiment, sales shares by type and market segment, employment and wages, investment with other nurseries of similar turnover ranges as well as the trends of the broader industry.

Fast Facts

- A total of **2.3 billion plants** were sold in 2020-21 (**4.5% increase** from previous year)
- There was an **average of \$472,000 turnover per hectare** (7% increase from previous year)
- **88% of growers are confident** in the future of the industry and **48% are very positive** about industry’s future
- Approximately **two thirds** of businesses invested in **new technology or infrastructure** in 2020-21



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Ms Cave explained that the industry benchmarking tool displays segmented data so growers can benchmark their business against those of similar sizes and scales

“With over five years’ worth of data available for analysis, the tool is a powerful resource for nursery industry participants to understand more about how their business is performing against others and the information can be key in forming short, medium and long term business strategies,” Ms Cave said.

“Industry feedback has been invaluable in the development of the tool and the usability, look and feel and functionality have all been updated based on industry feedback”.

The full benchmarking tool is scheduled to be released to nursery levy payers in May 2022.

The latest insights are the first to fall under a new levy funded project (Nursery industry statistics 2020-21 to 2024-25 – NY21000); funded by Hort Innovation using nursery research and development levy and funds from the Australian Government.