

# Your Levy At Work



Greenlife Industry Australia

**MEDIA RELEASE**

**Wednesday, 30 August 2023**

## **Australian nursery industry sells 2.3 billion plants in 2021–2022**

- Production nurseries sold 2.3 billion plants worth \$3.6 billion in 2021–22.
- Latest research shows the Australian greenlife sector remains strong despite economic and sector pressures.
- Overall, the sector has a positive outlook despite a potential global economic downturn – although there is a slight increase in producers downsizing operations.

Demand for plants remains strong with new research showing the Australian greenlife sector continues to resist economic pressures.

Production nurseries sold an estimated 2.3 billion plants worth approximately \$3.6 billion in 2021–22, according to the Nursery Levy funded *2021–22 Production Nursery Data Capture Report*.

Greenlife Industry Australia CEO, Joanna Cave, said that while results are consistent with past two financial years, they paint a positive picture for industry.

“The results are encouraging, with sales and production remaining strong despite concerns that an economic downturn will impact demand – instead, we’re still seeing industry expansion and investment,” Ms Cave said.

The Report found that in 2021–22, retail supply remains the largest channel for sales at approximately \$1.5 billion – a 4% increase year-on-year. This represents over 40% of the value of all production sales.

Sales to wholesale nurseries (22% of total sales value), landscapers (13%), and primary industry (12%), were the three other largest sales channels across this period.

On average, over the last five years, four out of every five sales came from Victoria, New South Wales and Queensland.

An increasing trend continued with sales to ‘big box’ retailers such as Bunnings last financial year. These sales were valued at about \$800 million and represent 53% of sales to the retail channel and 22% of the total value of production nursery sales.

Ms Cave said the report’s insights provide growers with optimism about the future of the sector.

“Our growers are a resilient bunch,” Ms Cave said.

“Instead of closing nursery doors, the sector is balancing growth and sustainability amid global economic uncertainty, with some producers strategically downsizing to continue providing quality greenlife to customers.

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"Further, growth prospects shine, particularly for larger nurseries.

"While some stick to the script in landscape and retail nurseries with wholesale buys this fiscal year, the number expecting to increase plant purchases is significantly greater than those anticipating a reduction."

Ms Cave thanked the 266 participants in the survey, which provides invaluable insights into the current state of the industry.

"Without industry commitment, the data would not be as dependable and powerful as it is. This is an important project, which demonstrates the greenlife sector's significant contribution to the Australian economy."

Read the **2021–22 Production Nursery Data Capture Report** [here](#).

**ENDS**

## **MEDIA ENQUIRIES**

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## **FUNDING BLOCK**

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