



COMAGARDEN

Costruttori Macchine  
per il Giardinaggio

COMUNICATO STAMPA

## Gardening machinery: market falling by 12% in the first semester

*The economic crisis is having repercussions on the sector of machinery and equipment for gardening and care of greens as well. A double-digit figure in the red for the second half of 2009 and negative forecasts for the end of the year. Italian market slightly better in comparison with the other Western European countries. Comamoter President Stefano Slanzi looks to three more years before a return to volumes ahead of the crisis when the world market took up some 60 million machines every year, of which 15 million were mowers.*

The international economic crisis is having repercussions on the sector of machinery and equipment for gardening and the care of greens. Following an overall drop of 9.8% in the first quarter of this year, compared to the same quarter in 2008, the second quarter displayed a steep decline, down 13.7% compared to 2008. Overall, the six-month recording a drop of 11, 7%. The data, elaborated by Unacoma/Morgan and made public at the ExpoGreen international exhibition opening press conference, disclose significant declines for all types of machinery, including mowers (-13.8%), ride-on (-9.9%) and brush cutters (-9.9%).

The declines have been less severe for chainsaws (-6,1%), whereas standing on the positive side are only motor hoes (+29,9%). Forecasts for the end of the year signal an overall decline of slightly more than 10% (an estimated total of 1,293,600 machines to be taken up by the domestic market), with the major downturn coming for mowers (minus 13,8% for 370,500 machines sold).

Industrial production is expected to return to growth on the scale of 5-10% in 2010 as the result of a genuine market recovery as well as the need for rebuilding inventory which has been exhausted in recent months, when production was also shrinking. On the other hand, three years are expected to be needed for a return to the volumes reached before the crisis.

Stefano Slanzi, the president of Comamoter within Unacoma, explained that the trend of the Italian market is slightly better than that of other countries of Western Europe for which overall declines ranging from 15% to 20% can be expected. The negative figures are much higher for the countries of Eastern Europe where it is estimated the drops will come to between 35% and 40%. For the United States, the world's biggest market, the decline should be in line with those in Western Europe with drops for all types of machinery, especially ride-ons. An exception is for chainsaws with a market in substantial growth due to the effects of the *hurricane season* and the need for massive operations in woods and forests hit by natural calamities.

Mapping out an international scenario of the sector, Slanzi spoke of a market which, in normal conditions, takes up an average of 60 million machines a year of which 15 million are mowers, 2.5 million lawn tractors, 10 million chainsaws and 11.5 million brush cutters. These machines are targeted on various areas of the public, private end-users who account for 65% of the market, farmers and semi-professional end-users with 20% and professional grounds keepers at 15% of the market, and are sold through big distribution chain outlets, networks of dealers and through hardware and garden centers retailers.

Non-professional end-users generally make their purchases in the big distribution chain outlets, which serve about 50% of the market, whereas professionals turn mainly to dealers, who account for 40% of the market. As regards these patterns, some countries display different characteristics: the United States is the country with the biggest share covered by big distribution, 70% of the total, whereas Italy is the country with the lowest big distribution impact and the largest number of specialized dealers, some six thousand.

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