

MEMBER COUNTRY REPORTS

AUGUST 2026



MEMBER COUNTRIES

Australia

Belgium

Canada

Czech Republic

Denmark

France

Germany

Hungary

Ireland

Italy

Japan

Netherlands

Poland

South Africa

Switzerland

UK

USA



ECONOMIC ENVIRONMENT

STATUS QUO



Australia



Japan



Belgium



Poland



Denmark



Spain



Germany



South Africa



Hungary



The Netherlands



Ireland



UK



Italy



USA

GROWING



Czech Republic

Average National Minimum Wage (per hour)

International Average: €9.92

€15.97	Australia	€8.87	Spain
€14.99	The Netherlands	€7.35	Poland
€14.75	UK	€6.29	USA
€14.15	Ireland	€6.10	Japan
€13.90	Germany	€5.37	Czech Republic
€13.08	Belgium	€4.20	Hungary
€11.20	Canada	€1.57	South Africa
€11.00	Italy		

High: €15.97



Australia

Low: €1.57



South Africa



Average Minimum Wage - Garden Centre Staff (per hour)

General Workers

International Average: €12.95

€30.00	Denmark
€19.30	Switzerland
€16.50	Germany
€15.96	Australia
€15.00	Ireland
€15.00	The Netherlands
€14.75	UK
€14.15	USA
€14.00	Spain
€11.50	Canada
€9.00	Italy
€9.00	Poland
€7.90	Czech Republic
€7.00	Hungary
€6.50	Japan
€1.70	South Africa

High: €30.00 (Denmark)

Low: €1.70 (South Africa)

Cashiers

International Average: €12.29

€20.00	Denmark
€19.30	Switzerland
€15.34	Australia
€15.00	Germany
€15.00	Ireland
€15.00	The Netherlands
€14.75	UK
€14.75	USA
€14.00	Spain
€11.50	Canada
€ 9.00	Italy
€ 9.00	Poland
€ 7.90	Czech Republic
€ 7.50	Hungary
€ 6.50	Japan
€ 2.15	South Africa

High: €20.00 (Denmark)

Low: €2.15 (South Africa)

Supervisors/Managers

International Average: €17.89

€35.00	Denmark
€23.88	USA
€22.50	Ireland
€22.00	Spain
€21.00	Germany
€20.00	The Netherlands
€19.60	Australia
€19.40	Canada
€17.50	UK
€15.00	Italy
€14.00	Poland
€12.70	Czech Republic
€12.00	Hungary
€ 8.50	Japan
€ 6.27	South Africa

High: €35.00 (Denmark)

Low: €6.27 (South Africa)

National Unemployment Rate

International Average: 6,69%

32,7%	South Africa	4,8%	Czech Republic
9,9%	Spain	4,4%	Australia
6,5%	Canada	4,3%	Hungary
6,3%	Germany	4,3%	USA
6,2%	Belgium	3,9%	The Netherlands
6,0%	Poland	3,2%	Denmark
5,6%	Italy	3,0%	Switzerland
5,2%	UK	2,5%	Japan
5,0%	Ireland		

High: 32,7%



South Africa

Low: 2,5%



Japan

Inflation/Consumer Price Index

International Average: 2,78%

5,0%	South Africa	2,5%	Poland
4,0%	Australia	2,4%	USA
3,3%	The Netherlands	2,3%	Canada
3,3%	UK	2,3%	Denmark
3,2%	Hungary	2,3%	Spain
3,2%	Japan	2,2%	Czech Republic
3,0%	Belgium	2,0%	Germany
2,9%	Ireland	0,6%	Switzerland

High: 5,0%



South Africa

Low: 0,6%



Switzerland

Average Sale per Customer (excl Sales Tax)

International Average: €39,79

€80,22	USA	€36,50	Germany
€75,00	Switzerland	€36,00	Ireland
€49,00	Australia	€33,00	Denmark
€42,00	Netherlands	€30,00	Poland
€42,00	Spain	€28,15	Czech Republic
€40,00	Hungary	€25,00	Italy
€40,00	UK	€25,00	Japan
€37,11	Canada	€17,70	South Africa

High: €80,22



USA

Low: €17,70



South Africa



Average VAT Overall Rates (Value Added Tax)

International Average: 18,50%

27% Hungary
25% Denmark
23% Ireland
23% Poland
22% Italy
21% Belgium
21% Czech Republic
21% Spain
21% The Netherlands

20% UK
19% Germany
15% South Africa
10% Australia
10% Canada
10% Japan
8,10% Switzerland
0 – 11% USA (levied by respective states)*

** Not taken into consideration for international average due to variance per state*

High: 27%



Hungary

Low: 8,10%



Switzerland

Average VAT on Plants (Value Added Tax)

International Average: 11,25%

27,0%	Hungary	10,0%	UK
25,0%	Denmark	9,0%	The Netherlands
15,0%	South Africa	8,0%	Poland
13,5%	Ireland	7,0%	Germany
12,0%	Czech Republic	6,0%	Belgium
10,0%	Australia	5,0%	Canada
10,0%	Italy	2,6%	Switzerland
10,0%	Japan	0–11% USA (levied by respective states)*	
10,0%	Spain		

** Not taken into consideration for international average due to variance per state*

High: 27%



Hungary

Low: 2,60%



Switzerland

General Interest Rates - Business

International Average: 5,90%

10,00%	South Africa	5,25%	Czech Republic
10,00%	UK	5,00%	Belgium
9,25%	USA	5,00%	The Netherlands
7,00%	Australia	4,50%	Germany
6,87%	Canada	4,00%	Poland
6,50%	Ireland	4,00%	Spain
6,25%	Denmark	3,65%	Italy
6,00%	Hungary	1,25%	Japan

High: 10%



South Africa



UK

Low: 1,25%



Japan

Staff Cost as Percentage of Turnover

International Average: 23,56%

31,5%	Switzerland	23,0%	Ireland
26,5%	USA	23,0%	Spain
26,2%	Germany	21,8%	Czech Republic
25,0%	Australia	21,5%	Japan
25,0%	Canada	21,0%	Italy
25,0%	Poland	20,5%	South Africa
24,0%	UK	20,0%	Hungary
23,0%	Denmark	20,0%	The Netherlands

High: 31,5%



Switzerland

Low: 20%



Hungary



The Netherlands

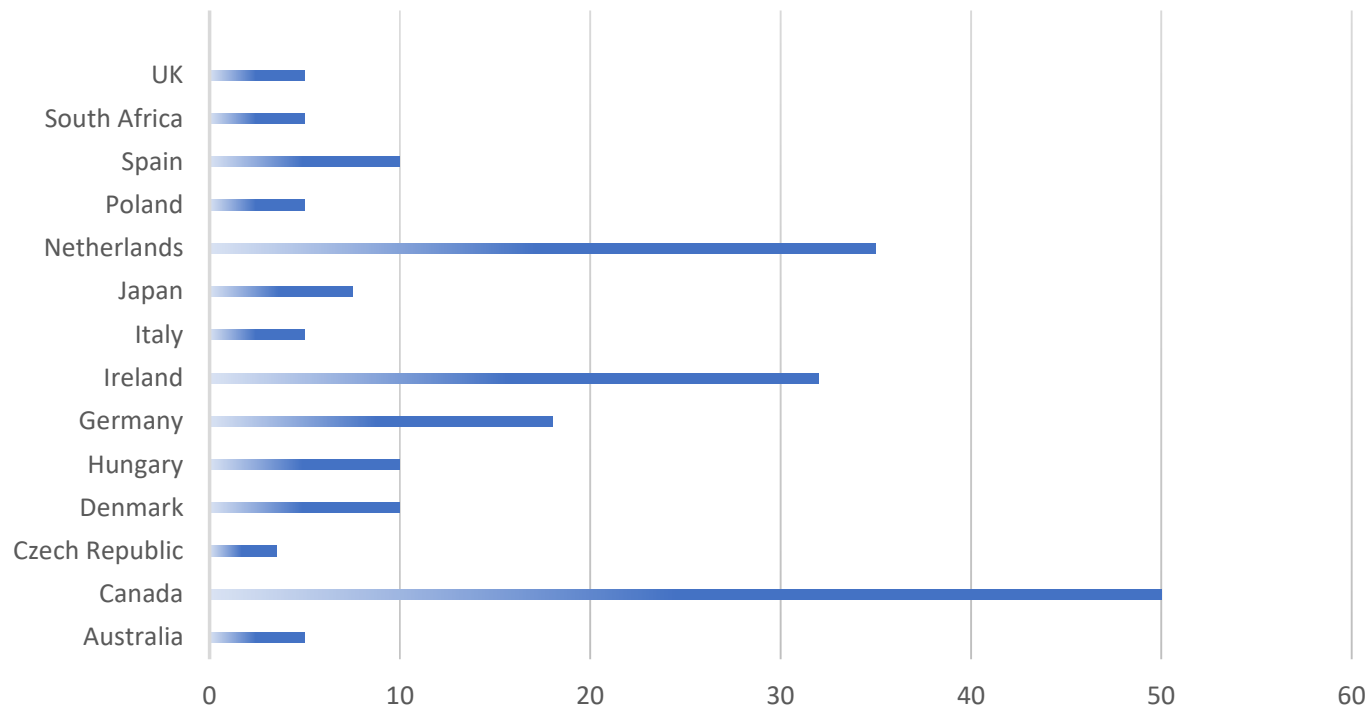
Percentage of Workforce that is local (vs foreign)

International Average: 92%

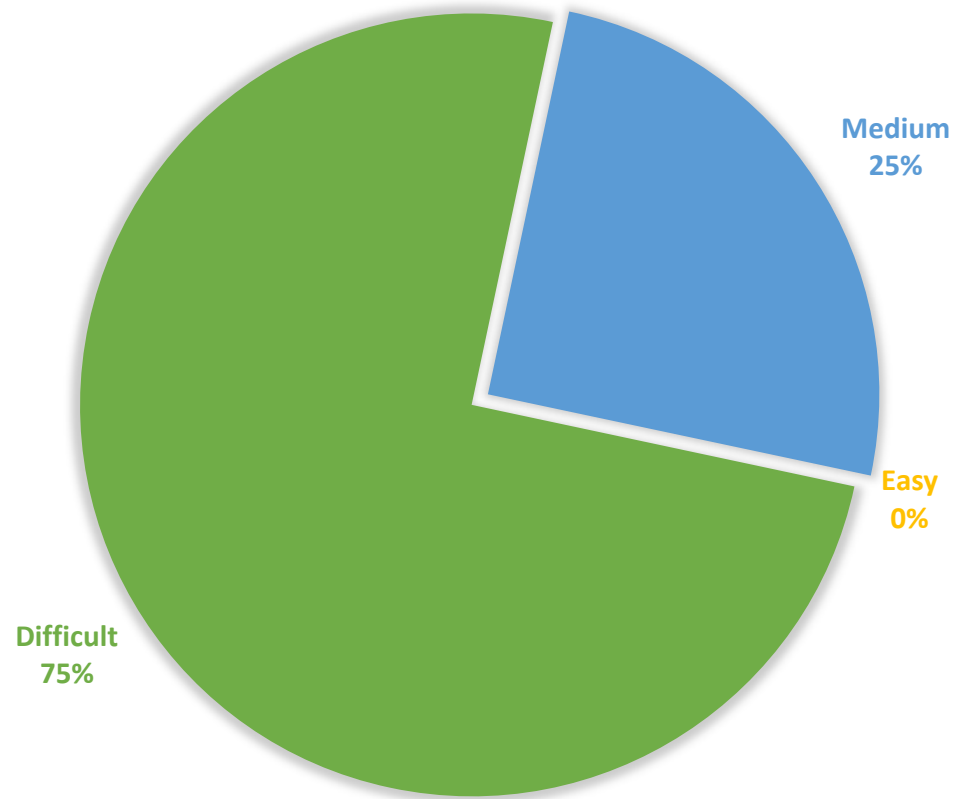
100%	Australia	93%	Italy
100%	Canada	93%	UK
98%	Denmark	90%	Spain
98%	Hungary	85%	Poland
95%	Japan	80%	Ireland
95%	The Netherlands	75%	Czech Republic
94%	South Africa		

PERCENTAGE OF STUDENTS EMPLOYED AS CASUALS

International Average: 14,7%



DIFFICULTY FINDING STAFF



Initiatives to attract, train & retain staff



Attract:

- Advertising
- Career Fairs

Train & Retain:

- Training, workshops, webinars (in-house & external)
- Recognition Programmes
- Internships
- Health & pension benefits
- Flexible work hours
- E-learning platforms
- Motivational trips

ADVERTISING & MARKETING COST: % OF TURNOVER

International Average: 2,36%

4,0%	Denmark	2,0%	Hungary
4,0%	Spain	2,0%	Italy
3,5%	Japan	2,0%	UK
3,5%	Switzerland	1,8%	Germany
2,6%	Czech Republic	1,5%	Ireland
2,5%	South Africa	1,5%	Poland
2,5%	USA	1,5%	The Netherlands
2,0%	Canada	1,0%	Australia

High: 4%



Denmark



Spain

Low: 1%



Australia

PLANT SALES: PERCENTAGE OF TOTAL SALES

International Average: 54,03 %

75%	Canada	55%	The Netherlands
65%	Hungary	55%	Switzerland
60%	Poland	52%	Denmark
60%	South Africa	50%	Australia
59%	Germany	50%	USA (varied per state: 25 – 75%)
57,5%	Japan	42%	Italy
57%	Czech Republic	40%	Ireland
57%	Spain	30%	UK

High: 75%



Canada

Low: 30%



UK

CONSUMER COST ON KEY PRODUCTS

4" or 9cm Annual

International Average: €2,69

€4,50	Denmark
€4,03	USA
€4,00	Canada
€4,00	Hungary
€4,00	UK
€2,99	Ireland
€2,95	Germany

€2,00	Poland
€2,00	Switzerland
€1,80	Spain
€1,65	Japan
€1,50	Australia
€1,30	Czech Republic
€1,00	Italy

High: €4,50



Low: €1,00



CONSUMER COST ON KEY PRODUCTS

4" or 9cm Perennial

International Average: €4,28

€9,00	Denmark	€3,56	Czech Republic
€6,50	USA	€3,50	Ireland
€6,00	Canada	€3,50	Poland
€6,00	UK	€3,00	Hungary
€4,25	Germany	€3,00	Japan
€4,00	Australia	€2,50	Italy
€3,60	Spain	€2,25	South Africa
€3,59	Switzerland		

High: €9,00



Denmark

Low: €2,25



South Africa

CONSUMER COST ON KEY PRODUCTS

1 Gallon/5l shrub

International Average: €17,58

€35,00	UK	€16,15	Japan
€26,60	Switzerland	€16,00	Denmark
€23,00	Spain	€15,00	Canada
€21,00	Czech Republic	€12,00	Italy
€19,55	USA	€10,00	Hungary
€18,00	Germany	€10,00	Poland
€17,99	Ireland	€ 6,55	South Africa
€17,00	Australia		

High: €35,00



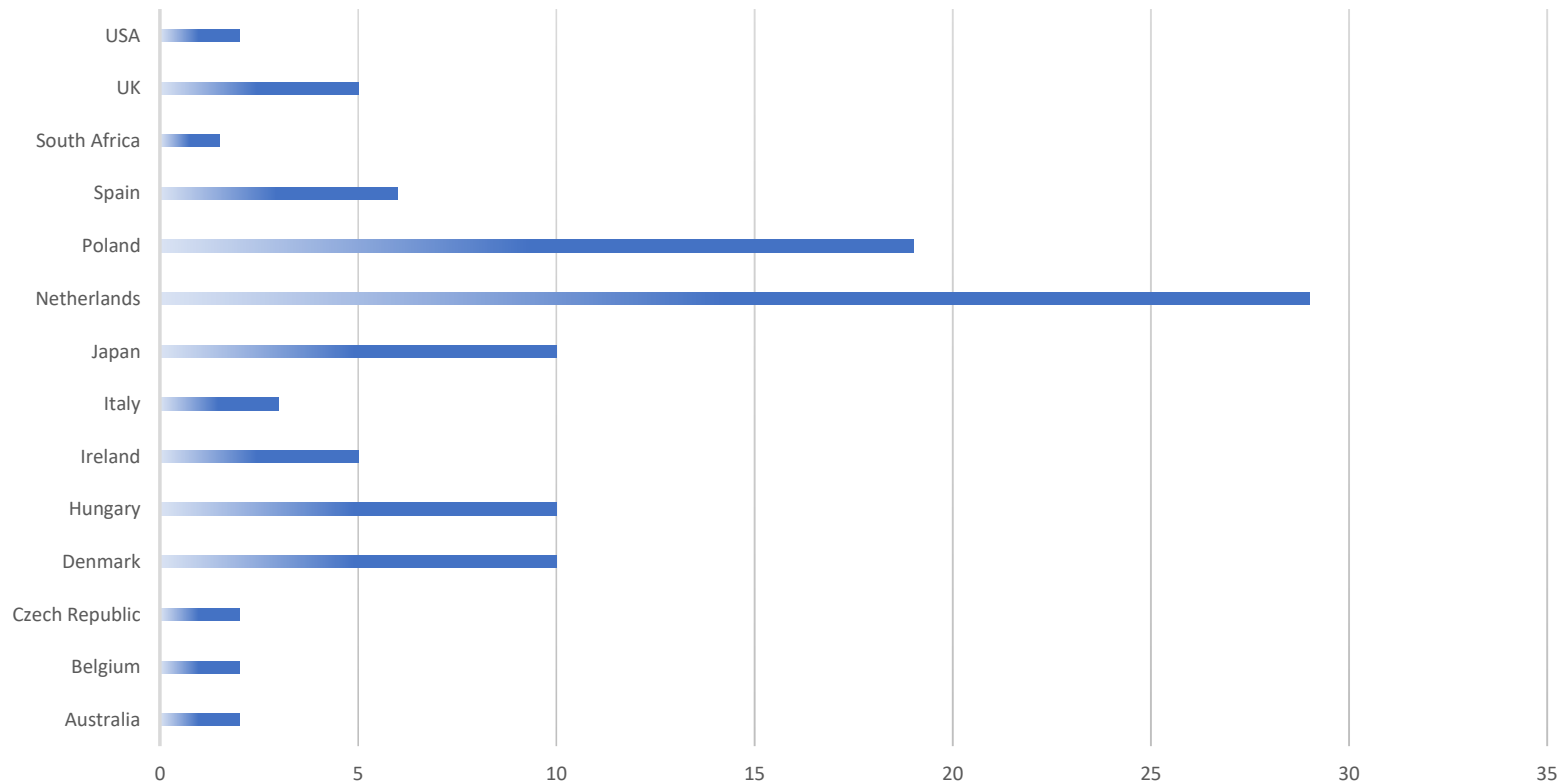
UK

Low: €6,55



South Africa

INTERNET SALES



*Products differ from country to country ranging from all garden centre products (including plants) to only hard goods, seeds, plant care products and décor items

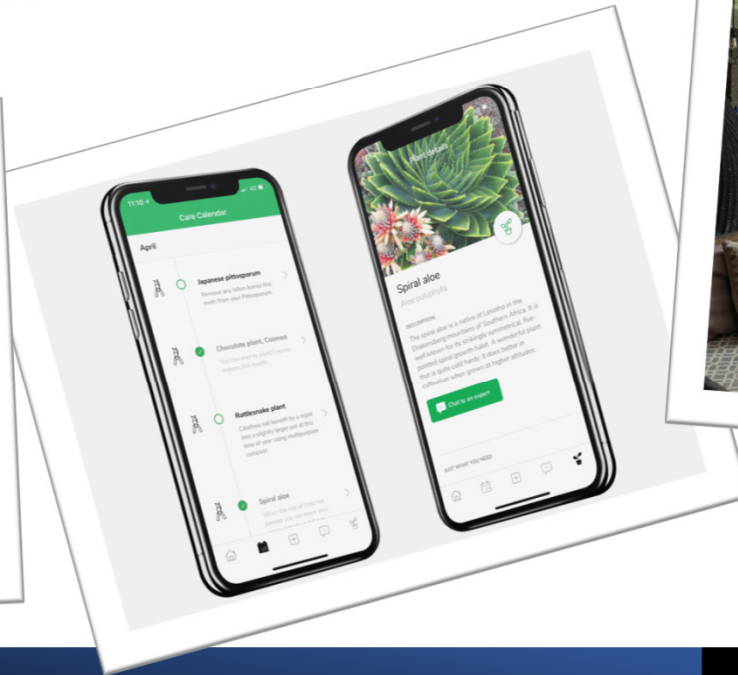
TOP TRENDS IN SALES

- Flowering Perennials
- Grow your Own
- House Plants
- Instant Colour
- Pre-planted containers



TOP CONSUMER MARKETPLACE TRENDS

- Growth of E-Commerce
- Home Improvement and outdoor living
- Sustainability
- Use of AI & technology
- Value for money



MARKETING INITIATIVES



- Social Media
- Events and Workshops
- Newsletters
- Loyalty Programmes

TOP ISSUES

- Weather
- Economy
- Retaining skilled staff & wage costs
- Competition from other sectors
- Regulatory burden



SUSTAINABLE PRACTICES: MEMBERS

- Affiliations with other organisations & initiatives
- Collaborations i.e. PlanetMark
- Implementing water saving techniques
- Installation of solar panels
- Rainwater harvesting
- Recycling
- Renewal energy integration
- Sustainability Guidelines
- Sustainable packaging
- Sustainable purchasing database
- Waste Reduction



CONSUMER EDUCATION ON SUSTAINABILITY

- Workshops & events
- Newsletters & brochures
- In-store education
- Social media awareness & outreach
- Sustainable packaging
- Special projects & campaigns
- Environmentally friendly products offering i.e. peat free, organic pesticides, pollinator friendly plants
- Climate Squares



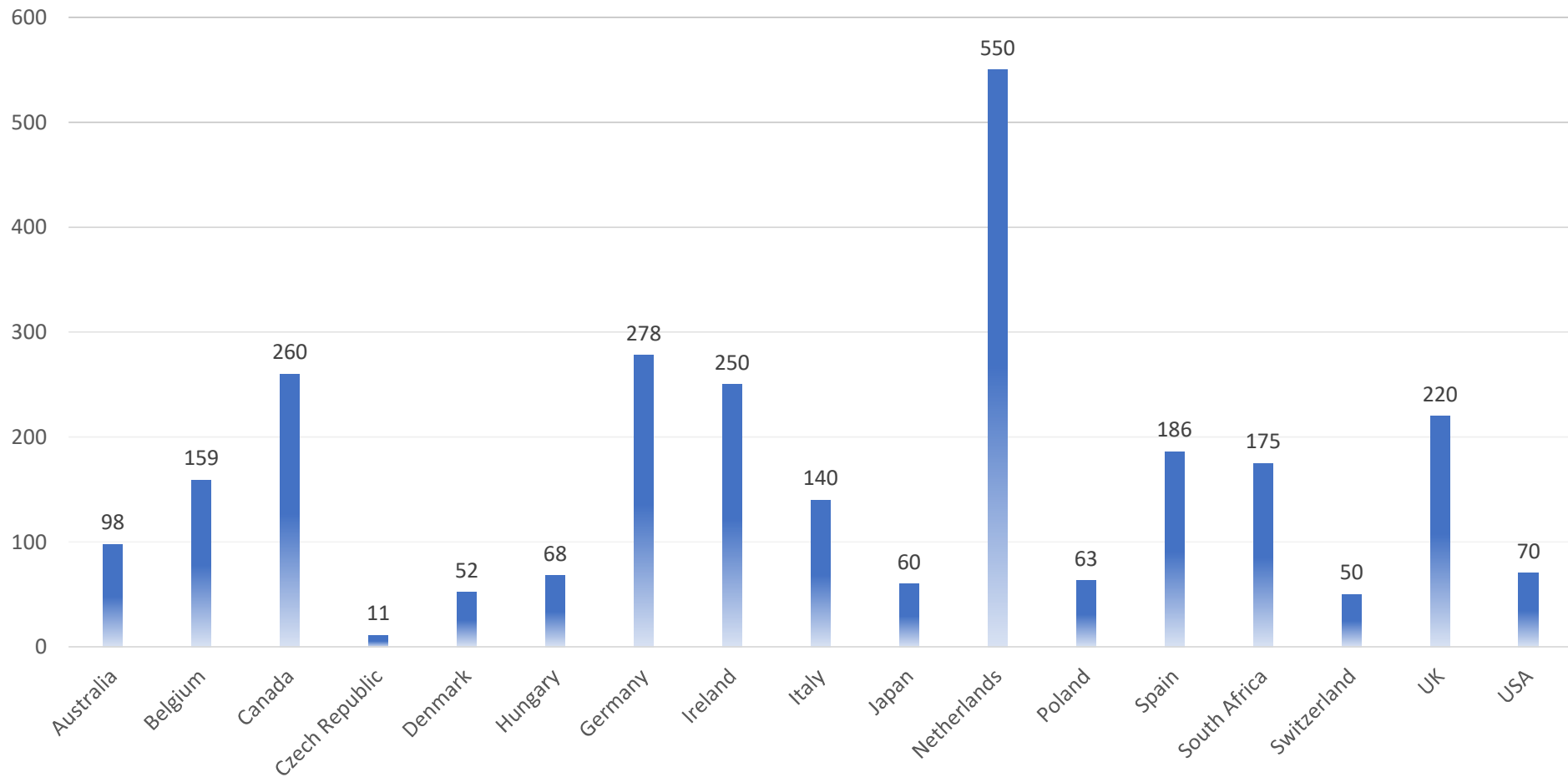
MEMBER EDUCATION ON SUSTAINABILITY



- Sharing of Case Studies
- Recycling campaigns
- Training, courses & meetings
- Brochures & posters
- Member updates
- Sustainability plans & education
- Sustainability Awards

ASSOCIATION MEMBERSHIP

(Garden Centre Members)



CHANGE IN ASSOCIATION MEMBERSHIP

Decline:

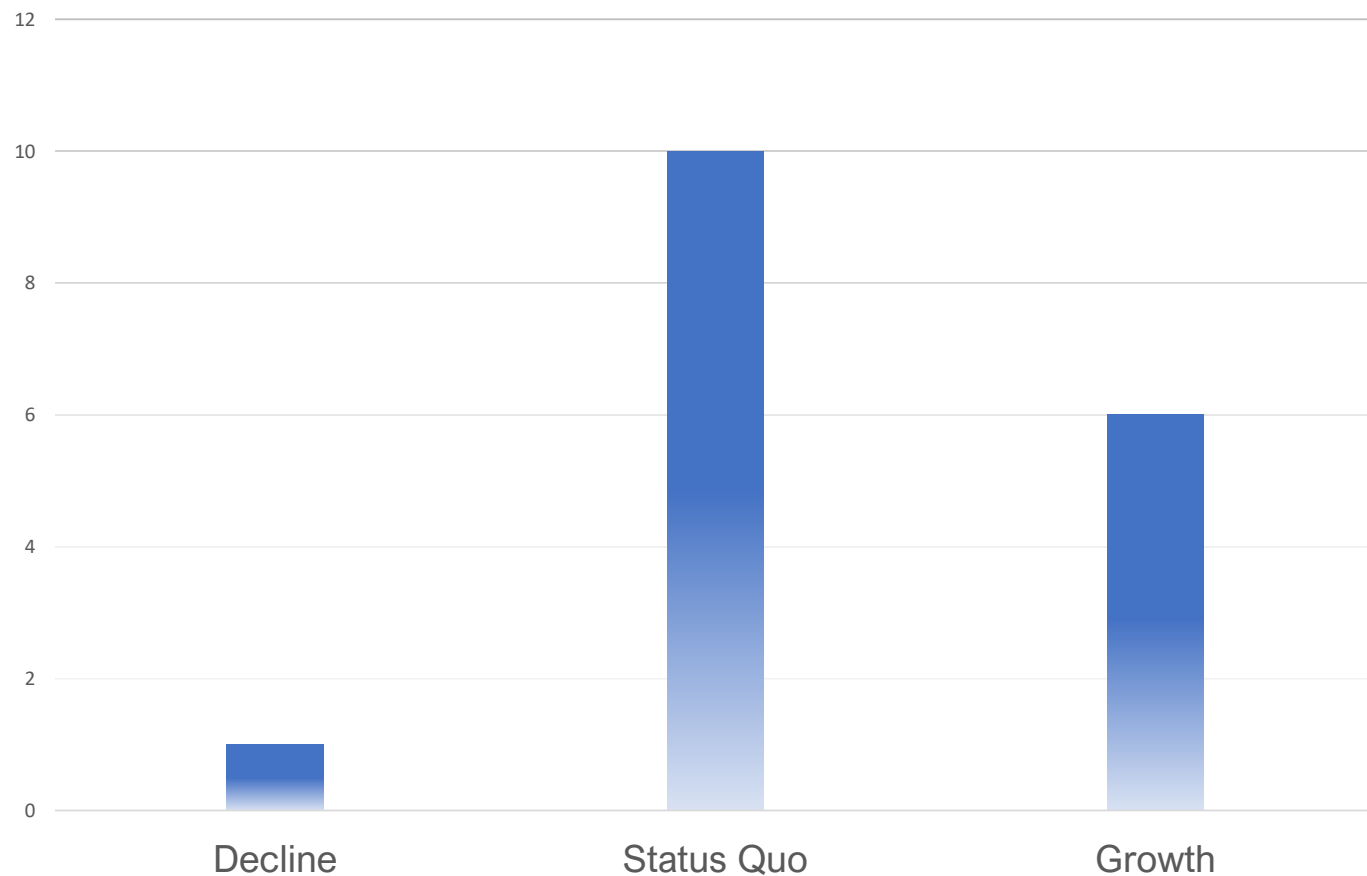
- Denmark

Status Quo:

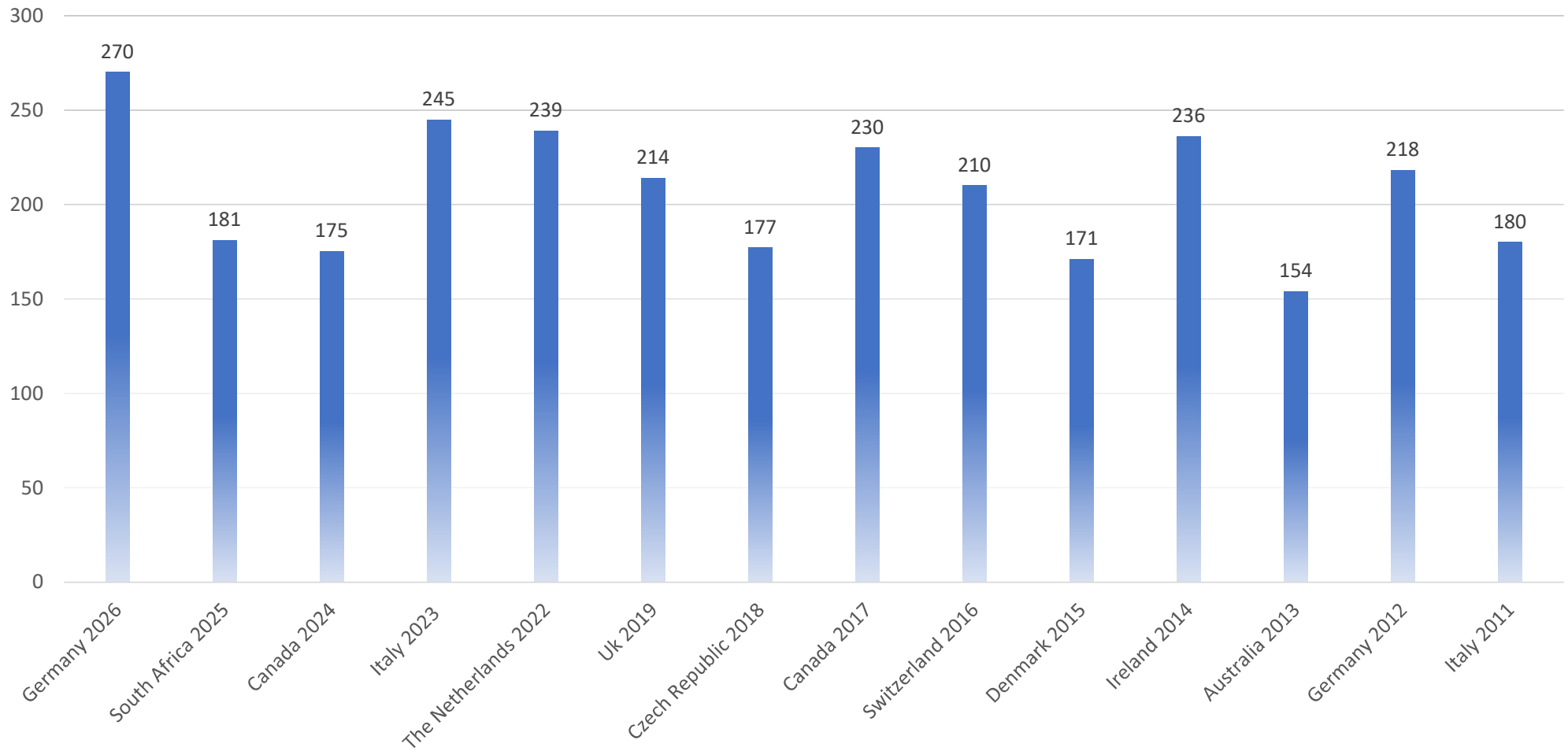
- Canada
- Germany
- Ireland
- Italy
- Netherlands
- Poland
- South Africa
- Switzerland
- UK
- USA

Growth:

- Australia
- Belgium
- Czech Republic
- Hungary
- Japan
- Spain



CONGRESS ATTENDANCE



UPCOMING CONGRESS



IGCA
JAPAN ²⁰²⁷
T O K Y O

17–22 October



Thank You!

