

INDUSTRIEVERBAND GARTEN E. V. (IVG)

GÜTEGEMEINSCHAFT SUBSTRATE FÜR PFLANZEN E. V. (GGS)

EVALUATION OF GERMAN GROWING MEDIA PRODUCTION FOR CONSUMER AND PROFESSIONAL USE IN 2024

DÜSSELDORF | APRIL 2025



SALES FIGURES FOR SUBSTRATES PRODUCED IN GERMANY IN 2024

GENERAL INFORMATION ON SALES FIGURES 2024





- 🌿 Our members sold 7.9 million m³ of substrates/growing media in 2024 (in 2023 the value was identical).
- 🌿 The main sales were done in the German market. Around 4 million m³ for the retail sector and 1.8 million m³ of growing media for the professional sector were sold.
- 🌿 In addition, about 2.1 million m³ of substrates were exported.
- 🌿 The production includes around 1.3 million m³ of peat-free substrates (1.1 million m³ in the hobby sector and 200,000 m³ for commercial horticulture).
- 🌿 The share of peat-free products in the consumer sector (total) has increased to 23 % (2023: 20.7 %). In the professional sector it is 6 % (2023: 3.5 %).

GERMAN SALES OF GROWING MEDIA 2024

 **7.9 million m³**

RETAIL

PROFESSIONAL

	4.0 mio. m ³	1.8 mio. m ³
	0.9 mio. m ³	1.2 mio. m ³



USE OF RAW MATERIALS IN THE PRODUCTION OF SUBSTRATES IN GERMANY

In 2024



GENERAL INFORMATION ON PEAT USE IN THE GERMAN GROWING MEDIA PRODUCTION IN 2024

- ✔ In absolute terms, 4.7 million m³ of peat was used for growing media production in Germany in 2024.
- ✔ In addition, there were 4.2 million m³ of other organic raw materials used.
- ✔ The proportion of peat in growing media for the consumer market (average for Germany) has decreased to 33 % (2023: 41 %).
- ✔ The proportion of peat in growing media for the German market is 65 % after a value of 73 % in the previous year.
- ✔ 49 % of the peat used is RPP-certified (2023: 40 %).



EMISSIONS FROM PEAT USE IN 2024

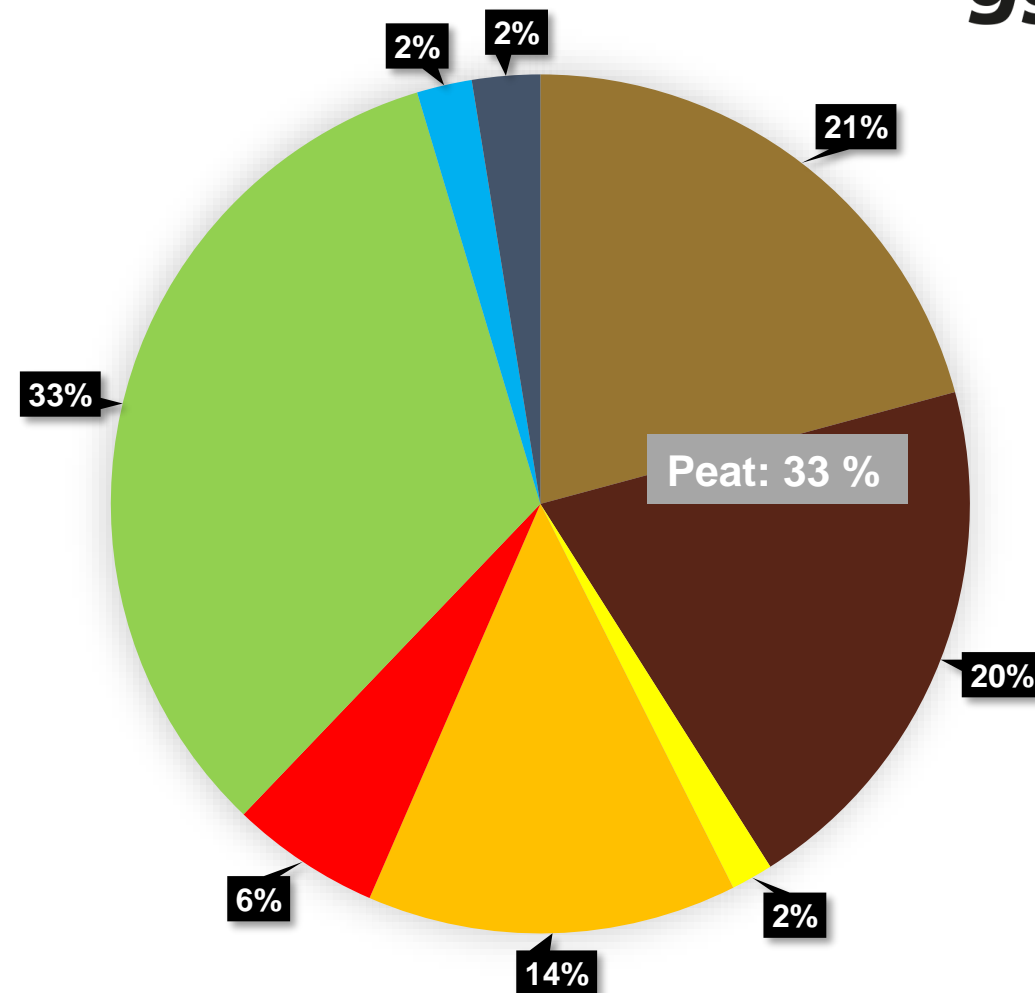
- A small part of the emissions comes from the extracting areas (“on-site”), the larger part escapes over time during the horticultural use of the peat through its oxidation (“off-site”).
- To calculate the “off-site” emissions from peat, the entire amount of greenhouse gases released is allocated to the year of extraction.
- The emissions are accounted for according to the territorial principle in the country where the extraction takes place (UNFCCC, 2020).
- The calculated emission factors are 0.183 for white peat and 0.2567 t CO₂ equivalents per m³ of peat for black peat.
- The use of peat in German substrate production (2.6 million m³ black peat & 2 million m³ white peat) caused a total theoretical emission of approximately 1.03 million t CO₂ equivalents in 2024.

GROWING MEDIA CONSTITUENTS FOR CONSUMER USE FOR THE GERMAN MARKET 2024

	Quantity in m ³
GREEN WASTE COMPOST	1.580.000
BLACK PEAT	743.000
WHITE PEAT	725.000
WOOD FIBRES	724.000
COMPOSTED BARK	293.000
COIR PRODUCTS (COCOPEAT)	75.000
OTHER ORGANIC CONSTITUENTS ⁽¹⁾	141.000
MINERAL CONSTITUENTS ⁽²⁾	116.000

(1) PINE BARK, WOOD, COMPOSTED WOOD AND FURTHER ORGANIC CONSTITUENTS

(2) PERLITE, FRESH CLAY, GRANULATED CLAY, EXPANDED CLAY, SAND, LAVA, PUMICE, LOAM AND OTHER MINERAL CONSTITUENTS

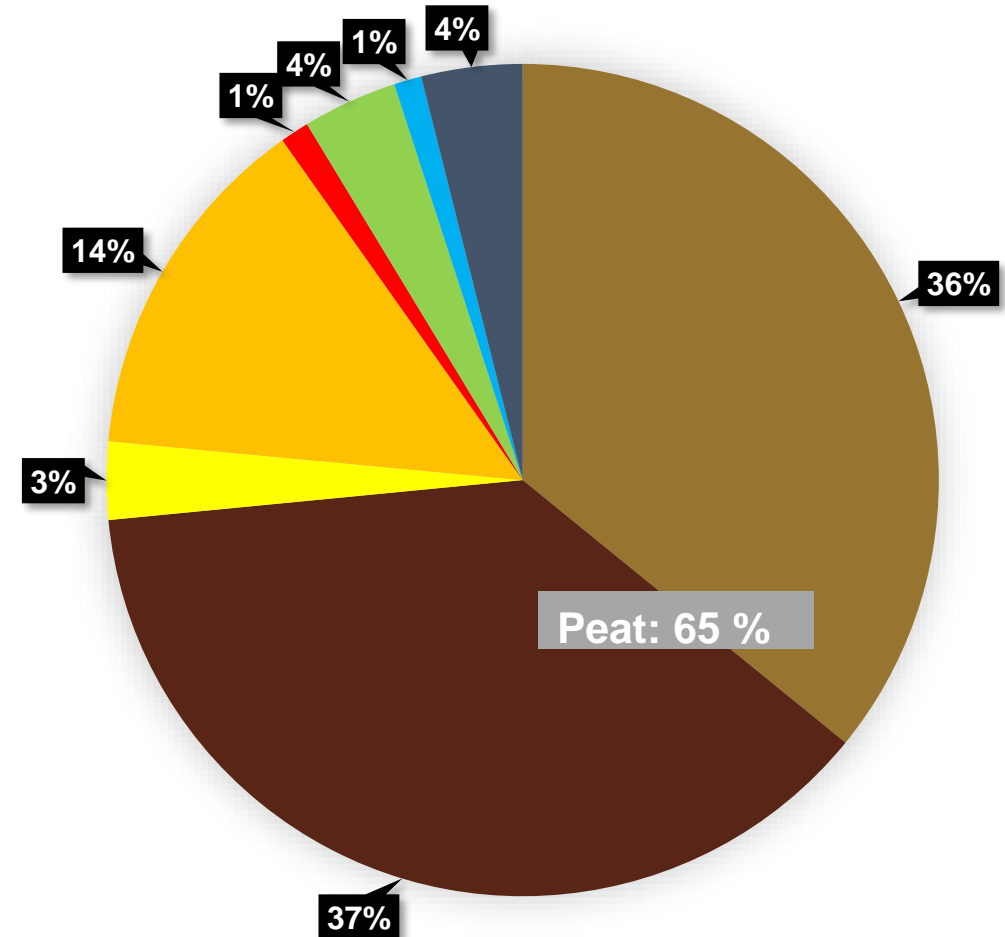


GROWING MEDIA CONSTITUENTS FOR PROFESSIONAL USE FOR THE GERMAN MARKET 2024

	Quantity in m ³
BLACK PEAT	789.000
WHITE PEAT	659.000
WOOD FIBRES	329.000
GREEN WASTE COMPOST	180.000
COIR PRODUCTS (COCOPEAT)	98.000
COMPOSTED BARK	36.000
OTHER ORGANIC CONSTITUENTS ⁽¹⁾	38.000
MINERAL CONSTITUENTS ⁽²⁾	99.000

(1) PINE BARK, WOOD, COMPOSTED WOOD AND FURTHER ORGANIC CONSTITUENTS

(2) PERLITE, FRESH CLAY, GRANULATED CLAY, EXPANDED CLAY, SAND, LAVA, PUMICE, LOAM AND OTHER MINERAL CONSTITUENTS



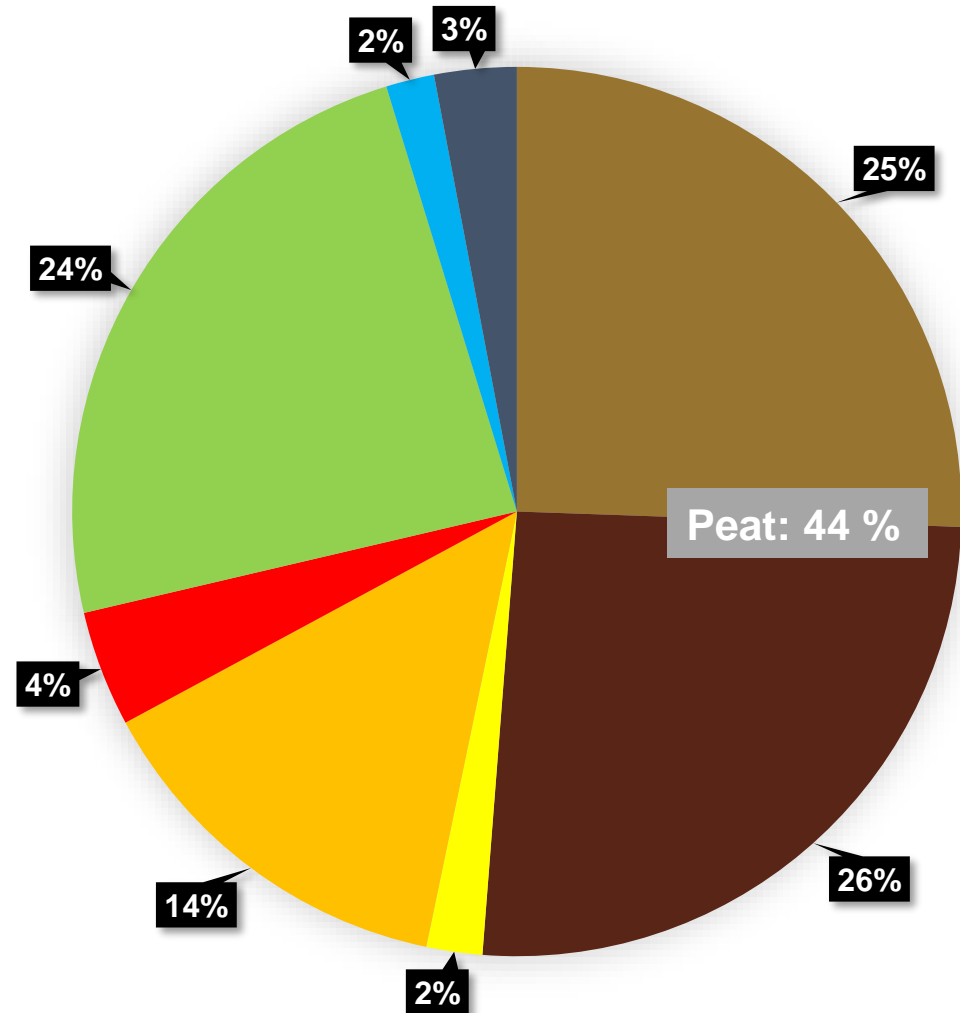
GROWING MEDIA CONSTITUENTS FOR CONSUMER & PROFESSIONAL USE FOR THE GERMAN MARKET 2024

	Quantity in m ³
GREEN WASTE COMPOST	1.760.000
BLACK PEAT	1.532.000
WHITE PEAT	1.384.000
WOOD FIBRES	1.053.000
COMPOSTED BARK	329.000
COIR PRODUCTS (COCOPEAT)	173.000
OTHER ORGANIC CONSTITUENTS ⁽¹⁾	179.000
MINERAL CONSTITUENTS ⁽²⁾	215.000
TOTAL*	CA. 6.625.000

(1) PINE BARK, WOOD, COMPOSTED WOOD AND FURTHER ORGANIC CONSTITUENTS

(2) PERLITE, FRESH CLAY, GRANULATED CLAY, EXPANDED CLAY, SAND, LAVA, PUMICE, LOAM AND OTHER MINERAL CONSTITUENTS

(*) DOES NOT CORRESPOND TO SUBSTRATE SALES IN 2023



CONCLUSION

Peat is still the most important component of potting soil and growing media for professional use. In terms both of extraction and of exploitation peat decomposes and releases the bound carbon over some time. In the light of climate policy objectives, the German politics is pushing for a reduction in peat use.

As the Garden Industry Association (IVG) has noted, the reduction targets for peat in growing media for consumer and professional use that have been fixed in a voluntary commitment for 2025, were already met in 2021.

- [Link: Position paper on further peat reduction \(April 2022\)](#)
- [Link: Clarification about peat use in substrates for the German market \(March 2024\)](#)

CONTACT

INDUSTRIEVERBAND GARTEN (IVG) E.V.

WIESENSTRASSE 21 A1

D-40549 DÜSSELDORF

PHONE +49 211 909998-00

E-MAIL: VERBAND@IVG.ORG

HOMEPAGE: WWW.IVG.ORG

INFORMATION (GERMAN): [HTTPS://WWW.ERDEN-SUBSTRATE.INFO/](https://WWW.ERDEN-SUBSTRATE.INFO/)

