

# **Global Cut Flower Market Size study & Forecast, by Product (Rose, Chrysanthemum, Carnation, Gerbera, Liliium, Others), by Application (Commercial, Home), by Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Cut Flower Market is valued at approximately USD 35.73 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.80% during the forecast period 2023-2030. Cut flowers are flowers that have been cut from their plants, typically for ornamental or decorative purposes. These flowers are often used in floral arrangements, bouquets, and other floral displays. Cut flowers are popular for use in various occasions and events, such as weddings, funerals, and celebrations, due to their beauty and fragrance. The cut flower industry is a significant global market, with flowers being grown and traded worldwide. Countries such as the Netherlands, Colombia, Ecuador, and Kenya are major producers and exporters of cut flowers.

The rising demand for fresh flowers for various occasions and events is fueling the market's expansion. The market is expanding because of factors such as changing customer preferences, the increasing popularity of floral presents, and increased disposable incomes. Furthermore, it is anticipated that the introduction of online flower delivery services and the adoption of sustainable techniques may have a favorable effect on market dynamics. The United States and Europe are the two biggest purchasers on the international market, whereas the Netherlands, Ecuador, Colombia, Kenya, and Ethiopia are the top producers and exporters. Chrysanthemums, carnations, and roses are some of the most sought-after flower arrangements. Roughly 80% of the cut flowers sold in the UK come from the Netherlands, with Kenya emerging as a major

supplier. Kenya plays an important part in the world flower trade, as seen by the significant market share that Kenyan flowers—roses in particular—have in Europe. Kenya's cut flower industry is a major employer and contributor to the country's GDP, indicating its economic significance. It is anticipated that advancements in breeding, shipping, and cultivating techniques will propel market expansion.. These developments have made it easier to produce beautiful flowers even in cities, bringing consumers closer to fresh flowers and completely changing the floriculture sector. To prosper in this dynamic environment, companies involved in cut flowers have begun embracing technology innovations and maintaining their agility to guarantee a strong and sustainable future. By exploiting technology and adapting to changing trends, manufacturers are seizing new possibilities and meeting evolving customer demands while preserving resources and the environment.. With 659 hectares of lily production space and an astounding 114.8 million stems produced in 2021, Japan demonstrated a significant presence in the market. Cut lilies are popular among Chinese and Japanese consumers for home decor and gift-giving, and several varieties, such as *Lilium leichtlinii*, *lancifolium*, *auratum*, and *speciosum*, are especially valued for their culinary uses. However, the restrictions on the use of certain plastics or packaging materials stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Cut Flower Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Cut Flowers Market in Europe is expected to have the highest revenue share in 2022. The European Union consumes more than half of the world's cut flower consumption, making it the largest consumer globally, according to the Centre for the Promotion of Imports from Developing Countries. This market includes countries where the use of cut flowers per person is relatively high. The Netherlands, with its firmly established industry and strong infrastructure for flower cultivation, delivery, and sales, leads the export market. Asia Pacific's Cut Flower Market is anticipated to expand with the fastest CAGR between 2023 and 2030. The considerable magnitude and prosperity of China's cut flower sector are key factors propelling market expansion. This demonstrates the market's significant economic impact on the nation, as evidenced by the nearly 1.8 million hectares of land used for flower production, which generated USD 8.48 billion in income. These figures highlight the cut flower industry's significant importance in China as well as its enormous potential for growth and development throughout the Asia-Pacific area.

Major market player included in this report are:

The Queen's Flowers Corp

Selecta Cut Flowers SAU

Sher Holland BV

Multiflora Corp

Rosebud Ltd

Karen Roses Ltd

Washington Bulb Co Inc

Dummen Orange Holding BV

Esmeralda Farms LLC

Marginpar BV

Recent Developments in the Market:

In February 2023, A feature called 'trade settings' was introduced by Floriday to streamline the trade procedure between buyers and growers. This invention improves efficiency and convenience by making trading activities simpler for all participants.

In June 2021, Florista teamed with Caf? Coffee Day to open flower retail boutiques within CCD's larger capacity caf?s around India. Because of this collaboration, several CCD cafes will have Florista kiosks outside that operate as shop-in-shops.

Global Cut Flower Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Rose

Chrysanthemum

Carnation

Gerbera

Lilium

Others

By Application:

Commercial

Home

By Distribution Channel:

Supermarkets & Hypermarkets

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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