

Global Indoor Plants Market Size study & Forecast, by By Type (Shade Loving Plants, Low Light Plants, and High Light Plants), by End-user (Residential and Commercial), by Sales Channel (Online and Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Indoor Plants Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Indoor plants also referred to as houseplants, are specifically cultivated to be grown indoors in offices and residences for decorative purposes. The market offers a wide range of indoor plants, including foliage plants, cactus plants, palm plants, and succulent plants, catering to various aesthetic preferences.

The popularity of indoor plants is on the rise due to the growing awareness of their physical and psychological health benefits. These plants have been found to provide relief from allergies, reduce stress, and purify indoor air, making them highly sought after by consumers. As the knowledge about these benefits spreads, the adoption of indoor plants continues to increase. In addition to their health advantages, indoor plants have become an integral part of interior decoration. They are used to enhance the aesthetic appeal of spaces, creating a visually pleasing and refreshing ambience. The simplicity and attractiveness of incorporating plants into interior design contribute to their growing popularity. The global market for indoor plants is supported by their affordability and widespread availability. The growing trend of incorporating plants into interior design further drives the expansion of the global indoor plants market. Furthermore, the increasing consumer disposable income and the cost-effectiveness of indoor plants play a significant role in the industry's growth. Consumers are willing to invest in indoor plants as a means of improving their living and working environments without incurring significant expenses.

However, the lack of attention and awareness towards the health of indoor plants is anticipated to pose a challenge to the market. While indoor plants offer numerous benefits, they require proper care and maintenance to thrive. Many individuals may overlook the necessary attention needed for their indoor plants, such as watering, adequate lighting, and regular pruning.

The lack of awareness regarding the specific care requirements of different indoor plant species can result in suboptimal growth and even plant mortality.

The key regions considered for the Global Indoor Plants Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The North America region is expected to cover substantial market share in the global indoor plants market, primarily due to the increasing awareness of the various physical and psychological health benefits associated with indoor plants. The region's market growth is further supported by the rising popularity of terrace gardening, which drives the adoption of indoor plants.

On the other hand, the Asia Pacific region is expected to witness the fastest growth throughout the forecast period. This growth can be attributed to two main factors. Firstly, the increasing air pollution in major metro cities such as Delhi, Mumbai, Beijing, and Dhaka have created a demand for indoor plants as a means to improve indoor air quality and mitigate the effects of pollution. This factor contributes significantly to the product demand in the region.

Secondly, the rising disposable income of consumers in Asia Pacific has resulted in an increased focus on health and well-being. As a result, there is a growing recognition of the benefits of indoor plants, leading to higher adoption rates. Additionally, the growth of e-commerce platforms in the region has made it easier for consumers to access and purchase indoor plants. The rising trend of interior decoration with plants has also played a significant role in driving the adoption of indoor plants across the region.

Major market player included in this report are:

Costa Farms

The Sill

Ambius

1-800-Flowers.com, Inc.

Plantshed

Bloomscape

Plantify

Urban Jungle

The Greenhouse

The Indoor Plant Co.

Recent Developments in the Market:

In November 2020, PlantX Life Inc., an online plants company based in Canada, made an announcement regarding its partnership with House Plant Shop, a U.S.-based company known for its expertise in providing houseplants, pots, and accessories. This strategic partnership aimed to enhance the product offerings and customer experience of both companies. By joining forces, PlantX Life and House Plant Shop sought to leverage their respective strengths in the online plants market and create a more comprehensive platform for customers to explore and purchase a wide range of houseplants and related products. This collaboration allowed them to tap into each other's customer bases, expand their market reach, and solidify their positions in the growing online plants industry.

In December 2021, Monrovia, a prominent U.S.-based company specializing in plants, made an exciting announcement about the introduction of its new houseplant line. This new line was specifically curated to cater to the needs of individuals looking to enhance their home décor with mature-sized plants. The launch of this houseplant line aimed to provide customers with a wide selection of aesthetically pleasing and fully-grown plants that are ready to be displayed in residential settings.

Global Indoor Plants 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 - Type, End-user, Sales 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 Type:

Shade Loving Plants

Low Light Plants

High Light Plants

By End-user:

Residential

Commercial

By Sales Channel:

Online

Offline

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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