

# Global Orchid Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

The orchid market refers to the global industry focused on the cultivation, distribution, and sale of orchids, one of the most popular and diverse families of flowering plants. This market encompasses a wide range of products and services, including potted orchid plants, cut flowers, tissue culture propagation, orchid seeds, and related accessories and horticultural supplies. Orchids are widely used in home and office decor, landscaping, weddings, and gifting, contributing to strong demand in both consumer and commercial segments. The market includes traditional nurseries, biotech propagation firms, and large-scale exporters, with significant production concentrated in countries such as Thailand, Taiwan, the Netherlands, and the United States.

This report offers a comprehensive and in-depth analysis of the global Orchid market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Orchid market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables

stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Orchid market.

## Global Orchid Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

## Key Company

Floricultura  
Green Circle Growers  
Matsui Nursery  
Taiwan Sugar Corporation  
Levoplant  
Sun Bulb Company Inc.  
Ter Laak Orchids  
Cal-Orchid Inc.  
Gubler Orchids  
Kawamoto Orchid Nursery  
Orchids by Hausermann  
Odom's Orchids  
Orchid Plantation Hawaii  
Burnham Nurseries Ltd  
CosMic Plants  
Siam Orchideen Co., Ltd

Grand Siam Orchid Co., Ltd  
Thai Great Flowers Co., Ltd  
Siamtaiyoo Farm Co., Ltd  
Salaya Orchid Co., Ltd  
Chatchawal Orchid Co., Ltd  
Siam Flower  
Ermar Flora Co., Ltd  
NEO Farm  
Elite Orchids  
Natural Orchid Co., Ltd  
Hung-Tien Enterprise  
Kokusai Nursery Co., Ltd  
Allura Biotech  
Blueorchid Co., Ltd  
Market Segmentation (by Type)  
Phalaenopsis Orchid  
Cattleya Orchid  
Vanda Orchids  
Dendrobiums Orchids  
Others  
Market Segmentation (by Application)  
Garden  
Cosmetic  
Others

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments

Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Orchid Market  
Overview of the regional outlook of the Orchid Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Orchid Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Orchid, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Orchid
- 1.2 Key Market Segments
  - 1.2.1 Orchid Segment by Type
  - 1.2.2 Orchid Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 ORCHID MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Orchid Market Size (M USD) Estimates and Forecasts (2020-2033)
  - 2.1.2 Global Orchid Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 ORCHID MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Orchid Product Life Cycle
- 3.3 Global Orchid Sales by Manufacturers (2020-2025)
- 3.4 Global Orchid Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Orchid Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Orchid Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Orchid Market Competitive Situation and Trends
  - 3.8.1 Orchid Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Orchid Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 ORCHID INDUSTRY CHAIN ANALYSIS**

- 4.1 Orchid Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF ORCHID MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Orchid Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Orchid Market
- 5.7 ESG Ratings of Leading Companies

## **6 ORCHID MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Orchid Sales Market Share by Type (2020-2025)
- 6.3 Global Orchid Market Size Market Share by Type (2020-2025)
- 6.4 Global Orchid Price by Type (2020-2025)

## **7 ORCHID MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Orchid Market Sales by Application (2020-2025)
- 7.3 Global Orchid Market Size (M USD) by Application (2020-2025)
- 7.4 Global Orchid Sales Growth Rate by Application (2020-2025)

## **8 ORCHID MARKET SALES BY REGION**

### 8.1 Global Orchid Sales by Region

#### 8.1.1 Global Orchid Sales by Region

#### 8.1.2 Global Orchid Sales Market Share by Region

### 8.2 Global Orchid Market Size by Region

#### 8.2.1 Global Orchid Market Size by Region

#### 8.2.2 Global Orchid Market Size Market Share by Region

### 8.3 North America

#### 8.3.1 North America Orchid Sales by Country

#### 8.3.2 North America Orchid Market Size by Country

#### 8.3.3 U.S. Market Overview

#### 8.3.4 Canada Market Overview

#### 8.3.5 Mexico Market Overview

### 8.4 Europe

#### 8.4.1 Europe Orchid Sales by Country

#### 8.4.2 Europe Orchid Market Size by Country

#### 8.4.3 Germany Market Overview

#### 8.4.4 France Market Overview

#### 8.4.5 U.K. Market Overview

#### 8.4.6 Italy Market Overview

#### 8.4.7 Spain Market Overview

### 8.5 Asia Pacific

#### 8.5.1 Asia Pacific Orchid Sales by Region

#### 8.5.2 Asia Pacific Orchid Market Size by Region

#### 8.5.3 China Market Overview

#### 8.5.4 Japan Market Overview

#### 8.5.5 South Korea Market Overview

#### 8.5.6 India Market Overview

#### 8.5.7 Southeast Asia Market Overview

### 8.6 South America

#### 8.6.1 South America Orchid Sales by Country

#### 8.6.2 South America Orchid Market Size by Country

#### 8.6.3 Brazil Market Overview

#### 8.6.4 Argentina Market Overview

#### 8.6.5 Columbia Market Overview

### 8.7 Middle East and Africa

#### 8.7.1 Middle East and Africa Orchid Sales by Region

- 8.7.2 Middle East and Africa Orchid Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 ORCHID MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Orchid by Region(2020-2025)
- 9.2 Global Orchid Revenue Market Share by Region (2020-2025)
- 9.3 Global Orchid Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Orchid Production
  - 9.4.1 North America Orchid Production Growth Rate (2020-2025)
  - 9.4.2 North America Orchid Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Orchid Production
  - 9.5.1 Europe Orchid Production Growth Rate (2020-2025)
  - 9.5.2 Europe Orchid Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Orchid Production (2020-2025)
  - 9.6.1 Japan Orchid Production Growth Rate (2020-2025)
  - 9.6.2 Japan Orchid Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Orchid Production (2020-2025)
  - 9.7.1 China Orchid Production Growth Rate (2020-2025)
  - 9.7.2 China Orchid Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Floricultura
  - 10.1.1 Floricultura Basic Information
  - 10.1.2 Floricultura Orchid Product Overview
  - 10.1.3 Floricultura Orchid Product Market Performance
  - 10.1.4 Floricultura Business Overview
  - 10.1.5 Floricultura SWOT Analysis
  - 10.1.6 Floricultura Recent Developments
- 10.2 Green Circle Growers
  - 10.2.1 Green Circle Growers Basic Information
  - 10.2.2 Green Circle Growers Orchid Product Overview
  - 10.2.3 Green Circle Growers Orchid Product Market Performance

- 10.2.4 Green Circle Growers Business Overview
- 10.2.5 Green Circle Growers SWOT Analysis
- 10.2.6 Green Circle Growers Recent Developments
- 10.3 Matsui Nursery
  - 10.3.1 Matsui Nursery Basic Information
  - 10.3.2 Matsui Nursery Orchid Product Overview
  - 10.3.3 Matsui Nursery Orchid Product Market Performance
  - 10.3.4 Matsui Nursery Business Overview
  - 10.3.5 Matsui Nursery SWOT Analysis
  - 10.3.6 Matsui Nursery Recent Developments
- 10.4 Taiwan Sugar Corporation
  - 10.4.1 Taiwan Sugar Corporation Basic Information
  - 10.4.2 Taiwan Sugar Corporation Orchid Product Overview
  - 10.4.3 Taiwan Sugar Corporation Orchid Product Market Performance
  - 10.4.4 Taiwan Sugar Corporation Business Overview
  - 10.4.5 Taiwan Sugar Corporation Recent Developments
- 10.5 Levoplant
  - 10.5.1 Levoplant Basic Information
  - 10.5.2 Levoplant Orchid Product Overview
  - 10.5.3 Levoplant Orchid Product Market Performance
  - 10.5.4 Levoplant Business Overview
  - 10.5.5 Levoplant Recent Developments
- 10.6 Sun Bulb Company Inc.
  - 10.6.1 Sun Bulb Company Inc. Basic Information
  - 10.6.2 Sun Bulb Company Inc. Orchid Product Overview
  - 10.6.3 Sun Bulb Company Inc. Orchid Product Market Performance
  - 10.6.4 Sun Bulb Company Inc. Business Overview
  - 10.6.5 Sun Bulb Company Inc. Recent Developments
- 10.7 Ter Laak Orchids
  - 10.7.1 Ter Laak Orchids Basic Information
  - 10.7.2 Ter Laak Orchids Orchid Product Overview
  - 10.7.3 Ter Laak Orchids Orchid Product Market Performance
  - 10.7.4 Ter Laak Orchids Business Overview
  - 10.7.5 Ter Laak Orchids Recent Developments
- 10.8 Cal-Orchid Inc.
  - 10.8.1 Cal-Orchid Inc. Basic Information
  - 10.8.2 Cal-Orchid Inc. Orchid Product Overview
  - 10.8.3 Cal-Orchid Inc. Orchid Product Market Performance
  - 10.8.4 Cal-Orchid Inc. Business Overview

- 10.8.5 Cal-Orchid Inc. Recent Developments
- 10.9 Gubler Orchids
  - 10.9.1 Gubler Orchids Basic Information
  - 10.9.2 Gubler Orchids Orchid Product Overview
  - 10.9.3 Gubler Orchids Orchid Product Market Performance
  - 10.9.4 Gubler Orchids Business Overview
  - 10.9.5 Gubler Orchids Recent Developments
- 10.10 Kawamoto Orchid Nursery
  - 10.10.1 Kawamoto Orchid Nursery Basic Information
  - 10.10.2 Kawamoto Orchid Nursery Orchid Product Overview
  - 10.10.3 Kawamoto Orchid Nursery Orchid Product Market Performance
  - 10.10.4 Kawamoto Orchid Nursery Business Overview
  - 10.10.5 Kawamoto Orchid Nursery Recent Developments
- 10.11 Orchids by Hausermann
  - 10.11.1 Orchids by Hausermann Basic Information
  - 10.11.2 Orchids by Hausermann Orchid Product Overview
  - 10.11.3 Orchids by Hausermann Orchid Product Market Performance
  - 10.11.4 Orchids by Hausermann Business Overview
  - 10.11.5 Orchids by Hausermann Recent Developments
- 10.12 Odom's Orchids
  - 10.12.1 Odom's Orchids Basic Information
  - 10.12.2 Odom's Orchids Orchid Product Overview
  - 10.12.3 Odom's Orchids Orchid Product Market Performance
  - 10.12.4 Odom's Orchids Business Overview
  - 10.12.5 Odom's Orchids Recent Developments
- 10.13 Orchid Plantation Hawaii
  - 10.13.1 Orchid Plantation Hawaii Basic Information
  - 10.13.2 Orchid Plantation Hawaii Orchid Product Overview
  - 10.13.3 Orchid Plantation Hawaii Orchid Product Market Performance
  - 10.13.4 Orchid Plantation Hawaii Business Overview
  - 10.13.5 Orchid Plantation Hawaii Recent Developments
- 10.14 Burnham Nurseries Ltd
  - 10.14.1 Burnham Nurseries Ltd Basic Information
  - 10.14.2 Burnham Nurseries Ltd Orchid Product Overview
  - 10.14.3 Burnham Nurseries Ltd Orchid Product Market Performance
  - 10.14.4 Burnham Nurseries Ltd Business Overview
  - 10.14.5 Burnham Nurseries Ltd Recent Developments
- 10.15 CosMic Plants
  - 10.15.1 CosMic Plants Basic Information

- 10.15.2 CosMic Plants Orchid Product Overview
- 10.15.3 CosMic Plants Orchid Product Market Performance
- 10.15.4 CosMic Plants Business Overview
- 10.15.5 CosMic Plants Recent Developments
- 10.16 Siam Orchideen Co., Ltd
  - 10.16.1 Siam Orchideen Co., Ltd Basic Information
  - 10.16.2 Siam Orchideen Co., Ltd Orchid Product Overview
  - 10.16.3 Siam Orchideen Co., Ltd Orchid Product Market Performance
  - 10.16.4 Siam Orchideen Co., Ltd Business Overview
  - 10.16.5 Siam Orchideen Co., Ltd Recent Developments
- 10.17 Grand Siam Orchid Co., Ltd
  - 10.17.1 Grand Siam Orchid Co., Ltd Basic Information
  - 10.17.2 Grand Siam Orchid Co., Ltd Orchid Product Overview
  - 10.17.3 Grand Siam Orchid Co., Ltd Orchid Product Market Performance
  - 10.17.4 Grand Siam Orchid Co., Ltd Business Overview
  - 10.17.5 Grand Siam Orchid Co., Ltd Recent Developments
- 10.18 Thai Great Flowers Co., Ltd
  - 10.18.1 Thai Great Flowers Co., Ltd Basic Information
  - 10.18.2 Thai Great Flowers Co., Ltd Orchid Product Overview
  - 10.18.3 Thai Great Flowers Co., Ltd Orchid Product Market Performance
  - 10.18.4 Thai Great Flowers Co., Ltd Business Overview
  - 10.18.5 Thai Great Flowers Co., Ltd Recent Developments
- 10.19 Siamtaiyoo Farm Co., Ltd
  - 10.19.1 Siamtaiyoo Farm Co., Ltd Basic Information
  - 10.19.2 Siamtaiyoo Farm Co., Ltd Orchid Product Overview
  - 10.19.3 Siamtaiyoo Farm Co., Ltd Orchid Product Market Performance
  - 10.19.4 Siamtaiyoo Farm Co., Ltd Business Overview
  - 10.19.5 Siamtaiyoo Farm Co., Ltd Recent Developments
- 10.20 Salaya Orchid Co., Ltd
  - 10.20.1 Salaya Orchid Co., Ltd Basic Information
  - 10.20.2 Salaya Orchid Co., Ltd Orchid Product Overview
  - 10.20.3 Salaya Orchid Co., Ltd Orchid Product Market Performance
  - 10.20.4 Salaya Orchid Co., Ltd Business Overview
  - 10.20.5 Salaya Orchid Co., Ltd Recent Developments
- 10.21 Chatchawal Orchid Co., Ltd
  - 10.21.1 Chatchawal Orchid Co., Ltd Basic Information
  - 10.21.2 Chatchawal Orchid Co., Ltd Orchid Product Overview
  - 10.21.3 Chatchawal Orchid Co., Ltd Orchid Product Market Performance
  - 10.21.4 Chatchawal Orchid Co., Ltd Business Overview

- 10.21.5 Chatchawal Orchid Co., Ltd Recent Developments
- 10.22 Siam Flower
  - 10.22.1 Siam Flower Basic Information
  - 10.22.2 Siam Flower Orchid Product Overview
  - 10.22.3 Siam Flower Orchid Product Market Performance
  - 10.22.4 Siam Flower Business Overview
  - 10.22.5 Siam Flower Recent Developments
- 10.23 Ermar Flora Co., Ltd
  - 10.23.1 Ermar Flora Co., Ltd Basic Information
  - 10.23.2 Ermar Flora Co., Ltd Orchid Product Overview
  - 10.23.3 Ermar Flora Co., Ltd Orchid Product Market Performance
  - 10.23.4 Ermar Flora Co., Ltd Business Overview
  - 10.23.5 Ermar Flora Co., Ltd Recent Developments
- 10.24 NEO Farm
  - 10.24.1 NEO Farm Basic Information
  - 10.24.2 NEO Farm Orchid Product Overview
  - 10.24.3 NEO Farm Orchid Product Market Performance
  - 10.24.4 NEO Farm Business Overview
  - 10.24.5 NEO Farm Recent Developments
- 10.25 Elite Orchids
  - 10.25.1 Elite Orchids Basic Information
  - 10.25.2 Elite Orchids Orchid Product Overview
  - 10.25.3 Elite Orchids Orchid Product Market Performance
  - 10.25.4 Elite Orchids Business Overview
  - 10.25.5 Elite Orchids Recent Developments
- 10.26 Natural Orchid Co., Ltd
  - 10.26.1 Natural Orchid Co., Ltd Basic Information
  - 10.26.2 Natural Orchid Co., Ltd Orchid Product Overview
  - 10.26.3 Natural Orchid Co., Ltd Orchid Product Market Performance
  - 10.26.4 Natural Orchid Co., Ltd Business Overview
  - 10.26.5 Natural Orchid Co., Ltd Recent Developments
- 10.27 Hung-Tien Enterprise
  - 10.27.1 Hung-Tien Enterprise Basic Information
  - 10.27.2 Hung-Tien Enterprise Orchid Product Overview
  - 10.27.3 Hung-Tien Enterprise Orchid Product Market Performance
  - 10.27.4 Hung-Tien Enterprise Business Overview
  - 10.27.5 Hung-Tien Enterprise Recent Developments
- 10.28 Kokusai Nursery Co., Ltd
  - 10.28.1 Kokusai Nursery Co., Ltd Basic Information

- 10.28.2 Kokusai Nursery Co., Ltd Orchid Product Overview
- 10.28.3 Kokusai Nursery Co., Ltd Orchid Product Market Performance
- 10.28.4 Kokusai Nursery Co., Ltd Business Overview
- 10.28.5 Kokusai Nursery Co., Ltd Recent Developments
- 10.29 Allura Biotech
  - 10.29.1 Allura Biotech Basic Information
  - 10.29.2 Allura Biotech Orchid Product Overview
  - 10.29.3 Allura Biotech Orchid Product Market Performance
  - 10.29.4 Allura Biotech Business Overview
  - 10.29.5 Allura Biotech Recent Developments
- 10.30 Blueorchid Co., Ltd
  - 10.30.1 Blueorchid Co., Ltd Basic Information
  - 10.30.2 Blueorchid Co., Ltd Orchid Product Overview
  - 10.30.3 Blueorchid Co., Ltd Orchid Product Market Performance
  - 10.30.4 Blueorchid Co., Ltd Business Overview
  - 10.30.5 Blueorchid Co., Ltd Recent Developments

## **11 ORCHID MARKET FORECAST BY REGION**

- 11.1 Global Orchid Market Size Forecast
- 11.2 Global Orchid Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Orchid Market Size Forecast by Country
  - 11.2.3 Asia Pacific Orchid Market Size Forecast by Region
  - 11.2.4 South America Orchid Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Orchid by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

- 12.1 Global Orchid Market Forecast by Type (2026-2033)
  - 12.1.1 Global Forecasted Sales of Orchid by Type (2026-2033)
  - 12.1.2 Global Orchid Market Size Forecast by Type (2026-2033)
  - 12.1.3 Global Forecasted Price of Orchid by Type (2026-2033)
- 12.2 Global Orchid Market Forecast by Application (2026-2033)
  - 12.2.1 Global Orchid Sales (K MT) Forecast by Application
  - 12.2.2 Global Orchid Market Size (M USD) Forecast by Application (2026-2033)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Orchid Market Size Comparison by Region (M USD)
- Table 5. Global Orchid Sales (K MT) by Manufacturers (2020-2025)
- Table 6. Global Orchid Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global Orchid Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global Orchid Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Orchid as of 2024)
- Table 10. Global Market Orchid Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global Orchid Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. Orchid Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global Orchid Sales by Type (K MT)
- Table 26. Global Orchid Market Size by Type (M USD)
- Table 27. Global Orchid Sales (K MT) by Type (2020-2025)
- Table 28. Global Orchid Sales Market Share by Type (2020-2025)
- Table 29. Global Orchid Market Size (M USD) by Type (2020-2025)
- Table 30. Global Orchid Market Size Share by Type (2020-2025)
- Table 31. Global Orchid Price (USD/KG) by Type (2020-2025)
- Table 32. Global Orchid Sales (K MT) by Application

- Table 33. Global Orchid Market Size by Application
- Table 34. Global Orchid Sales by Application (2020-2025) & (K MT)
- Table 35. Global Orchid Sales Market Share by Application (2020-2025)
- Table 36. Global Orchid Market Size by Application (2020-2025) & (M USD)
- Table 37. Global Orchid Market Share by Application (2020-2025)
- Table 38. Global Orchid Sales Growth Rate by Application (2020-2025)
- Table 39. Global Orchid Sales by Region (2020-2025) & (K MT)
- Table 40. Global Orchid Sales Market Share by Region (2020-2025)
- Table 41. Global Orchid Market Size by Region (2020-2025) & (M USD)
- Table 42. Global Orchid Market Size Market Share by Region (2020-2025)
- Table 43. North America Orchid Sales by Country (2020-2025) & (K MT)
- Table 44. North America Orchid Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe Orchid Sales by Country (2020-2025) & (K MT)
- Table 46. Europe Orchid Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific Orchid Sales by Region (2020-2025) & (K MT)
- Table 48. Asia Pacific Orchid Market Size by Region (2020-2025) & (M USD)
- Table 49. South America Orchid Sales by Country (2020-2025) & (K MT)
- Table 50. South America Orchid Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa Orchid Sales by Region (2020-2025) & (K MT)
- Table 52. Middle East and Africa Orchid Market Size by Region (2020-2025) & (M USD)
- Table 53. Global Orchid Production (K MT) by Region(2020-2025)
- Table 54. Global Orchid Revenue (US\$ Million) by Region (2020-2025)
- Table 55. Global Orchid Revenue Market Share by Region (2020-2025)
- Table 56. Global Orchid Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 57. North America Orchid Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. Europe Orchid Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Japan Orchid Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. China Orchid Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. Floricultura Basic Information
- Table 62. Floricultura Orchid Product Overview
- Table 63. Floricultura Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 64. Floricultura Business Overview
- Table 65. Floricultura SWOT Analysis

- Table 66. Floricultura Recent Developments
- Table 67. Green Circle Growers Basic Information
- Table 68. Green Circle Growers Orchid Product Overview
- Table 69. Green Circle Growers Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 70. Green Circle Growers Business Overview
- Table 71. Green Circle Growers SWOT Analysis
- Table 72. Green Circle Growers Recent Developments
- Table 73. Matsui Nursery Basic Information
- Table 74. Matsui Nursery Orchid Product Overview
- Table 75. Matsui Nursery Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 76. Matsui Nursery Business Overview
- Table 77. Matsui Nursery SWOT Analysis
- Table 78. Matsui Nursery Recent Developments
- Table 79. Taiwan Sugar Corporation Basic Information
- Table 80. Taiwan Sugar Corporation Orchid Product Overview
- Table 81. Taiwan Sugar Corporation Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 82. Taiwan Sugar Corporation Business Overview
- Table 83. Taiwan Sugar Corporation Recent Developments
- Table 84. Levoplant Basic Information
- Table 85. Levoplant Orchid Product Overview
- Table 86. Levoplant Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 87. Levoplant Business Overview
- Table 88. Levoplant Recent Developments
- Table 89. Sun Bulb Company Inc. Basic Information
- Table 90. Sun Bulb Company Inc. Orchid Product Overview
- Table 91. Sun Bulb Company Inc. Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 92. Sun Bulb Company Inc. Business Overview
- Table 93. Sun Bulb Company Inc. Recent Developments
- Table 94. Ter Laak Orchids Basic Information
- Table 95. Ter Laak Orchids Orchid Product Overview
- Table 96. Ter Laak Orchids Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 97. Ter Laak Orchids Business Overview
- Table 98. Ter Laak Orchids Recent Developments

- Table 99. Cal?Orchid Inc. Basic Information
- Table 100. Cal?Orchid Inc. Orchid Product Overview
- Table 101. Cal?Orchid Inc. Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 102. Cal?Orchid Inc. Business Overview
- Table 103. Cal?Orchid Inc. Recent Developments
- Table 104. Gubler Orchids Basic Information
- Table 105. Gubler Orchids Orchid Product Overview
- Table 106. Gubler Orchids Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 107. Gubler Orchids Business Overview
- Table 108. Gubler Orchids Recent Developments
- Table 109. Kawamoto Orchid Nursery Basic Information
- Table 110. Kawamoto Orchid Nursery Orchid Product Overview
- Table 111. Kawamoto Orchid Nursery Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 112. Kawamoto Orchid Nursery Business Overview
- Table 113. Kawamoto Orchid Nursery Recent Developments
- Table 114. Orchids by Hausermann Basic Information
- Table 115. Orchids by Hausermann Orchid Product Overview
- Table 116. Orchids by Hausermann Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 117. Orchids by Hausermann Business Overview
- Table 118. Orchids by Hausermann Recent Developments
- Table 119. Odom?s Orchids Basic Information
- Table 120. Odom?s Orchids Orchid Product Overview
- Table 121. Odom?s Orchids Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 122. Odom?s Orchids Business Overview
- Table 123. Odom?s Orchids Recent Developments
- Table 124. Orchid Plantation Hawaii Basic Information
- Table 125. Orchid Plantation Hawaii Orchid Product Overview
- Table 126. Orchid Plantation Hawaii Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 127. Orchid Plantation Hawaii Business Overview
- Table 128. Orchid Plantation Hawaii Recent Developments
- Table 129. Burnham Nurseries Ltd Basic Information
- Table 130. Burnham Nurseries Ltd Orchid Product Overview
- Table 131. Burnham Nurseries Ltd Orchid Sales (K MT), Revenue (M USD), Price

(USD/KG) and Gross Margin (2020-2025)

Table 132. Burnham Nurseries Ltd Business Overview

Table 133. Burnham Nurseries Ltd Recent Developments

Table 134. CosMic Plants Basic Information

Table 135. CosMic Plants Orchid Product Overview

Table 136. CosMic Plants Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 137. CosMic Plants Business Overview

Table 138. CosMic Plants Recent Developments

Table 139. Siam Orchideen Co., Ltd Basic Information

Table 140. Siam Orchideen Co., Ltd Orchid Product Overview

Table 141. Siam Orchideen Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 142. Siam Orchideen Co., Ltd Business Overview

Table 143. Siam Orchideen Co., Ltd Recent Developments

Table 144. Grand Siam Orchid Co., Ltd Basic Information

Table 145. Grand Siam Orchid Co., Ltd Orchid Product Overview

Table 146. Grand Siam Orchid Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 147. Grand Siam Orchid Co., Ltd Business Overview

Table 148. Grand Siam Orchid Co., Ltd Recent Developments

Table 149. Thai Great Flowers Co., Ltd Basic Information

Table 150. Thai Great Flowers Co., Ltd Orchid Product Overview

Table 151. Thai Great Flowers Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 152. Thai Great Flowers Co., Ltd Business Overview

Table 153. Thai Great Flowers Co., Ltd Recent Developments

Table 154. Siamtaiyoo Farm Co., Ltd Basic Information

Table 155. Siamtaiyoo Farm Co., Ltd Orchid Product Overview

Table 156. Siamtaiyoo Farm Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 157. Siamtaiyoo Farm Co., Ltd Business Overview

Table 158. Siamtaiyoo Farm Co., Ltd Recent Developments

Table 159. Salaya Orchid Co., Ltd Basic Information

Table 160. Salaya Orchid Co., Ltd Orchid Product Overview

Table 161. Salaya Orchid Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 162. Salaya Orchid Co., Ltd Business Overview

Table 163. Salaya Orchid Co., Ltd Recent Developments

- Table 164. Chatchawal Orchid Co., Ltd Basic Information
- Table 165. Chatchawal Orchid Co., Ltd Orchid Product Overview
- Table 166. Chatchawal Orchid Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 167. Chatchawal Orchid Co., Ltd Business Overview
- Table 168. Chatchawal Orchid Co., Ltd Recent Developments
- Table 169. Siam Flower Basic Information
- Table 170. Siam Flower Orchid Product Overview
- Table 171. Siam Flower Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 172. Siam Flower Business Overview
- Table 173. Siam Flower Recent Developments
- Table 174. Ermar Flora Co., Ltd Basic Information
- Table 175. Ermar Flora Co., Ltd Orchid Product Overview
- Table 176. Ermar Flora Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 177. Ermar Flora Co., Ltd Business Overview
- Table 178. Ermar Flora Co., Ltd Recent Developments
- Table 179. NEO Farm Basic Information
- Table 180. NEO Farm Orchid Product Overview
- Table 181. NEO Farm Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 182. NEO Farm Business Overview
- Table 183. NEO Farm Recent Developments
- Table 184. Elite Orchids Basic Information
- Table 185. Elite Orchids Orchid Product Overview
- Table 186. Elite Orchids Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 187. Elite Orchids Business Overview
- Table 188. Elite Orchids Recent Developments
- Table 189. Natural Orchid Co., Ltd Basic Information
- Table 190. Natural Orchid Co., Ltd Orchid Product Overview
- Table 191. Natural Orchid Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 192. Natural Orchid Co., Ltd Business Overview
- Table 193. Natural Orchid Co., Ltd Recent Developments
- Table 194. Hung?Tien Enterprise Basic Information
- Table 195. Hung?Tien Enterprise Orchid Product Overview
- Table 196. Hung?Tien Enterprise Orchid Sales (K MT), Revenue (M USD), Price

(USD/KG) and Gross Margin (2020-2025)

Table 197. Hung?Tien Enterprise Business Overview

Table 198. Hung?Tien Enterprise Recent Developments

Table 199. Kokusai Nursery Co., Ltd Basic Information

Table 200. Kokusai Nursery Co., Ltd Orchid Product Overview

Table 201. Kokusai Nursery Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 202. Kokusai Nursery Co., Ltd Business Overview

Table 203. Kokusai Nursery Co., Ltd Recent Developments

Table 204. Allura Biotech Basic Information

Table 205. Allura Biotech Orchid Product Overview

Table 206. Allura Biotech Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 207. Allura Biotech Business Overview

Table 208. Allura Biotech Recent Developments

Table 209. Blueorchid Co., Ltd Basic Information

Table 210. Blueorchid Co., Ltd Orchid Product Overview

Table 211. Blueorchid Co., Ltd Orchid Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 212. Blueorchid Co., Ltd Business Overview

Table 213. Blueorchid Co., Ltd Recent Developments

Table 214. Global Orchid Sales Forecast by Region (2026-2033) & (K MT)

Table 215. Global Orchid Market Size Forecast by Region (2026-2033) & (M USD)

Table 216. North America Orchid Sales Forecast by Country (2026-2033) & (K MT)

Table 217. North America Orchid Market Size Forecast by Country (2026-2033) & (M USD)

Table 218. Europe Orchid Sales Forecast by Country (2026-2033) & (K MT)

Table 219. Europe Orchid Market Size Forecast by Country (2026-2033) & (M USD)

Table 220. Asia Pacific Orchid Sales Forecast by Region (2026-2033) & (K MT)

Table 221. Asia Pacific Orchid Market Size Forecast by Region (2026-2033) & (M USD)

Table 222. South America Orchid Sales Forecast by Country (2026-2033) & (K MT)

Table 223. South America Orchid Market Size Forecast by Country (2026-2033) & (M USD)

Table 224. Middle East and Africa Orchid Sales Forecast by Country (2026-2033) & (Units)

Table 225. Middle East and Africa Orchid Market Size Forecast by Country (2026-2033) & (M USD)

Table 226. Global Orchid Sales Forecast by Type (2026-2033) & (K MT)

Table 227. Global Orchid Market Size Forecast by Type (2026-2033) & (M USD)

Table 228. Global Orchid Price Forecast by Type (2026-2033) & (USD/KG)

Table 229. Global Orchid Sales (K MT) Forecast by Application (2026-2033)

Table 230. Global Orchid Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Orchid
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Orchid Market Size (M USD), 2024-2033
- Figure 5. Global Orchid Market Size (M USD) (2020-2033)
- Figure 6. Global Orchid Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Orchid Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Orchid Product Life Cycle
- Figure 13. Orchid Sales Share by Manufacturers in 2024
- Figure 14. Global Orchid Revenue Share by Manufacturers in 2024
- Figure 15. Orchid Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Orchid Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Orchid Revenue in 2024
- Figure 18. Industry Chain Map of Orchid
- Figure 19. Global Orchid Market PEST Analysis
- Figure 20. Global Orchid Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Orchid Market Share by Type
- Figure 27. Sales Market Share of Orchid by Type (2020-2025)
- Figure 28. Sales Market Share of Orchid by Type in 2024
- Figure 29. Market Size Share of Orchid by Type (2020-2025)
- Figure 30. Market Size Share of Orchid by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Orchid Market Share by Application
- Figure 33. Global Orchid Sales Market Share by Application (2020-2025)
- Figure 34. Global Orchid Sales Market Share by Application in 2024

- Figure 35. Global Orchid Market Share by Application (2020-2025)
- Figure 36. Global Orchid Market Share by Application in 2024
- Figure 37. Global Orchid Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Orchid Sales Market Share by Region (2020-2025)
- Figure 39. Global Orchid Market Size Market Share by Region (2020-2025)
- Figure 40. North America Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Orchid Sales Market Share by Country in 2024
- Figure 43. North America Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Orchid Market Size Market Share by Country in 2024
- Figure 45. U.S. Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Orchid Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Orchid Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Orchid Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Orchid Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Orchid Sales Market Share by Country in 2024
- Figure 53. Europe Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Orchid Market Size Market Share by Country in 2024
- Figure 55. Germany Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Orchid Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Orchid Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Orchid Market Size Market Share by Region in 2024
- Figure 68. China Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Orchid Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 74. India Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Orchid Sales and Growth Rate (K MT)
- Figure 79. South America Orchid Sales Market Share by Country in 2024
- Figure 80. South America Orchid Market Size and Growth Rate (M USD)
- Figure 81. South America Orchid Market Size Market Share by Country in 2024
- Figure 82. Brazil Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Orchid Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Orchid Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Orchid Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Orchid Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Orchid Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Orchid Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Orchid Production Market Share by Region (2020-2025)
- Figure 103. North America Orchid Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Orchid Production (K MT) Growth Rate (2020-2025)
- Figure 105. Japan Orchid Production (K MT) Growth Rate (2020-2025)
- Figure 106. China Orchid Production (K MT) Growth Rate (2020-2025)
- Figure 107. Global Orchid Sales Forecast by Volume (2020-2033) & (K MT)
- Figure 108. Global Orchid Market Size Forecast by Value (2020-2033) & (M USD)
- Figure 109. Global Orchid Sales Market Share Forecast by Type (2026-2033)
- Figure 110. Global Orchid Market Share Forecast by Type (2026-2033)
- Figure 111. Global Orchid Sales Forecast by Application (2026-2033)
- Figure 112. Global Orchid Market Share Forecast by Application (2026-2033)

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