

Global Perennials Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Perennials, in the context of horticulture and gardening, refer to plants that live for more than two years. They are known for their ability to bloom year after year, making them popular choices for landscaping and gardening enthusiasts. The market for perennials encompasses a wide range of plant species that offer various colors, shapes, and sizes to cater to diverse consumer preferences.

As of 2023, the global market size for perennials stands at approximately USD 8.6 billion. This market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032. The increasing interest in sustainable gardening practices, growing urbanization leading to smaller living spaces, and a rising focus on environmental conservation are key drivers fueling the demand for perennials.

One prominent trend in the perennial market is the growing popularity of native plant species. Consumers are increasingly drawn to plants that are indigenous to their region due to their adaptability, low maintenance requirements, and ecological benefits. For example, native perennials like Black-Eyed Susans in North America or Lavender in Europe are gaining traction for their aesthetic appeal and ability to support local ecosystems.

Another trend shaping the market is the emphasis on pollinator-friendly plants. With a heightened awareness of declining pollinator populations, there is a rising demand for perennials that attract bees, butterflies, and other beneficial insects. Plants such as Coneflowers, Bee Balms, and Salvias are being favored by environmentally conscious consumers looking to create pollinator-friendly habitats in their gardens.

Furthermore, the shift towards online retail channels is revolutionizing how perennials are marketed and sold. E-commerce platforms offer a convenient way for consumers to browse a wide selection of plant varieties, access gardening tips, and have plants delivered to their doorstep. This trend is particularly appealing to busy urban dwellers and novice gardeners seeking hassle-free shopping experiences.

In terms of regional market distribution, North America and Europe currently lead the global perennial market. The dominance of these regions can be attributed to a strong culture of gardening, favorable climatic conditions for a wide range of plant species, and robust horticultural infrastructure. In North America, the United States and Canada are key markets for perennials, driven by a high level of disposable income and a growing interest in sustainable landscaping practices.

Despite the positive outlook, the perennial market faces challenges such as invasive plant species, climate change impacting plant hardiness zones, and the need for educating consumers about proper plant care and maintenance. Overcoming these challenges will require collaboration between industry stakeholders, government bodies, and environmental organizations to promote responsible gardening practices and biodiversity conservation.

In conclusion, the market for perennials is poised for steady growth driven by factors like sustainability, biodiversity conservation, and changing consumer preferences. By capitalizing on trends like native plant landscaping, pollinator-friendly gardens, and e-commerce expansion, businesses in the perennial market can tap into new opportunities and cultivate a thriving market presence.

This report provides a deep insight into the global Perennials market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Perennials Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the

competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Perennials market in any manner.

Global Perennials Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

D?mmen Orange

Syngenta

Boonstra

Danziger

Hem Genetics

Future Plants

Ozbreed

Bluestone

White Flower Farm

Plant Delights Nursery

High Country Gardens

Terra Nova Nurseries

Spring Hill Nurseries

American Meadows

Wayside Gardens

Monrovia

Proven Winners

Marginpar BV

Ball Horticultural

Multiflora

Selecta One

Market Segmentation (by Type)

Herbaceous Perennials

Woody Perennials

Evergreen Perennials

Deciduous Perennials

Other

Market Segmentation (by Application)

Household

Commercial

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 Perennials Market

Overview of the regional outlook of the Perennials Market:

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 (USD Billion) 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

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 Perennials 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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