

Global Consumer Floriculture Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Consumer Floriculture market size will reach 61,026 Million USD in 2025 and is projected to reach 77,328 Million USD by 2032, with a CAGR of 3.44% (2025-2032). Notably, the China Consumer Floriculture market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Consumer floriculture refers to the cultivation and production of flowers and ornamental plants for the retail market, catering to the demands of individual consumers. This industry involves growing a wide variety of flowers, such as roses, lilies, tulips, and daisies, as well as ornamental plants like potted plants and decorative foliage. Consumer floriculture plays a crucial role in the floral industry, providing fresh flowers and plants for various occasions and events, including weddings, funerals, celebrations, and everyday decorations. The sector involves not only the cultivation of flowers but also the distribution, wholesale, and retail aspects of selling floral products to consumers through florists, garden centers, supermarkets, and online platforms. Consumer floriculture aims to meet the aesthetic and emotional needs of customers, providing them with beautiful and vibrant floral arrangements to express sentiments, create visual appeal, and enhance the ambiance of their homes, offices, and special occasions.

The major global manufacturers of Consumer Floriculture include D?mmen Orange,

Syngenta Flowers, Finlays, Beekenkamp, Karuturi, Oserian, Selecta One, Washington Bulb, Arcangeli Giovanni & Figlio, Carzan Flowers, Rosebud, Kariki, Karen Roses, Multiflora, Harvest Flower, Queens Group, Ball Horticultural, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Consumer Floriculture. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Consumer Floriculture market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Consumer Floriculture market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Consumer Floriculture industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Consumer Floriculture Include:

D?mmen Orange

Syngenta Flowers

Finlays

Beekenkamp

Karuturi

Oserian

Selecta One

Washington Bulb

Arcangeli Giovanni & Figlio

Carzan Flowers

Rosebud

Kariki

Karen Roses

Multiflora

Harvest Flower

Queens Group

Ball Horticultural

Consumer Floriculture Product Segment Include:

Cut Flowers

Bedding Plants

Potted Plants

Others

Consumer Floriculture Product Application Include:

Personal Use

Gift

Conference & Activities

Others

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