

# Global Floriculture Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Floriculture market size was valued at USD 50240 million in 2023 and is forecast to a readjusted size of USD 59290 million by 2030 with a CAGR of 2.4% during review period.

Floriculture is a branch of horticulture addressing flower and ornamental plant cultivation and propagation of flowering plants for gardens, greenhouses, nurseries and landscapes comprising the floral industry. Floriculture crops include bedding plants, houseplants, flowering gardens and potted plants, cut cultivated greens, and cut flowers.

Europe is the world's largest market for floriculture with a market share of more than 50%, followed by China with a market share of around 15%.

Dummen Orange, Syngenta Flowers, Beekenkamp, Karuturi and Oserian are the main players, with the top four accounting for about 1% of the total market.

The Global Info Research report includes an overview of the development of the Floriculture industry chain, the market status of Personal Use (Cut Flowers, Bedding Plants), Gift (Cut Flowers, Bedding Plants), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Floriculture.

Regionally, the report analyzes the Floriculture markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Floriculture market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Floriculture market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Floriculture industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (M Pcs), revenue generated, and market share of different by Type (e.g., Cut Flowers, Bedding Plants).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Floriculture market.

**Regional Analysis:** The report involves examining the Floriculture market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Floriculture market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Floriculture:

**Company Analysis:** Report covers individual Floriculture manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Floriculture This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Personal Use, Gift).

**Technology Analysis:** Report covers specific technologies relevant to Floriculture. It assesses the current state, advancements, and potential future developments in Floriculture areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Floriculture market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Floriculture market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Cut Flowers

Bedding Plants

Potted Plants

Other

#### Market segment by Application

Personal Use

Gift

Conference & Activities

Other

## Major players covered

D?mmen Orange

Syngenta Flowers

Finlays

Beekenkamp

Karuturi

Oserian

Selecta One

Washington Bulb

Arcangeli Giovanni & Figlio

Carzan Flowers

Rosebud

Kariki

Multiflora

Karen Roses

Harvest Flower

Queens Group

Ball Horticultural

Afriflora

Benary

Danziger

Sakata

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Floriculture product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Floriculture, with price, sales, revenue and global market share of Floriculture from 2019 to 2024.

Chapter 3, the Floriculture competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Floriculture breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017

to 2023.and Floriculture market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Floriculture.

Chapter 14 and 15, to describe Floriculture sales channel, distributors, customers, research findings and conclusion.

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