

Artificial Flowers Market Size, Share & Trends Analysis Report By Material (Polyester, Plastic, Paper, Nylon, Silk), By Application (Residential, Commercial), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Artificial Flowers Market Growth & Trends

The global artificial flowers market size is expected to reach USD 4.49 billion by 2030, registering a CAGR of 6.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growth of the market is mainly driven by the increasing demand for hassle-free and durable, particularly in commercial and residential settings. The market has expanded due to the diverse options available, including various shapes and colors, appealing to different consumer preferences. In addition, the trend of gifting artificial flowers for various occasions has further boosted market demand.

Advancements in technology, particularly real touch polyether polyurethane (PU) foam, have transformed artificial flowers, driving significant market growth. Unlike the past perception of artificial flowers as cheap, modern manufacturing techniques have produced high-quality, lifelike options, closely resembling real flowers. These PU foam flowers offer benefits such as low maintenance, vibrant colors, and durability, driving their popularity in commercial spaces like offices, hotels, and retail stores. Its long lifespan, cost-effectiveness, and customization options have driven its adoption in diverse applications.

The demand for artificial flowers is growing owing to current home decor trends. In June

2022, Hobbycraft, a U.K.-based arts and crafts retailer, reported an 8% increase in faux flower sales compared to the previous year. Major retailers such as Tesco and Amazon also noted significant sales growth in October 2021. This trend is driven by the cost-effectiveness and convenience of artificial flowers, reducing the need for frequent replacements and cleanup. Moreover, there is a shift towards innovative uses, with a focus on incorporating artificial flowers into creative arrangements like wreaths, expanding the product's appeal.

The artificial flowers industry is fragmented featuring key players such as TreeLocate (Europe) Limited; Diane James Designs, Inc.; Nearly Natural; Dongguan Fusheng Arts Products Co., Ltd.; Floral Home Decor; Silk Flower; and Oriental Fine Art Co., Ltd. These companies are focusing on continuous material innovation to cater to the demand for sustainable artificial flowers. Furthermore, manufacturers have also focused on new product developments and collaborations to gain a competitive edge in the market.

Artificial Flowers Market Report Highlights

Polyester flower sales accounted for a market share of over 33% in 2024. This is mainly attributed to the high degree of versatility and durability offered by polyester making it an ideal choice to manufacture realistic and long-lasting artificial flowers.

Artificial flower sales for commercial applications accounted for a share of over 58% in 2024. In commercial settings, there has been a shift in demand from plastic to textile-based products.

Supermarkets/hypermarket-driven sales accounted for a revenue share of over 36% in 2024. This is attributed to the large retail outlets offering a wide variety of artificial flower options, making it convenient for consumers to explore and choose their preferred items.

The artificial flowers market in Europe accounted for a revenue share of over 35% in 2024, owing to a growing trend in incorporating artificial flowers in various commercial and residential applications.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Information & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Material Outlook
- 2.3. Application Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Regional Outlook
- 2.6. Competitive Landscape Snapshot

CHAPTER 3. ARTIFICIAL FLOWERS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Behavior
- 4.4. Consumer Product Adoption Trends
- 4.5. Observations & Recommendations

CHAPTER 5. ARTIFICIAL FLOWERS MARKET: MATERIAL ESTIMATES & TREND ANALYSIS

- 5.1. Artificial Flowers Market, By Material: Key Takeaways
- 5.2. Material Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Material, 2018 - 2030 (USD Million)
 - 5.3.1. Polyester
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Plastic
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Paper
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.4. Nylon
 - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.5. Silk
 - 5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.6. Others
 - 5.3.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. ARTIFICIAL FLOWERS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Artificial Flowers Market, By Application: Key Takeaways
- 6.2. Application Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Application, 2018 - 2030 (USD Million)
 - 6.3.1. Residential
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Commercial
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. ARTIFICIAL FLOWERS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Artificial Flowers Market, By Distribution Channel: Key Takeaways
- 7.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by distribution channel, 2018 - 2030 (USD Million)
 - 7.3.1. Supermarkets/Hypermarkets
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2. Specialty Craft Stores
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3. Florists
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.4. Online
 - 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. ARTIFICIAL FLOWERS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 8.1. Artificial Flowers Market: Regional Outlook
- 8.2. Regional Marketplaces: Key Takeaways
- 8.3. Market Estimates & Forecasts, by region, 2018 - 2030 (USD Million)
 - 8.3.1. North America
 - 8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.2. U.S.
 - 8.3.1.2.1. Key country dynamics
 - 8.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.3. Canada
 - 8.3.1.3.1. Key country dynamics
 - 8.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.4. Mexico
 - 8.3.1.4.1. Key country dynamics
 - 8.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2. Europe
 - 8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.2. Germany
 - 8.3.2.2.1. Key country dynamics
 - 8.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.3. UK
 - 8.3.2.3.1. Key country dynamics
 - 8.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.4. France

- 8.3.2.4.1. Key country dynamics
- 8.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.2.5. Italy
 - 8.3.2.5.1. Key country dynamics
 - 8.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.2.6. Spain
 - 8.3.2.6.1. Key country dynamics
 - 8.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.3. Asia Pacific
 - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.2. China
 - 8.3.3.2.1. Key country dynamics
 - 8.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.3. India
 - 8.3.3.3.1. Key country dynamics
 - 8.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.4. Japan
 - 8.3.3.4.1. Key country dynamics
 - 8.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.5. Australia
 - 8.3.3.5.1. Key country dynamics
 - 8.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.4. Central & South America
 - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.4.2. Brazil
 - 8.3.4.2.1. Key country dynamics
 - 8.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.5. Middle East & Africa
 - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.5.2. South Africa
 - 8.3.5.2.1. Key country dynamics
 - 8.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.5.3. UAE
 - 8.3.5.3.1. Key country dynamics
 - 8.3.5.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 9. ARTIFICIAL FLOWERS MARKET: COMPETITIVE ANALYSIS

9.1. Recent developments & impact analysis, by key market participants

Artificial Flowers Market Size, Share & Trends Analysis Report By Material (Polyester, Plastic, Paper, Nylon,...

- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. TreeLocate (Europe) Limited
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. Foshan Tongxin Artificial Flowers Co., Ltd
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios
 - 9.9.2.4. Strategic Initiatives
 - 9.9.3. Dongguan Fusheng Arts Products Co., Ltd.
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
 - 9.9.4. NGAR TAT PRODUCTION FTY. LTD.
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
 - 9.9.5. Oriental Fine Art Co., Ltd.
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
 - 9.9.6. Silk Flower
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Product Portfolios
 - 9.9.6.4. Strategic Initiatives
 - 9.9.7. Diane James Designs, Inc.

- 9.9.7.1. Company Overview
- 9.9.7.2. Financial Performance
- 9.9.7.3. Product Portfolios
- 9.9.7.4. Strategic Initiatives
- 9.9.8. J. S. Flower Company Limited
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Product Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Nearly Natural
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Product Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Floral Home Decor
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance
 - 9.9.10.3. Product Portfolios
 - 9.9.10.4. Strategic Initiatives

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