

# **Cut Flowers Market Size, Share & Trends Analysis Report By Product (Rose, Chrysanthemum, Carnation, Gerbera, Lilium), By Application (Commercial, Home), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Cut Flowers Market Growth & Trends**

The global cut flowers market size is expected to reach USD 51.83 billion by 2030 and it is projected to grow at a CAGR of 4.9% from 2025 to 2030, according to a new report by Grand View Research, Inc. The cut flower market is witnessing significant shifts driven by evolving consumer preferences and market dynamics. A notable trend is the increasing use of cut flowers for various occasions such as weddings, celebrations, and cultural events, alongside a growing preference for locally grown and sustainable options, particularly in the Asia Pacific market. This demand for eco-friendly products has led to a surge in homegrown floriculture.

Owing to a stiff competition from international suppliers who offer lower prices and greater volume, U.S. flower farms are carving out a niche by focusing on speciality varieties not readily available from overseas distributors. These local growers are emphasizing high-quality stems, including delicate blooms that may not withstand long-distance shipping or have shorter vase lives, catering to discerning customers seeking unique offerings.

Among various flowers, roses are considered as timeless symbols of love and affection, remain immensely popular across various occasions, driving demand for cut flowers.

Their diverse colors and versatility in arrangements further contribute to their appeal among consumers.

Small-scale cut flower farms, characterized by their entrepreneurial spirit, often adopt direct-to-consumer sales strategies through avenues such as farmers markets, CSA programs, and agritourism ventures. In addition, experienced local growers may collaborate with wholesale distributors, florists, or event services to supply specialty flower varieties, leveraging their expertise and market connections.

Research conducted by Columbia & Stock in 2021 and Curtis & Stock in 2023 underscores the significance of these market trends and the strategic approaches adopted by players in the cut flower industry to meet evolving consumer demands and capitalize on emerging opportunities.

In terms of sales of cut flowers through online channel, there has been a notable surge in online flower purchases, attributed to the convenience and exceptional quality offered by digital platforms. This escalating trend is fueled by the ease with which customers can browse and buy flowers from the convenience of their homes, with just a few clicks.

### Cut Flowers Market Report Highlights

The global cut flowers market is anticipated to experience the fastest CAGR during the forecast period, as it is fueled by the increasing use of cut flowers in events, special occasions, ceremonies, parties, and welcoming gestures

Based on product, the rose segment has a historical significance as a symbol of romance and ardor, with nearly every culture and religion attributing sentiments of love, passion, and longing to the red rose

Cut flowers serve as captivating focal points at home when arranged in vases or containers, adorning dining tables, coffee tables, or mantelpieces with natural beauty

Online flower shopping offers not just convenience but also time and effort savings. Through online flower delivery services, customers can easily send flowers directly to their desired recipients for birthdays, anniversaries, or any other significant occasion

## **Companies Mentioned**

The Queen's Flowers Corp  
Selecta Cut Flowers SAU  
Sher Holland BV  
Multiflora Corp  
Rosebud Ltd  
Karen Roses Ltd  
Washington Bulb Co Inc  
Dummen Orange Holding BV  
Esmeralda Farms LLC  
Marginpar BV

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