

The World Market for Cut Flowers and Foliage: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/W590703F483EN.html>

Date: May 2023

Pages: 211

Price: US\$ 795.00 (Single User License)

ID: W590703F483EN

Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for cut flowers and foliage. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for cut flowers and foliage for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Cut flowers and foliage' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'cut flowers and foliage' is 2927.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: CUT FLOWERS AND FOLIAGE EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED CUT FLOWERS AND FOLIAGE IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 CAMEROON

3.1.3 COTE D'IVOIRE

3.1.4 EGYPT

3.1.5 ETHIOPIA

3.1.6 GHANA

3.1.7 KENYA

3.1.8 MADAGASCAR

3.1.9 MALAWI

3.1.10 MALI

3.1.11 MAURITIUS

3.1.12 MOROCCO

3.1.13 NAMIBIA

3.1.14 NIGERIA

3.1.15 SAO TOME E PRINCIPE

3.1.16 SOUTH AFRICA

3.1.17 TANZANIA

3.1.18 TUNISIA

3.1.19 UGANDA

3.1.20 ZAMBIA

3.1.21 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CAMBODIA

3.2.3 CHINA

3.2.4 HONG KONG

3.2.5 INDIA

3.2.6 INDONESIA

3.2.7 JAPAN

3.2.8 LAOS

3.2.9 MALAYSIA

3.2.10 NEPAL

3.2.11 NORTH KOREA

3.2.12 SINGAPORE

3.2.13 SOUTH KOREA

3.2.14 SRI LANKA

3.2.15 TAIWAN

3.2.16 THAILAND

3.2.17 THE PHILIPPINES

3.2.18 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 AUSTRIA

3.3.4 BELARUS

3.3.5 BELGIUM

3.3.6 BOSNIA AND HERZEGOVINA

3.3.7 BULGARIA

3.3.8 CROATIA

3.3.9 DENMARK

3.3.10 ESTONIA

3.3.11 FINLAND

3.3.12 FRANCE

3.3.13 GEORGIA

3.3.14 GERMANY

3.3.15 GREECE

3.3.16 HUNGARY

3.3.17 IRELAND

3.3.18 ITALY

3.3.19 KAZAKHSTAN

3.3.20 LATVIA

- 3.3.21 LITHUANIA
- 3.3.22 LUXEMBOURG
- 3.3.23 MACEDONIA
- 3.3.24 NORWAY
- 3.3.25 POLAND
- 3.3.26 PORTUGAL
- 3.3.27 ROMANIA
- 3.3.28 RUSSIA
- 3.3.29 SLOVAKIA
- 3.3.30 SLOVENIA
- 3.3.31 SPAIN
- 3.3.32 SWEDEN
- 3.3.33 SWITZERLAND
- 3.3.34 THE CZECH REPUBLIC
- 3.3.35 THE NETHERLANDS
- 3.3.36 THE UNITED KINGDOM
- 3.3.37 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 BOLIVIA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 NICARAGUA
- 3.4.13 PANAMA
- 3.4.14 PERU
- 3.4.15 SURINAME

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 BARBADOS
- 3.5.3 CANADA

3.5.4 HAITI

3.5.5 THE DOMINICAN REPUBLIC

3.5.6 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FRENCH POLYNESIA

3.6.4 NEW ZEALAND

3.6.5 THE MARSHALL ISLANDS

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF CUT FLOWERS AND FOLIAGE IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ARMENIA

3.7.3 IRAN

3.7.4 ISRAEL

3.7.5 KUWAIT

3.7.6 LEBANON

3.7.7 PAKISTAN

3.7.8 SAUDI ARABIA

3.7.9 THE UNITED ARAB EMIRATES

3.7.10 TURKEY

3.7.11 TURKMENISTAN

4 IMPORTS

4.1 AFRICA: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 CAMEROON

4.1.5 CAPE VERDE

4.1.6 COTE D'IVOIRE

4.1.7 EGYPT

4.1.8 MAURITIUS

4.1.9 MOROCCO

4.1.10 MOZAMBIQUE

4.1.11 NAMIBIA

4.1.12 NIGERIA

4.1.13 SENEGAL

- 4.1.14 SOUTH AFRICA
- 4.1.15 ZAMBIA
- 4.2 ASIA: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 BRUNEI
 - 4.2.3 CHINA
 - 4.2.4 HONG KONG
 - 4.2.5 INDIA
 - 4.2.6 INDONESIA
 - 4.2.7 JAPAN
 - 4.2.8 MACAU
 - 4.2.9 MALAYSIA
 - 4.2.10 NEPAL
 - 4.2.11 SINGAPORE
 - 4.2.12 SOUTH KOREA
 - 4.2.13 SRI LANKA
 - 4.2.14 TAIWAN
 - 4.2.15 THAILAND
 - 4.2.16 THE MALDIVES
 - 4.2.17 THE PHILIPPINES
 - 4.2.18 VIETNAM
- 4.3 EUROPE: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ALBANIA
 - 4.3.3 ANDORRA
 - 4.3.4 AUSTRIA
 - 4.3.5 BELARUS
 - 4.3.6 BELGIUM
 - 4.3.7 BOSNIA AND HERZEGOVINA
 - 4.3.8 BULGARIA
 - 4.3.9 CROATIA
 - 4.3.10 CYPRUS
 - 4.3.11 DENMARK
 - 4.3.12 ESTONIA
 - 4.3.13 FINLAND
 - 4.3.14 FRANCE
 - 4.3.15 GEORGIA
 - 4.3.16 GERMANY
 - 4.3.17 GREECE

- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE
- 4.4 LATIN AMERICA: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 ARGENTINA
 - 4.4.3 BRAZIL
 - 4.4.4 CHILE
 - 4.4.5 COLOMBIA
 - 4.4.6 ECUADOR
 - 4.4.7 EL SALVADOR
 - 4.4.8 GUATEMALA
 - 4.4.9 HONDURAS
 - 4.4.10 MEXICO
 - 4.4.11 NICARAGUA
 - 4.4.12 PANAMA
 - 4.4.13 PARAGUAY

4.4.14 PERU

4.4.15 SURINAME

4.4.16 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FRENCH POLYNESIA

4.6.4 NEW CALEDONIA

4.6.5 NEW ZEALAND

4.7 THE MIDDLE EAST: CUT FLOWERS AND FOLIAGE IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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