

# **The World Market for Plant Cuttings and Slips; Live Trees and Plants; and Bulbs, Tubers, and Rhizomes of Flowering or of Foliage Plants: A 2027 Global Trade Perspective**

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## **Abstracts**

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants. 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact.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 plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants 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.

'Plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants' 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 'plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants' is 2926.

On the demand side, exporters and strategic planners approaching the world market face a number of questions. Which countries are supplying plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants? What

is the dollar value of these imports? How much do the imports of plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants vary from one country to another? Do exporters serving the world market have similar market shares across the importing countries? Which countries supply the most exports of plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants? Which countries are buying their exports? What is the value of these exports and which countries are the largest buyers?

In what follows, Chapter 2 begins by summarizing the regional markets for imported and exported plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants. The total level of imports and exports on a worldwide basis, and those for each region, is based on a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the shares that countries are likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information for strategic planning purposes.

After the worldwide summary in Chapter 2 of both imports and exports, Chapter 3 details the exports of plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants, for each individual country. Chapter 4 does the same, but for imports of plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants for all countries in the world. In all cases, the total dollar volume and percentage share values by major trading partner are provided. Combined, Chapters 3 and 4 present the complete picture for imports and exports of plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants to and from all major countries in the world. Of the 150 countries considered, if a country is not reported here, it is therefore estimated to have only a negligible level of trade in plant cuttings and slips; live trees and plants; and bulbs, tubers, and rhizomes of flowering or of foliage plants (i.e. their market shares are close or equal to zero percent).

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS EXPORT SUPPLIES IN 2027

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 BURUNDI

#### 3.1.3 COTE D'IVOIRE

#### 3.1.4 EGYPT

#### 3.1.5 ESWATINI

#### 3.1.6 ETHIOPIA

#### 3.1.7 GABON

#### 3.1.8 GHANA

#### 3.1.9 KENYA

#### 3.1.10 MADAGASCAR

#### 3.1.11 MOROCCO

#### 3.1.12 MOZAMBIQUE

#### 3.1.13 NAMIBIA

#### 3.1.14 NIGER

#### 3.1.15 NIGERIA

#### 3.1.16 SENEGAL

#### 3.1.17 SOUTH AFRICA

3.1.18 SUDAN

3.1.19 TANZANIA

3.1.20 TUNISIA

3.1.21 UGANDA

3.1.22 ZAMBIA

3.1.23 ZIMBABWE

### 3.2 ASIA: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

3.2.1 EXECUTIVE SUMMARY

3.2.2 CAMBODIA

3.2.3 CHINA

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 LAOS

3.2.8 MALAYSIA

3.2.9 MYANMAR

3.2.10 NEPAL

3.2.11 NORTH KOREA

3.2.12 PAPUA NEW GUINEA

3.2.13 SINGAPORE

3.2.14 SOUTH KOREA

3.2.15 SRI LANKA

3.2.16 TAIWAN

3.2.17 THAILAND

3.2.18 THE PHILIPPINES

3.2.19 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

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 CYPRUS
- 3.3.10 DENMARK
- 3.3.11 ESTONIA
- 3.3.12 FINLAND
- 3.3.13 FRANCE
- 3.3.14 GEORGIA
- 3.3.15 GERMANY
- 3.3.16 GREECE
- 3.3.17 HUNGARY
- 3.3.18 IRELAND
- 3.3.19 ITALY
- 3.3.20 KAZAKHSTAN
- 3.3.21 LATVIA
- 3.3.22 LITHUANIA
- 3.3.23 LUXEMBOURG
- 3.3.24 MACEDONIA
- 3.3.25 MOLDOVA
- 3.3.26 NORWAY
- 3.3.27 POLAND
- 3.3.28 PORTUGAL
- 3.3.29 ROMANIA
- 3.3.30 RUSSIA
- 3.3.31 SLOVAKIA
- 3.3.32 SLOVENIA
- 3.3.33 SPAIN
- 3.3.34 SWEDEN
- 3.3.35 SWITZERLAND
- 3.3.36 THE CZECH REPUBLIC
- 3.3.37 THE NETHERLANDS
- 3.3.38 THE UNITED KINGDOM
- 3.3.39 UKRAINE

#### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BOLIVIA
- 3.4.4 BRAZIL
- 3.4.5 CHILE

- 3.4.6 COLOMBIA
- 3.4.7 COSTA RICA
- 3.4.8 ECUADOR
- 3.4.9 EL SALVADOR
- 3.4.10 GUATEMALA
- 3.4.11 HONDURAS
- 3.4.12 MEXICO
- 3.4.13 NICARAGUA
- 3.4.14 PANAMA
- 3.4.15 PERU
- 3.4.16 SURINAME
- 3.4.17 URUGUAY

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 JAMAICA
- 3.5.4 THE DOMINICAN REPUBLIC
- 3.5.5 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 NEW ZEALAND
- 3.6.4 VANUATU

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IN 2027

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 ARMENIA
- 3.7.3 IRAN
- 3.7.4 ISRAEL
- 3.7.5 JORDAN
- 3.7.6 KUWAIT
- 3.7.7 KYRGYZSTAN
- 3.7.8 LEBANON
- 3.7.9 OMAN

- 3.7.10 SAUDI ARABIA
- 3.7.11 SYRIA
- 3.7.12 THE UNITED ARAB EMIRATES
- 3.7.13 TURKEY
- 3.7.14 UZBEKISTAN

## **4 IMPORTS**

### **4.1 AFRICA: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027**

- 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 ETHIOPIA
- 4.1.9 MADAGASCAR
- 4.1.10 MALAWI
- 4.1.11 MAURITIUS
- 4.1.12 MOROCCO
- 4.1.13 MOZAMBIQUE
- 4.1.14 NAMIBIA
- 4.1.15 NIGERIA
- 4.1.16 RWANDA
- 4.1.17 SENEGAL
- 4.1.18 SOUTH AFRICA
- 4.1.19 TANZANIA
- 4.1.20 UGANDA
- 4.1.21 ZAMBIA
- 4.1.22 ZIMBABWE

### **4.2 ASIA: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027**

- 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: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027

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: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 HONDURAS
- 4.4.12 MEXICO
- 4.4.13 NICARAGUA
- 4.4.14 PANAMA
- 4.4.15 PARAGUAY

4.4.16 PERU

4.4.17 SURINAME

4.4.18 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027

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 THE BAHAMAS

4.5.10 THE DOMINICAN REPUBLIC

4.5.11 THE UNITED STATES

4.6 OCEANIA: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.7 THE MIDDLE EAST: PLANT CUTTINGS AND SLIPS; LIVE TREES AND PLANTS; AND BULBS, TUBERS, AND RHIZOMES OF FLOWERING OR OF FOLIAGE PLANTS IMPORTS IN 2027

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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