

Indian Floriculture Market Report by Flower Type (Cut Flowers, Loose Flowers), Retail Vs Institutional (Retail, Institutional), Distribution Channel (Unorganised Retail, Florists, Supermarkets and Hypermarkets, Online, and Others), Application (Aesthetic and Decorative Applications, Flavours and Fragrances, Natural Colours, Medicines, and Others), and State 2024-2032

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Abstracts

The Indian floriculture market size reached INR 262.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 714.6 Billion by 2032, exhibiting a growth rate (CAGR) of 11.4% during 2024-2032. The continual advancements in technology and agricultural practices, the rising government initiatives and policies supporting floriculture, and the emergence of organized retail and e-commerce platforms across the country are among the key factors driving the market growth.

Floriculture is the art and science of cultivating and propagating flowers and ornamental plants for commercial purposes, aesthetic enjoyment, or scientific research. It is an essential branch of horticulture that focuses specifically on the production and trade of flowers, foliage plants, and flowering potted plants. It plays a significant role in the floral industry, catering to various markets such as retail, events, landscaping, and interior decoration. Floriculturists employ a wide range of techniques to grow and nurture these plants, including controlled environments, such as greenhouses and nurseries. They carefully select and breed different flower varieties, ensuring a diverse array of colors, shapes, and sizes to meet consumer demands and trends.

The changing preferences of consumers and inflating disposable income levels of the masses are driving the Indian floriculture market. Traditional flowers, such as marigolds and jasmine, still hold their appeal, but there is a growing interest in exotic flowers, including orchids, lilies, and roses of different colors and hybrids. This change in consumer preferences has encouraged farmers and florists to diversify their product offerings, leading to a wider range of flowers being cultivated and sold in the market. Moreover, continual advancements in technology and agricultural practices have augmented the productivity and efficiency of the floriculture industry in India. Greenhouse cultivation, precision farming, and improved post-harvest handling techniques have resulted in better-quality flowers with a longer shelf life. Furthermore, government initiatives and policies supporting floriculture have provided the necessary impetus to the industry's expansion. Besides, the emergence of organized retail and e-commerce platforms has played a pivotal role in expanding the reach of the floriculture market as these platforms offer a diverse range of flowers, customization options, and timely delivery services, making flower buying hassle-free and accessible to a broader customer base.

Indian Floriculture Market Trends/Drivers:

Growing Demand for Ornamental Plants and Flowers in Events and Celebrations

Flowers hold a significant cultural and emotional value and play an indispensable role in various social and religious ceremonies. Weddings, religious festivities, funerals, and festivals are all occasions where flowers are essential elements in decorations and offerings. Moreover, in the corporate world, there is a rising trend of using flowers to enhance the ambiance of events, hotels, and public spaces, creating visually appealing and welcoming environments. As disposable incomes rise and urbanization progresses, individuals are increasingly willing to allocate budgets to make their special occasions even more memorable with elegant floral arrangements. Consequently, the floriculture sector experiences escalating demand for diverse cut flowers, potted plants, and floral accessories, leading to substantial growth in production and trade.

The Rising Popularity of Interior Landscaping and Green Spaces

With the growing understanding of the importance of well-being and biophilic design, individuals and businesses alike are integrating plants and flowers into their indoor environments. Houseplants and ornamental flowers are not only valued for their aesthetic appeal but also for their ability to improve indoor air quality and reduce stress levels. As individuals spend more time indoors, the desire to create healthier and more visually pleasing living and working spaces augments the demand for a diverse array of

indoor plants and flowers. Floriculture businesses leverage this trend by offering a wide selection of suitable plant species, providing expertise in plant care, and promoting the numerous benefits of greener living and workspaces through effective marketing strategies.

Indian Floriculture Industry Segmentation:

MARC Group provides an analysis of the key trends in each segment of the Indian floriculture market report, along with forecasts at the country and state levels from 2024-2032. Our report has categorized the market based on flower type, retail vs institutional, distribution channel and application.

Breakup by Flower Type:

Cut Flowers

Loose Flowers

Loose flowers represent the most widely used flower type

The report has provided a detailed breakup and analysis of the market based on the flower type. This includes cut flowers, and loose flowers. According to the report, loose flowers represented the largest segment.

Loose flowers refer to individual blooms that are not arranged into bouquets or floral arrangements. These flowers are typically sold in bulk, either by weight or in bunches, and they offer a myriad of options, ranging from common varieties to exotic and seasonal blooms. They provide unmatched versatility, enabling customers to create their custom arrangements based on personal preferences and specific occasions. This flexibility appeals to consumers who seek a more personalized touch in their floral displays, allowing them to mix and match different types, colors, and sizes of flowers as per their creative vision. Moreover, they are favored by florists and event planners as they facilitate the design process for large-scale events and weddings. Additionally, loose flowers are a cost-effective option for budget-conscious customers, as they offer competitive pricing compared to pre-arranged bouquets.

Breakup by Retail Vs Institutional:

Retail

Institutional

Retail holds the majority of the market share

A detailed breakup and analysis of the market based on the retail vs institutional has also been provided in the report. This includes retail and institutional. According to the report, retail represented the largest segment.

Retail refers to the direct sale of flowers to individual customers through various outlets such as flower shops, supermarkets, farmers markets, online platforms, and other floral retail establishments. Retail channels cater to a broad and diverse consumer base, ranging from individuals purchasing flowers for personal use to those buying them as gifts for special occasions such as birthdays, anniversaries, and celebrations. The convenience and accessibility of retail outlets contribute to their popularity among consumers seeking immediate access to fresh and visually appealing blooms. Furthermore, retail flower shops and online floral marketplaces offer an extensive assortment of flower varieties, arrangements, and accessories, providing customers with abundant choices to suit their specific preferences and budget. The ability to browse through an array of options and receive personalized recommendations from florists enhances the shopping experience and encourages repeat business.

Breakup by Distribution Channel:

Unorganised Retail

Florists

Supermarkets and Hypermarkets

Online

Others

Unorganized retail channel holds the majority of the market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes unorganised retail, supermarkets and hypermarkets, florists, online and others. According to the report, unorganized retail channel represented the largest segment.

An unorganized retail channel refers to the sale of flowers through small, independent, and locally operated businesses that may not follow standardized processes or have a centralized structure. This segment includes street vendors, local flower markets, individual flower sellers, and small-scale floral shops. These channels offer a wide geographical spread, reaching even the most remote areas where organized retail might not have a presence. Local flower vendors often operate in busy marketplaces

and street corners, ensuring easy access to fresh flowers for customers in neighborhoods and communities. Moreover, the informal and personal nature of transactions in unorganized retail fosters a direct and intimate relationship between buyers and sellers. Customers can interact with vendors, discuss their preferences, and receive immediate attention, creating a sense of trust and familiarity that contributes to customer loyalty.

Breakup by Application:

Aesthetic and Decorative Applications

Flavours and Fragrances

Natural Colours

Medicines

Others

Aesthetic and decorative purposes hold the majority of the market share

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes aesthetic and decorative applications, flavours and fragrances, natural colours, medicines, and others. According to the report, aesthetic and decorative purposes represented the largest segment.

Flowers have long been admired for their natural beauty, captivating colors, and enchanting fragrances, making them an ideal choice for enhancing the aesthetic appeal of various spaces and occasions. The significance of aesthetic and decorative applications can be observed across a multitude of events and celebrations. Weddings witness extensive floral decorations, from bridal bouquets and boutonnieres to floral arches and table centerpieces. Similarly, flowers play a crucial role in religious and cultural ceremonies, symbolizing purity, prosperity, and devotion. Additionally, events such as anniversaries, birthdays, and parties also incorporate floral arrangements to add a touch of elegance and festivity. In the corporate realm, flowers are frequently employed to adorn reception areas, meeting rooms, and office spaces, contributing to a positive and inspiring work environment. Likewise, hotels and restaurants utilize floral decor to create welcoming atmospheres, enhancing the overall guest experience.

Breakup by State:

The regional segmentation of the market has been provided both in terms of production and consumption.

Andhra Pradesh exhibits a clear dominance, accounting for the largest Indian Floriculture market share

The report has also provided a comprehensive analysis of all the major regional markets, which include the production breakup by state, and consumption breakup by state.

Andhra Pradesh's geographical location offers diverse microclimates, which are conducive to the cultivation of a wide variety of flowers throughout the year. From traditional flowers, such as jasmine and marigold to high-value export-oriented flowers, including roses, carnations, and chrysanthemums, Andhra Pradesh boasts a diverse floral production. Moreover, the state government's proactive approach to promoting horticulture and floriculture has played a pivotal role in driving the industry's growth. Supportive policies, subsidies, and technical assistance have encouraged farmers to adopt modern practices and invest in floriculture ventures. Andhra Pradesh's strategic transportation networks, including well-connected roads and proximity to major ports, facilitate the efficient transportation and export of flowers to both domestic and international markets, strengthening its position as a leading player in the industry. Furthermore, the presence of skilled floriculturists and horticulturists has contributed to the development of advanced cultivation techniques, post-harvest management, and value-added products, further enhancing the state's competitive edge.

Competitive Landscape:

Companies are expanding their product portfolios to offer a wide variety of flowers and ornamental plants. They focus to cater to different customer preferences and market segments, including traditional flowers, exotic blooms, foliage plants, and potted arrangements. Moreover, several leading players are heavily investing in research and development to create new flower varieties with improved characteristics such as longer vase life, disease resistance, unique colors, and shapes. Innovative breeding techniques and cultivation practices help increase the productivity and quality of their floral products. Additionally, various major companies are adopting sustainable and environmentally friendly practices. They focus on reducing water consumption, using eco-friendly fertilizers and pesticides, and promoting fair labor practices to ensure the long-term viability of their businesses. They are also actively participating in international trade to reach broader markets.

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

Key Questions Answered in This Report

1. What was the size of the Indian floriculture market in 2023?
2. What is the expected growth rate of the Indian floriculture market during 2024-2032?
3. What are the key factors driving the Indian floriculture market?
4. What has been the impact of COVID-19 on the Indian floriculture market?
5. What is the breakup of the Indian floriculture market based on the flower type?
6. What is the breakup of the Indian floriculture market based on retail vs institutional?
7. What is the breakup of the Indian floriculture market based on the distribution channel?
8. What is the breakup of the Indian floriculture market based on the application?
9. What are the key regions in the Indian floriculture market?

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