

# 2018-2023 Global Consumer Floriculture Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Consumer Floriculture market for 2018-2023.

Floriculture is a branch of horticulture addressing flower and ornamental plant cultivation and propagation of flowering plants for gardens, greenhouses, nurseries and landscapes comprising the floral industry. Floriculture crops include bedding plants, houseplants, flowering gardens and potted plants, cut cultivated greens, and cut flowers.

As for consumption, Europe is also the largest consumer of consumer floriculture, with 53.24% consumption share. North America and China are also key consumers. In addition, on the consumption side of the business, the rise of online consumer floriculture sales is definitely one of these trends.

In export market, the Netherlands is still a major junction in global cut flower trade, but the four cut flower exporters close to the equator—Colombia, Kenya, Ecuador and Ethiopia—are gathering speed. The Netherlands plays a key role in the global cut flowers trading as it has more than 40% export share. When refers to the import side, Europe, USA and Japan are the major importers.

Over the next five years, LPI(LP Information) projects that Consumer Floriculture will register a 1.2% CAGR in terms of revenue, reach US\$ 51600 million by 2023, from US\$ 48100 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Consumer Floriculture market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Cut Flowers

Bedding Plants

Potted Plants

Other

Segmentation by application:

Personal Use

Gift

Conference & Activities

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Dummen Orange

Syngenta Flowers

Finlays

Beekenkamp

Karuturi

Oserian

Selecta One

Washington Bulb

Arcangeli Giovanni & Figlio

Carzan Flowers

Rosebud

Kariki

Multiflora

Karen Roses

Harvest Flower

Queens Group

Ball Horticultural

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Consumer Floriculture consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Consumer Floriculture market by identifying its various subsegments.

Focuses on the key global Consumer Floriculture manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Consumer Floriculture with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Consumer Floriculture submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Consumer Floriculture Consumption 2013-2023
  - 2.1.2 Consumer Floriculture Consumption CAGR by Region
- 2.2 Consumer Floriculture Segment by Type
  - 2.2.1 Cut Flowers
  - 2.2.2 Bedding Plants
  - 2.2.3 Potted Plants
  - 2.2.4 Other
- 2.3 Consumer Floriculture Consumption by Type
  - 2.3.1 Global Consumer Floriculture Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Consumer Floriculture Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Consumer Floriculture Sale Price by Type (2013-2018)
- 2.4 Consumer Floriculture Segment by Application
  - 2.4.1 Personal Use
  - 2.4.2 Gift
  - 2.4.3 Conference & Activities
  - 2.4.4 Other
- 2.5 Consumer Floriculture Consumption by Application
  - 2.5.1 Global Consumer Floriculture Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Consumer Floriculture Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Consumer Floriculture Sale Price by Application (2013-2018)

### **3 GLOBAL CONSUMER FLORICULTURE BY PLAYERS**

- 3.1 Global Consumer Floriculture Sales Market Share by Players
  - 3.1.1 Global Consumer Floriculture Sales by Players (2016-2018)
  - 3.1.2 Global Consumer Floriculture Sales Market Share by Players (2016-2018)
- 3.2 Global Consumer Floriculture Revenue Market Share by Players
  - 3.2.1 Global Consumer Floriculture Revenue by Players (2016-2018)
  - 3.2.2 Global Consumer Floriculture Revenue Market Share by Players (2016-2018)
- 3.3 Global Consumer Floriculture Sale Price by Players
- 3.4 Global Consumer Floriculture Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Consumer Floriculture Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Consumer Floriculture Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 CONSUMER FLORICULTURE BY REGIONS**

- 4.1 Consumer Floriculture by Regions
  - 4.1.1 Global Consumer Floriculture Consumption by Regions
  - 4.1.2 Global Consumer Floriculture Value by Regions
- 4.2 Americas Consumer Floriculture Consumption Growth
- 4.3 APAC Consumer Floriculture Consumption Growth
- 4.4 Europe Consumer Floriculture Consumption Growth
- 4.5 Middle East & Africa Consumer Floriculture Consumption Growth

## **5 AMERICAS**

- 5.1 Americas Consumer Floriculture Consumption by Countries
  - 5.1.1 Americas Consumer Floriculture Consumption by Countries (2013-2018)
  - 5.1.2 Americas Consumer Floriculture Value by Countries (2013-2018)
- 5.2 Americas Consumer Floriculture Consumption by Type
- 5.3 Americas Consumer Floriculture Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

### 6.1 APAC Consumer Floriculture Consumption by Countries

6.1.1 APAC Consumer Floriculture Consumption by Countries (2013-2018)

6.1.2 APAC Consumer Floriculture Value by Countries (2013-2018)

### 6.2 APAC Consumer Floriculture Consumption by Type

### 6.3 APAC Consumer Floriculture Consumption by Application

### 6.4 China

### 6.5 Japan

### 6.6 Korea

### 6.7 Southeast Asia

### 6.8 India

### 6.9 Australia

### 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

### 7.1 Europe Consumer Floriculture by Countries

7.1.1 Europe Consumer Floriculture Consumption by Countries (2013-2018)

7.1.2 Europe Consumer Floriculture Value by Countries (2013-2018)

### 7.2 Europe Consumer Floriculture Consumption by Type

### 7.3 Europe Consumer Floriculture Consumption by Application

### 7.4 Germany

### 7.5 France

### 7.6 UK

### 7.7 Italy

### 7.8 Russia

### 7.9 Spain

### 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

### 8.1 Middle East & Africa Consumer Floriculture by Countries

8.1.1 Middle East & Africa Consumer Floriculture Consumption by Countries (2013-2018)

8.1.2 Middle East & Africa Consumer Floriculture Value by Countries (2013-2018)

### 8.2 Middle East & Africa Consumer Floriculture Consumption by Type

### 8.3 Middle East & Africa Consumer Floriculture Consumption by Application



- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

- 10.1 Sales Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
- 10.2 Consumer Floriculture Distributors
- 10.3 Consumer Floriculture Customer

## **11 GLOBAL CONSUMER FLORICULTURE MARKET FORECAST**

- 11.1 Global Consumer Floriculture Consumption Forecast (2018-2023)
- 11.2 Global Consumer Floriculture Forecast by Regions
  - 11.2.1 Global Consumer Floriculture Forecast by Regions (2018-2023)
  - 11.2.2 Global Consumer Floriculture Value Forecast by Regions (2018-2023)
  - 11.2.3 Americas Consumption Forecast
  - 11.2.4 APAC Consumption Forecast
  - 11.2.5 Europe Consumption Forecast
  - 11.2.6 Middle East & Africa Consumption Forecast
- 11.3 Americas Forecast by Countries
  - 11.3.1 United States Market Forecast
  - 11.3.2 Canada Market Forecast
  - 11.3.3 Mexico Market Forecast
  - 11.3.4 Brazil Market Forecast
- 11.4 APAC Forecast by Countries
  - 11.4.1 China Market Forecast

- 11.4.2 Japan Market Forecast
- 11.4.3 Korea Market Forecast
- 11.4.4 Southeast Asia Market Forecast
- 11.4.5 India Market Forecast
- 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Consumer Floriculture Forecast by Type
- 11.8 Global Consumer Floriculture Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Dummen Orange
  - 12.1.1 Company Details
  - 12.1.2 Consumer Floriculture Product Offered
  - 12.1.3 Dummen Orange Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Dummen Orange News
- 12.2 Syngenta Flowers
  - 12.2.1 Company Details
  - 12.2.2 Consumer Floriculture Product Offered
  - 12.2.3 Syngenta Flowers Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.2.4 Main Business Overview
  - 12.2.5 Syngenta Flowers News
- 12.3 Finlays
  - 12.3.1 Company Details

- 12.3.2 Consumer Floriculture Product Offered
- 12.3.3 Finlays Consumer Floriculture Sales, Revenue, Price and Gross Margin  
(2016-2018)
- 12.3.4 Main Business Overview
- 12.3.5 Finlays News
- 12.4 Beekenkamp
  - 12.4.1 Company Details
  - 12.4.2 Consumer Floriculture Product Offered
  - 12.4.3 Beekenkamp Consumer Floriculture Sales, Revenue, Price and Gross Margin  
(2016-2018)
  - 12.4.4 Main Business Overview
  - 12.4.5 Beekenkamp News
- 12.5 Karuturi
  - 12.5.1 Company Details
  - 12.5.2 Consumer Floriculture Product Offered
  - 12.5.3 Karuturi Consumer Floriculture Sales, Revenue, Price and Gross Margin  
(2016-2018)
  - 12.5.4 Main Business Overview
  - 12.5.5 Karuturi News
- 12.6 Oserian
  - 12.6.1 Company Details
  - 12.6.2 Consumer Floriculture Product Offered
  - 12.6.3 Oserian Consumer Floriculture Sales, Revenue, Price and Gross Margin  
(2016-2018)
  - 12.6.4 Main Business Overview
  - 12.6.5 Oserian News
- 12.7 Selecta One
  - 12.7.1 Company Details
  - 12.7.2 Consumer Floriculture Product Offered
  - 12.7.3 Selecta One Consumer Floriculture Sales, Revenue, Price and Gross Margin  
(2016-2018)
  - 12.7.4 Main Business Overview
  - 12.7.5 Selecta One News
- 12.8 Washington Bulb
  - 12.8.1 Company Details
  - 12.8.2 Consumer Floriculture Product Offered
  - 12.8.3 Washington Bulb Consumer Floriculture Sales, Revenue, Price and Gross  
Margin (2016-2018)
  - 12.8.4 Main Business Overview

- 12.8.5 Washington Bulb News
- 12.9 Arcangeli Giovanni & Figlio
  - 12.9.1 Company Details
  - 12.9.2 Consumer Floriculture Product Offered
  - 12.9.3 Arcangeli Giovanni & Figlio Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.9.4 Main Business Overview
  - 12.9.5 Arcangeli Giovanni & Figlio News
- 12.10 Carzan Flowers
  - 12.10.1 Company Details
  - 12.10.2 Consumer Floriculture Product Offered
  - 12.10.3 Carzan Flowers Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.10.4 Main Business Overview
  - 12.10.5 Carzan Flowers News
- 12.11 Rosebud
- 12.12 Kariki
- 12.13 Multiflora
- 12.14 Karen Roses
- 12.15 Harvest Flower
- 12.16 Queens Group
- 12.17 Ball Horticultural

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Consumer Floriculture

Table Product Specifications of Consumer Floriculture

Figure Consumer Floriculture Report Years Considered

Figure Market Research Methodology

Figure Global Consumer Floriculture Consumption Growth Rate 2013-2023 (M Pcs)

Figure Global Consumer Floriculture Value Growth Rate 2013-2023 (\$ Millions)

Table Consumer Floriculture Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of Cut Flowers

Table Major Players of Cut Flowers

Figure Product Picture of Bedding Plants

Table Major Players of Bedding Plants

Figure Product Picture of Potted Plants

Table Major Players of Potted Plants

Figure Product Picture of Other

Table Major Players of Other

Table Global Consumption Sales by Type (2013-2018)

Table Global Consumer Floriculture Consumption Market Share by Type (2013-2018)

Figure Global Consumer Floriculture Consumption Market Share by Type (2013-2018)

Table Global Consumer Floriculture Revenue by Type (2013-2018) (\$ million)

Table Global Consumer Floriculture Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Consumer Floriculture Value Market Share by Type (2013-2018)

Table Global Consumer Floriculture Sale Price by Type (2013-2018)

Figure Consumer Floriculture Consumed in Personal Use

Figure Global Consumer Floriculture Market: Personal Use (2013-2018) (M Pcs)

Figure Global Consumer Floriculture Market: Personal Use (2013-2018) (\$ Millions)

Figure Global Personal Use YoY Growth (\$ Millions)

Figure Consumer Floriculture Consumed in Gift

Figure Global Consumer Floriculture Market: Gift (2013-2018) (M Pcs)

Figure Global Consumer Floriculture Market: Gift (2013-2018) (\$ Millions)

Figure Global Gift YoY Growth (\$ Millions)

Figure Consumer Floriculture Consumed in Conference & Activities

Figure Global Consumer Floriculture Market: Conference & Activities (2013-2018) (M Pcs)

Figure Global Consumer Floriculture Market: Conference & Activities (2013-2018) (\$

Millions)

Figure Global Conference & Activities YoY Growth (\$ Millions)

Figure Consumer Floriculture Consumed in Other

Figure Global Consumer Floriculture Market: Other (2013-2018) (M Pcs)

Figure Global Consumer Floriculture Market: Other (2013-2018) (\$ Millions)

Figure Global Other YoY Growth (\$ Millions)

Table Global Consumption Sales by Application (2013-2018)

Table Global Consumer Floriculture Consumption Market Share by Application (2013-2018)

Figure Global Consumer Floriculture Consumption Market Share by Application (2013-2018)

Table Global Consumer Floriculture Value by Application (2013-2018)

Table Global Consumer Floriculture Value Market Share by Application (2013-2018)

Figure Global Consumer Floriculture Value Market Share by Application (2013-2018)

Table Global Consumer Floriculture Sale Price by Application (2013-2018)

Table Global Consumer Floriculture Sales by Players (2016-2018) (M Pcs)

Table Global Consumer Floriculture Sales Market Share by Players (2016-2018)

Figure Global Consumer Floriculture Sales Market Share by Players in 2016

Figure Global Consumer Floriculture Sales Market Share by Players in 2017

Table Global Consumer Floriculture Revenue by Players (2016-2018) (\$ Millions)

Table Global Consumer Floriculture Revenue Market Share by Players (2016-2018)

Figure Global Consumer Floriculture Revenue Market Share by Players in 2016

Figure Global Consumer Floriculture Revenue Market Share by Players in 2017

Table Global Consumer Floriculture Sale Price by Players (2016-2018)

Figure Global Consumer Floriculture Sale Price by Players in 2017

Table Global Consumer Floriculture Manufacturing Base Distribution and Sales Area by Players

Table Players Consumer Floriculture Products Offered

Table Consumer Floriculture Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Consumer Floriculture Consumption by Regions 2013-2018 (M Pcs)

Table Global Consumer Floriculture Consumption Market Share by Regions 2013-2018

Figure Global Consumer Floriculture Consumption Market Share by Regions 2013-2018

Table Global Consumer Floriculture Value by Regions 2013-2018 (\$ Millions)

Table Global Consumer Floriculture Value Market Share by Regions 2013-2018

Figure Global Consumer Floriculture Value Market Share by Regions 2013-2018

Figure Americas Consumer Floriculture Consumption 2013-2018 (M Pcs)

Figure Americas Consumer Floriculture Value 2013-2018 (\$ Millions)

Figure APAC Consumer Floriculture Consumption 2013-2018 (M Pcs)

Figure APAC Consumer Floriculture Value 2013-2018 (\$ Millions)

Figure Europe Consumer Floriculture Consumption 2013-2018 (M Pcs)  
Figure Europe Consumer Floriculture Value 2013-2018 (\$ Millions)  
Figure Middle East & Africa Consumer Floriculture Consumption 2013-2018 (M Pcs)  
Figure Middle East & Africa Consumer Floriculture Value 2013-2018 (\$ Millions)  
Table Americas Consumer Floriculture Consumption by Countries (2013-2018) (M Pcs)  
Table Americas Consumer Floriculture Consumption Market Share by Countries (2013-2018)  
Figure Americas Consumer Floriculture Consumption Market Share by Countries in 2017  
Table Americas Consumer Floriculture Value by Countries (2013-2018) (\$ Millions)  
Table Americas Consumer Floriculture Value Market Share by Countries (2013-2018)  
Figure Americas Consumer Floriculture Value Market Share by Countries in 2017  
Table Americas Consumer Floriculture Consumption by Type (2013-2018) (M Pcs)  
Table Americas Consumer Floriculture Consumption Market Share by Type (2013-2018)  
Figure Americas Consumer Floriculture Consumption Market Share by Type in 2017  
Table Americas Consumer Floriculture Consumption by Application (2013-2018) (M Pcs)  
Table Americas Consumer Floriculture Consumption Market Share by Application (2013-2018)  
Figure Americas Consumer Floriculture Consumption Market Share by Application in 2017  
Figure United States Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)  
Figure United States Consumer Floriculture Value Growth 2013-2018 (\$ Millions)  
Figure Canada Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)  
Figure Canada Consumer Floriculture Value Growth 2013-2018 (\$ Millions)  
Figure Mexico Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)  
Figure Mexico Consumer Floriculture Value Growth 2013-2018 (\$ Millions)  
Table APAC Consumer Floriculture Consumption by Countries (2013-2018) (M Pcs)  
Table APAC Consumer Floriculture Consumption Market Share by Countries (2013-2018)  
Figure APAC Consumer Floriculture Consumption Market Share by Countries in 2017  
Table APAC Consumer Floriculture Value by Countries (2013-2018) (\$ Millions)  
Table APAC Consumer Floriculture Value Market Share by Countries (2013-2018)  
Figure APAC Consumer Floriculture Value Market Share by Countries in 2017  
Table APAC Consumer Floriculture Consumption by Type (2013-2018) (M Pcs)  
Table APAC Consumer Floriculture Consumption Market Share by Type (2013-2018)  
Figure APAC Consumer Floriculture Consumption Market Share by Type in 2017  
Table APAC Consumer Floriculture Consumption by Application (2013-2018) (M Pcs)

Table APAC Consumer Floriculture Consumption Market Share by Application (2013-2018)

Figure APAC Consumer Floriculture Consumption Market Share by Application in 2017

Figure China Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure China Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Japan Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Japan Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Korea Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Korea Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Southeast Asia Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Southeast Asia Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure India Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure India Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Australia Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Australia Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Table Europe Consumer Floriculture Consumption by Countries (2013-2018) (M Pcs)

Table Europe Consumer Floriculture Consumption Market Share by Countries (2013-2018)

Figure Europe Consumer Floriculture Consumption Market Share by Countries in 2017

Table Europe Consumer Floriculture Value by Countries (2013-2018) (\$ Millions)

Table Europe Consumer Floriculture Value Market Share by Countries (2013-2018)

Figure Europe Consumer Floriculture Value Market Share by Countries in 2017

Table Europe Consumer Floriculture Consumption by Type (2013-2018) (M Pcs)

Table Europe Consumer Floriculture Consumption Market Share by Type (2013-2018)

Figure Europe Consumer Floriculture Consumption Market Share by Type in 2017

Table Europe Consumer Floriculture Consumption by Application (2013-2018) (M Pcs)

Table Europe Consumer Floriculture Consumption Market Share by Application (2013-2018)

Figure Europe Consumer Floriculture Consumption Market Share by Application in 2017

Figure Germany Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Germany Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure France Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure France Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure UK Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure UK Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Italy Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Italy Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Russia Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Russia Consumer Floriculture Value Growth 2013-2018 (\$ Millions)



Figure Spain Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Spain Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Consumer Floriculture Consumption by Countries (2013-2018) (M Pcs)

Table Middle East & Africa Consumer Floriculture Consumption Market Share by Countries (2013-2018)

Figure Middle East & Africa Consumer Floriculture Consumption Market Share by Countries in 2017

Table Middle East & Africa Consumer Floriculture Value by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Consumer Floriculture Value Market Share by Countries (2013-2018)

Figure Middle East & Africa Consumer Floriculture Value Market Share by Countries in 2017

Table Middle East & Africa Consumer Floriculture Consumption by Type (2013-2018) (M Pcs)

Table Middle East & Africa Consumer Floriculture Consumption Market Share by Type (2013-2018)

Figure Middle East & Africa Consumer Floriculture Consumption Market Share by Type in 2017

Table Middle East & Africa Consumer Floriculture Consumption by Application (2013-2018) (M Pcs)

Table Middle East & Africa Consumer Floriculture Consumption Market Share by Application (2013-2018)

Figure Middle East & Africa Consumer Floriculture Consumption Market Share by Application in 2017

Figure Egypt Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Egypt Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure South Africa Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure South Africa Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Israel Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Israel Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure Turkey Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure Turkey Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Figure GCC Countries Consumer Floriculture Consumption Growth 2013-2018 (M Pcs)

Figure GCC Countries Consumer Floriculture Value Growth 2013-2018 (\$ Millions)

Table Consumer Floriculture Distributors List

Table Consumer Floriculture Customer List

Figure Global Consumer Floriculture Consumption Growth Rate Forecast (2018-2023)

(M Pcs)

Figure Global Consumer Floriculture Value Growth Rate Forecast (2018-2023) (\$ Millions)

Table Global Consumer Floriculture Consumption Forecast by Countries (2018-2023) (M Pcs)

Table Global Consumer Floriculture Consumption Market Forecast by Regions

Table Global Consumer Floriculture Value Forecast by Countries (2018-2023) (\$ Millions)

Table Global Consumer Floriculture Value Market Share Forecast by Regions

Figure Americas Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Americas Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure APAC Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure APAC Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Europe Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Europe Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Middle East & Africa Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Middle East & Africa Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure United States Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure United States Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Canada Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Canada Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Mexico Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Mexico Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Brazil Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Brazil Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure China Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure China Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Japan Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Japan Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Korea Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Korea Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Southeast Asia Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Southeast Asia Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure India Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure India Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Australia Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Australia Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure Germany Consumer Floriculture Consumption 2018-2023 (M Pcs)

Figure Germany Consumer Floriculture Value 2018-2023 (\$ Millions)

Figure France Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure France Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure UK Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure UK Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Italy Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Italy Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Russia Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Russia Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Spain Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Spain Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Egypt Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Egypt Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure South Africa Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure South Africa Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Israel Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Israel Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure Turkey Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure Turkey Consumer Floriculture Value 2018-2023 (\$ Millions)  
Figure GCC Countries Consumer Floriculture Consumption 2018-2023 (M Pcs)  
Figure GCC Countries Consumer Floriculture Value 2018-2023 (\$ Millions)  
Table Global Consumer Floriculture Consumption Forecast by Type (2018-2023) (M Pcs)  
Table Global Consumer Floriculture Consumption Market Share Forecast by Type (2018-2023)  
Table Global Consumer Floriculture Value Forecast by Type (2018-2023) (\$ Millions)  
Table Global Consumer Floriculture Value Market Share Forecast by Type (2018-2023)  
Table Global Consumer Floriculture Consumption Forecast by Application (2018-2023) (M Pcs)  
Table Global Consumer Floriculture Consumption Market Share Forecast by Application (2018-2023)  
Table Global Consumer Floriculture Value Forecast by Application (2018-2023) (\$ Millions)  
Table Global Consumer Floriculture Value Market Share Forecast by Application (2018-2023)  
Table Dummen Orange Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Dummen Orange Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)  
Figure Dummen Orange Consumer Floriculture Market Share (2016-2018)

Table Syngenta Flowers Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Syngenta Flowers Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Syngenta Flowers Consumer Floriculture Market Share (2016-2018)

Table Finlays Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Finlays Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Finlays Consumer Floriculture Market Share (2016-2018)

Table Beekenkamp Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Beekenkamp Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Beekenkamp Consumer Floriculture Market Share (2016-2018)

Table Karuturi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Karuturi Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Karuturi Consumer Floriculture Market Share (2016-2018)

Table Oserian Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Oserian Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Oserian Consumer Floriculture Market Share (2016-2018)

Table Selecta One Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Selecta One Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Selecta One Consumer Floriculture Market Share (2016-2018)

Table Washington Bulb Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Washington Bulb Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Washington Bulb Consumer Floriculture Market Share (2016-2018)

Table Arcangeli Giovanni & Figlio Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Arcangeli Giovanni & Figlio Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Arcangeli Giovanni & Figlio Consumer Floriculture Market Share (2016-2018)

Table Carzan Flowers Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Carzan Flowers Consumer Floriculture Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Carzan Flowers Consumer Floriculture Market Share (2016-2018)

Table Rosebud Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kariki Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Multiflora Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Karen Roses Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Harvest Flower Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Queens Group Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ball Horticultural Basic Information, Manufacturing Base, Sales Area and Its Competitors

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