

2018-2023 Global Floriculture Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global 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.

Floriculture involves propagating, growing and marketing cut flowers, flower seeds and seedlings, bulb growing, nursery operation, chemical protection of plants, post-harvest storage and handling and use of preservatives. It is an international, multi-billion dollar industry.

As for consumption, Europe is also the largest consumer of floriculture, with 50.94% consumption share in 2016. North America and China are also key consumers. In addition, on the consumption side of the business, the rise of online 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 Floriculture will register a 0.2% CAGR in terms of revenue, reach US\$ 48900 million by 2023, from US\$ 48200 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of 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:

Dümmen 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

Afriflora

Benary

Danziger

Sakata

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 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 Floriculture market by identifying its various subsegments.

Focuses on the key global 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 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 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.

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