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Global Herbaceous Ornamental Seed Market Growth 2026-2032

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Abstracts

The global Herbaceous Ornamental Seed market size is predicted to grow from US$ 2299 million in 2025 to US$ 3295 million in 2032; it is expected to grow at a CAGR of 5.3% from 2026 to 2032.

Herbaceous Ornamental Seed refers to seeds used to propagate non-woody ornamental plants valued primarily for their flowers, foliage, plant form, color, or overall landscape appearance. The category generally includes annual, biennial, and perennial herbaceous flowers and other ornamental herbaceous species. Typical products include seeds for petunia, marigold, pansy, zinnia, snapdragon, geranium, salvia, cosmos, and many other garden flowers, as well as selected ornamental grasses and herbaceous plants used in flower beds, borders, containers, and landscape designs. Compared with woody ornamental plant seeds, herbaceous ornamental seeds generally feature shorter production cycles, faster flowering, frequent variety renewal, and greater flexibility across horticultural applications.

Commercial herbaceous ornamental seeds are typically subjected to breeding, purity control, germination testing, cleaning, coating, pelleting, and other seed treatment processes to improve sowing efficiency and emergence uniformity. Modern commercial varieties place strong emphasis on traits such as flower color, plant height, growth habit, flowering period, flowering uniformity, heat tolerance, cold tolerance, disease resistance, and ornamental longevity. Premium F1 hybrid varieties often involve substantial breeding expertise and command significantly higher prices than conventional open-pollinated varieties. Herbaceous Ornamental Seed is widely used in professional floriculture, plug and seedling production, home gardening, container plant production, urban landscaping, public parks, flower beds, borders, and other ornamental horticulture applications, making it one of the most diversified and highly

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commercialized segments of the ornamental seed industry.

In 2025, global Herbaceous Ornamental Seed production reached 19100 tonnes, with a unit price of $123000per tonne and a gross margin of 39%.

United States market for Herbaceous Ornamental Seed is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Herbaceous Ornamental Seed is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Herbaceous Ornamental Seed is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Herbaceous Ornamental Seed players cover Syngenta Flowers, Sakata Ornamentals, Takii Seed, Hem Genetics, Floranova, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Herbaceous Ornamental Seed Industry Forecast” looks at past sales and reviews total world Herbaceous Ornamental Seed sales in 2025, providing a comprehensive analysis by region and market sector of projected Herbaceous Ornamental Seed sales for 2026 through 2032. With Herbaceous Ornamental Seed sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Herbaceous Ornamental Seed industry.

This Insight Report provides a comprehensive analysis of the global Herbaceous Ornamental Seed landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Herbaceous Ornamental Seed portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Herbaceous Ornamental Seed market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Herbaceous Ornamental Seed and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging

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pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Herbaceous Ornamental Seed.

This report presents a comprehensive overview, market shares, and growth opportunities of Herbaceous Ornamental Seed market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Flower Seeds

Ornamental Grass Seeds

Other

Segmentation by Life Cycle:

Annual Herbaceous Ornamental Seed

Biennial Herbaceous Ornamental Seed

Perennial Herbaceous Ornamental Seed

Segmentation by Growing Environment:

Indoor Herbaceous Ornamental Seed

Outdoor Herbaceous Ornamental Seed

Segmentation by Application:

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Home Gardening

Commercial Landscaping

Municipal Landscaping

Parks & Public Gardens

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Syngenta Flowers

Sakata Ornamentals

Takii Seed

Hem Genetics

Floranova

N.L.Chrestensen

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Pagano Costantino

Frisian Seeds

Schoneveld breeding

Farao

PanAmerican Seed

Morel Diffusion SAS

Vilmorin Garden

W.Legutko

PNOS

Torseed

Benary

W. Atlee Burpee

Starke Ayres

Zhejiang Hongyue Seed

Shanghai Seed Industry

Changjing Seed

Sinoseed

Shanghai Yuanyi

Xiamen Ican Seed

Jiuquan Lanxiang

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Key Questions Addressed in this Report

What is the 10-year outlook for the global Herbaceous Ornamental Seed market?

What factors are driving Herbaceous Ornamental Seed market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Herbaceous Ornamental Seed market opportunities vary by end market size?

How does Herbaceous Ornamental Seed break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Herbaceous Ornamental Seed Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Herbaceous Ornamental Seed by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Herbaceous Ornamental Seed by Country/Region, 2021, 2025 & 2032
2.2 Herbaceous Ornamental Seed Segment by Type
  2.2.1 Flower Seeds
  2.2.2 Ornamental Grass Seeds
  2.2.3 Other
  2.2.4 Herbaceous Ornamental Seed Sales by Type
    2.2.4.1 Global Herbaceous Ornamental Seed Sales Market Share by Type (2021-2026)
    2.2.4.2 Global Herbaceous Ornamental Seed Revenue and Market Share by Type (2021-2026)
    2.2.4.3 Global Herbaceous Ornamental Seed Sale Price by Type (2021-2026)
2.3 Herbaceous Ornamental Seed Segment by Life Cycle
  2.3.1 Annual Herbaceous Ornamental Seed
  2.3.2 Biennial Herbaceous Ornamental Seed
  2.3.3 Perennial Herbaceous Ornamental Seed
  2.3.4 Herbaceous Ornamental Seed Sales by Life Cycle
    2.3.4.1 Global Herbaceous Ornamental Seed Sales Market Share by Life Cycle (2021-2026)
    2.3.4.2 Global Herbaceous Ornamental Seed Revenue and Market Share by Life

+357 96 030922
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Cycle (2021-2026)
2.3.4.3 Global Herbaceous Ornamental Seed Sale Price by Life Cycle (2021-2026)
2.4 Herbaceous Ornamental Seed Segment by Growing Environment
2.4.1 Indoor Herbaceous Ornamental Seed
2.4.2 Outdoor Herbaceous Ornamental Seed
2.4.3 Herbaceous Ornamental Seed Sales by Growing Environment
2.4.3.1 Global Herbaceous Ornamental Seed Sales Market Share by Growing Environment (2021-2026)
2.4.3.2 Global Herbaceous Ornamental Seed Revenue and Market Share by Growing Environment (2021-2026)
2.4.3.3 Global Herbaceous Ornamental Seed Sale Price by Growing Environment (2021-2026)
2.5 Herbaceous Ornamental Seed Segment by Application
2.5.1 Home Gardening
2.5.2 Commercial Landscaping
2.5.3 Municipal Landscaping
2.5.4 Parks & Public Gardens
2.5.5 Others
2.5.6 Herbaceous Ornamental Seed Sales by Application
2.5.6.1 Global Herbaceous Ornamental Seed Sale Market Share by Application (2021-2026)
2.5.6.2 Global Herbaceous Ornamental Seed Revenue and Market Share by Application (2021-2026)
2.5.6.3 Global Herbaceous Ornamental Seed Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Herbaceous Ornamental Seed Breakdown Data by Company
3.1.1 Global Herbaceous Ornamental Seed Annual Sales by Company (2021-2026)
3.1.2 Global Herbaceous Ornamental Seed Sales Market Share by Company (2021-2026)
3.2 Global Herbaceous Ornamental Seed Annual Revenue by Company (2021-2026)
3.2.1 Global Herbaceous Ornamental Seed Revenue by Company (2021-2026)
3.2.2 Global Herbaceous Ornamental Seed Revenue Market Share by Company (2021-2026)
3.3 Global Herbaceous Ornamental Seed Sale Price by Company
3.4 Key Manufacturers Herbaceous Ornamental Seed Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Herbaceous Ornamental Seed Product Location Distribution

+357 96 030922
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3.4.2 Players Herbaceous Ornamental Seed Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR HERBACEOUS ORNAMENTAL SEED BY GEOGRAPHIC REGION

4.1 World Historic Herbaceous Ornamental Seed Market Size by Geographic Region (2021-2026)
4.1.1 Global Herbaceous Ornamental Seed Annual Sales by Geographic Region (2021-2026)
4.1.2 Global Herbaceous Ornamental Seed Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Herbaceous Ornamental Seed Market Size by Country/Region (2021-2026)
4.2.1 Global Herbaceous Ornamental Seed Annual Sales by Country/Region (2021-2026)
4.2.2 Global Herbaceous Ornamental Seed Annual Revenue by Country/Region (2021-2026)
4.3 Americas Herbaceous Ornamental Seed Sales Growth
4.4 APAC Herbaceous Ornamental Seed Sales Growth
4.5 Europe Herbaceous Ornamental Seed Sales Growth
4.6 Middle East & Africa Herbaceous Ornamental Seed Sales Growth

5 AMERICAS

5.1 Americas Herbaceous Ornamental Seed Sales by Country
5.1.1 Americas Herbaceous Ornamental Seed Sales by Country (2021-2026)
5.1.2 Americas Herbaceous Ornamental Seed Revenue by Country (2021-2026)
5.2 Americas Herbaceous Ornamental Seed Sales by Type (2021-2026)
5.3 Americas Herbaceous Ornamental Seed Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

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6 APAC

6.1 APAC Herbaceous Ornamental Seed Sales by Region
6.1.1 APAC Herbaceous Ornamental Seed Sales by Region (2021-2026)
6.1.2 APAC Herbaceous Ornamental Seed Revenue by Region (2021-2026)
6.2 APAC Herbaceous Ornamental Seed Sales by Type (2021-2026)
6.3 APAC Herbaceous Ornamental Seed Sales by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Herbaceous Ornamental Seed by Country
7.1.1 Europe Herbaceous Ornamental Seed Sales by Country (2021-2026)
7.1.2 Europe Herbaceous Ornamental Seed Revenue by Country (2021-2026)
7.2 Europe Herbaceous Ornamental Seed Sales by Type (2021-2026)
7.3 Europe Herbaceous Ornamental Seed Sales by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Herbaceous Ornamental Seed by Country
8.1.1 Middle East & Africa Herbaceous Ornamental Seed Sales by Country (2021-2026)
8.1.2 Middle East & Africa Herbaceous Ornamental Seed Revenue by Country (2021-2026)
8.2 Middle East & Africa Herbaceous Ornamental Seed Sales by Type (2021-2026)
8.3 Middle East & Africa Herbaceous Ornamental Seed Sales by Application (2021-2026)
8.4 Egypt

+357 96 030922
info@marketpublishers.com

8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Herbaceous Ornamental Seed
10.3 Manufacturing Process Analysis of Herbaceous Ornamental Seed
10.4 Industry Chain Structure of Herbaceous Ornamental Seed

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Herbaceous Ornamental Seed Distributors
11.3 Herbaceous Ornamental Seed Customer

12 WORLD FORECAST REVIEW FOR HERBACEOUS ORNAMENTAL SEED BY GEOGRAPHIC REGION

12.1 Global Herbaceous Ornamental Seed Market Size Forecast by Region
  12.1.1 Global Herbaceous Ornamental Seed Forecast by Region (2027-2032)
  12.1.2 Global Herbaceous Ornamental Seed Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)
12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global Herbaceous Ornamental Seed Forecast by Type (2027-2032)
12.7 Global Herbaceous Ornamental Seed Forecast by Application (2027-2032)

+357 96 030922
info@marketpublishers.com

13 KEY PLAYERS ANALYSIS

13.1 Syngenta Flowers
13.1.1 Syngenta Flowers Company Information
13.1.2 Syngenta Flowers Herbaceous Ornamental Seed Product Portfolios and Specifications
13.1.3 Syngenta Flowers Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.1.4 Syngenta Flowers Main Business Overview
13.1.5 Syngenta Flowers Latest Developments
13.2 Sakata Ornamentals
13.2.1 Sakata Ornamentals Company Information
13.2.2 Sakata Ornamentals Herbaceous Ornamental Seed Product Portfolios and Specifications
13.2.3 Sakata Ornamentals Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 Sakata Ornamentals Main Business Overview
13.2.5 Sakata Ornamentals Latest Developments
13.3 Takii Seed
13.3.1 Takii Seed Company Information
13.3.2 Takii Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.3.3 Takii Seed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Takii Seed Main Business Overview
13.3.5 Takii Seed Latest Developments
13.4 Hem Genetics
13.4.1 Hem Genetics Company Information
13.4.2 Hem Genetics Herbaceous Ornamental Seed Product Portfolios and Specifications
13.4.3 Hem Genetics Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Hem Genetics Main Business Overview
13.4.5 Hem Genetics Latest Developments
13.5 Floranova
13.5.1 Floranova Company Information
13.5.2 Floranova Herbaceous Ornamental Seed Product Portfolios and Specifications
13.5.3 Floranova Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.5.4 Floranova Main Business Overview
13.5.5 Floranova Latest Developments
13.6 N.L.Chrestensen
13.6.1 N.L.Chrestensen Company Information
13.6.2 N.L.Chrestensen Herbaceous Ornamental Seed Product Portfolios and Specifications
13.6.3 N.L.Chrestensen Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 N.L.Chrestensen Main Business Overview
13.6.5 N.L.Chrestensen Latest Developments
13.7 Pagano Costantino
13.7.1 Pagano Costantino Company Information
13.7.2 Pagano Costantino Herbaceous Ornamental Seed Product Portfolios and Specifications
13.7.3 Pagano Costantino Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Pagano Costantino Main Business Overview
13.7.5 Pagano Costantino Latest Developments
13.8 Frisian Seeds
13.8.1 Frisian Seeds Company Information
13.8.2 Frisian Seeds Herbaceous Ornamental Seed Product Portfolios and Specifications
13.8.3 Frisian Seeds Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Frisian Seeds Main Business Overview
13.8.5 Frisian Seeds Latest Developments
13.9 Schoneveld breeding
13.9.1 Schoneveld breeding Company Information
13.9.2 Schoneveld breeding Herbaceous Ornamental Seed Product Portfolios and Specifications
13.9.3 Schoneveld breeding Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Schoneveld breeding Main Business Overview
13.9.5 Schoneveld breeding Latest Developments
13.10 Farao
13.10.1 Farao Company Information
13.10.2 Farao Herbaceous Ornamental Seed Product Portfolios and Specifications
13.10.3 Farao Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.10.4 Farao Main Business Overview
13.10.5 Farao Latest Developments
13.11 PanAmerican Seed
13.11.1 PanAmerican Seed Company Information
13.11.2 PanAmerican Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.11.3 PanAmerican Seed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 PanAmerican Seed Main Business Overview
13.11.5 PanAmerican Seed Latest Developments
13.12 Morel Diffusion SAS
13.12.1 Morel Diffusion SAS Company Information
13.12.2 Morel Diffusion SAS Herbaceous Ornamental Seed Product Portfolios and Specifications
13.12.3 Morel Diffusion SAS Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 Morel Diffusion SAS Main Business Overview
13.12.5 Morel Diffusion SAS Latest Developments
13.13 Vilmorin Garden
13.13.1 Vilmorin Garden Company Information
13.13.2 Vilmorin Garden Herbaceous Ornamental Seed Product Portfolios and Specifications
13.13.3 Vilmorin Garden Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Vilmorin Garden Main Business Overview
13.13.5 Vilmorin Garden Latest Developments
13.14 W.Legutko
13.14.1 W.Legutko Company Information
13.14.2 W.Legutko Herbaceous Ornamental Seed Product Portfolios and Specifications
13.14.3 W.Legutko Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 W.Legutko Main Business Overview
13.14.5 W.Legutko Latest Developments
13.15 PNOS
13.15.1 PNOS Company Information
13.15.2 PNOS Herbaceous Ornamental Seed Product Portfolios and Specifications
13.15.3 PNOS Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.15.4 PNOS Main Business Overview
13.15.5 PNOS Latest Developments
13.16 Torseed
13.16.1 Torseed Company Information
13.16.2 Torseed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.16.3 Torseed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 Torseed Main Business Overview
13.16.5 Torseed Latest Developments
13.17 Benary
13.17.1 Benary Company Information
13.17.2 Benary Herbaceous Ornamental Seed Product Portfolios and Specifications
13.17.3 Benary Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.17.4 Benary Main Business Overview
13.17.5 Benary Latest Developments
13.18 W. Atlee Burpee
13.18.1 W. Atlee Burpee Company Information
13.18.2 W. Atlee Burpee Herbaceous Ornamental Seed Product Portfolios and Specifications
13.18.3 W. Atlee Burpee Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.18.4 W. Atlee Burpee Main Business Overview
13.18.5 W. Atlee Burpee Latest Developments
13.19 Starke Ayres
13.19.1 Starke Ayres Company Information
13.19.2 Starke Ayres Herbaceous Ornamental Seed Product Portfolios and Specifications
13.19.3 Starke Ayres Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.19.4 Starke Ayres Main Business Overview
13.19.5 Starke Ayres Latest Developments
13.20 Zhejiang Hongyue Seed
13.20.1 Zhejiang Hongyue Seed Company Information
13.20.2 Zhejiang Hongyue Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.20.3 Zhejiang Hongyue Seed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.20.4 Zhejiang Hongyue Seed Main Business Overview

+357 96 030922
info@marketpublishers.com

13.20.5 Zhejiang Hongyue Seed Latest Developments
13.21 Shanghai Seed Industry
13.21.1 Shanghai Seed Industry Company Information
13.21.2 Shanghai Seed Industry Herbaceous Ornamental Seed Product Portfolios and Specifications
13.21.3 Shanghai Seed Industry Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.21.4 Shanghai Seed Industry Main Business Overview
13.21.5 Shanghai Seed Industry Latest Developments
13.22 Changjing Seed
13.22.1 Changjing Seed Company Information
13.22.2 Changjing Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.22.3 Changjing Seed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.22.4 Changjing Seed Main Business Overview
13.22.5 Changjing Seed Latest Developments
13.23 Sinoseed
13.23.1 Sinoseed Company Information
13.23.2 Sinoseed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.23.3 Sinoseed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.23.4 Sinoseed Main Business Overview
13.23.5 Sinoseed Latest Developments
13.24 Shanghai Yuanyi
13.24.1 Shanghai Yuanyi Company Information
13.24.2 Shanghai Yuanyi Herbaceous Ornamental Seed Product Portfolios and Specifications
13.24.3 Shanghai Yuanyi Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.24.4 Shanghai Yuanyi Main Business Overview
13.24.5 Shanghai Yuanyi Latest Developments
13.25 Xiamen Ican Seed
13.25.1 Xiamen Ican Seed Company Information
13.25.2 Xiamen Ican Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
13.25.3 Xiamen Ican Seed Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.25.4 Xiamen Ican Seed Main Business Overview

+357 96 030922
info@marketpublishers.com

13.25.5 Xiamen Ican Seed Latest Developments
13.26 Jiuquan Lanxiang
13.26.1 Jiuquan Lanxiang Company Information
13.26.2 Jiuquan Lanxiang Herbaceous Ornamental Seed Product Portfolios and Specifications
13.26.3 Jiuquan Lanxiang Herbaceous Ornamental Seed Sales, Revenue, Price and Gross Margin (2021-2026)
13.26.4 Jiuquan Lanxiang Main Business Overview
13.26.5 Jiuquan Lanxiang Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Herbaceous Ornamental Seed Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Herbaceous Ornamental Seed Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Flower Seeds
Table 4. Major Players of Ornamental Grass Seeds
Table 5. Major Players of Other
Table 6. Global Herbaceous Ornamental Seed Sales by Type (2021-2026) & (Tons)
Table 7. Global Herbaceous Ornamental Seed Sales Market Share by Type (2021-2026)
Table 8. Global Herbaceous Ornamental Seed Revenue by Type (2021-2026) & ($ million)
Table 9. Global Herbaceous Ornamental Seed Revenue Market Share by Type (2021-2026)
Table 10. Global Herbaceous Ornamental Seed Sale Price by Type (2021-2026) & (US$/Ton)
Table 11. Major Players of Annual Herbaceous Ornamental Seed
Table 12. Major Players of Biennial Herbaceous Ornamental Seed
Table 13. Major Players of Perennial Herbaceous Ornamental Seed
Table 14. Global Herbaceous Ornamental Seed Sales by Life Cycle (2021-2026) & (Tons)
Table 15. Global Herbaceous Ornamental Seed Sales Market Share by Life Cycle (2021-2026)
Table 16. Global Herbaceous Ornamental Seed Revenue by Life Cycle (2021-2026) & ($ million)
Table 17. Global Herbaceous Ornamental Seed Revenue Market Share by Life Cycle (2021-2026)
Table 18. Global Herbaceous Ornamental Seed Sale Price by Life Cycle (2021-2026) & (US$/Ton)
Table 19. Major Players of Indoor Herbaceous Ornamental Seed
Table 20. Major Players of Outdoor Herbaceous Ornamental Seed
Table 21. Global Herbaceous Ornamental Seed Sales by Growing Environment (2021-2026) & (Tons)
Table 22. Global Herbaceous Ornamental Seed Sales Market Share by Growing Environment (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 23. Global Herbaceous Ornamental Seed Revenue by Growing Environment (2021-2026) & ($ million)
Table 24. Global Herbaceous Ornamental Seed Revenue Market Share by Growing Environment (2021-2026)
Table 25. Global Herbaceous Ornamental Seed Sale Price by Growing Environment (2021-2026) & (US$/Ton)
Table 26. Global Herbaceous Ornamental Seed Sale by Application (2021-2026) & (Tons)
Table 27. Global Herbaceous Ornamental Seed Sale Market Share by Application (2021-2026)
Table 28. Global Herbaceous Ornamental Seed Revenue by Application (2021-2026) & ($ million)
Table 29. Global Herbaceous Ornamental Seed Revenue Market Share by Application (2021-2026)
Table 30. Global Herbaceous Ornamental Seed Sale Price by Application (2021-2026) & (US$/Ton)
Table 31. Global Herbaceous Ornamental Seed Sales by Company (2021-2026) & (Tons)
Table 32. Global Herbaceous Ornamental Seed Sales Market Share by Company (2021-2026)
Table 33. Global Herbaceous Ornamental Seed Revenue by Company (2021-2026) & ($ millions)
Table 34. Global Herbaceous Ornamental Seed Revenue Market Share by Company (2021-2026)
Table 35. Global Herbaceous Ornamental Seed Sale Price by Company (2021-2026) & (US$/Ton)
Table 36. Key Manufacturers Herbaceous Ornamental Seed Producing Area Distribution and Sales Area
Table 37. Players Herbaceous Ornamental Seed Products Offered
Table 38. Herbaceous Ornamental Seed Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 39. New Products and Potential Entrants
Table 40. Market M&A Activity & Strategy
Table 41. Global Herbaceous Ornamental Seed Sales by Geographic Region (2021-2026) & (Tons)
Table 42. Global Herbaceous Ornamental Seed Sales Market Share Geographic Region (2021-2026)
Table 43. Global Herbaceous Ornamental Seed Revenue by Geographic Region (2021-2026) & ($ millions)

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Table 44. Global Herbaceous Ornamental Seed Revenue Market Share by Geographic Region (2021-2026)
Table 45. Global Herbaceous Ornamental Seed Sales by Country/Region (2021-2026) & (Tons)
Table 46. Global Herbaceous Ornamental Seed Sales Market Share by Country/Region (2021-2026)
Table 47. Global Herbaceous Ornamental Seed Revenue by Country/Region (2021-2026) & ($ millions)
Table 48. Global Herbaceous Ornamental Seed Revenue Market Share by Country/Region (2021-2026)
Table 49. Americas Herbaceous Ornamental Seed Sales by Country (2021-2026) & (Tons)
Table 50. Americas Herbaceous Ornamental Seed Sales Market Share by Country (2021-2026)
Table 51. Americas Herbaceous Ornamental Seed Revenue by Country (2021-2026) & ($ millions)
Table 52. Americas Herbaceous Ornamental Seed Sales by Type (2021-2026) & (Tons)
Table 53. Americas Herbaceous Ornamental Seed Sales by Application (2021-2026) & (Tons)
Table 54. APAC Herbaceous Ornamental Seed Sales by Region (2021-2026) & (Tons)
Table 55. APAC Herbaceous Ornamental Seed Sales Market Share by Region (2021-2026)
Table 56. APAC Herbaceous Ornamental Seed Revenue by Region (2021-2026) & ($ millions)
Table 57. APAC Herbaceous Ornamental Seed Sales by Type (2021-2026) & (Tons)
Table 58. APAC Herbaceous Ornamental Seed Sales by Application (2021-2026) & (Tons)
Table 59. Europe Herbaceous Ornamental Seed Sales by Country (2021-2026) & (Tons)
Table 60. Europe Herbaceous Ornamental Seed Revenue by Country (2021-2026) & ($ millions)
Table 61. Europe Herbaceous Ornamental Seed Sales by Type (2021-2026) & (Tons)
Table 62. Europe Herbaceous Ornamental Seed Sales by Application (2021-2026) & (Tons)
Table 63. Middle East & Africa Herbaceous Ornamental Seed Sales by Country (2021-2026) & (Tons)
Table 64. Middle East & Africa Herbaceous Ornamental Seed Revenue Market Share by Country (2021-2026)
Table 65. Middle East & Africa Herbaceous Ornamental Seed Sales by Type

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(2021-2026) & (Tons)
Table 66. Middle East & Africa Herbaceous Ornamental Seed Sales by Application (2021-2026) & (Tons)
Table 67. Key Market Drivers & Growth Opportunities of Herbaceous Ornamental Seed
Table 68. Key Market Challenges & Risks of Herbaceous Ornamental Seed
Table 69. Key Industry Trends of Herbaceous Ornamental Seed
Table 70. Herbaceous Ornamental Seed Raw Material
Table 71. Key Suppliers of Raw Materials
Table 72. Herbaceous Ornamental Seed Distributors List
Table 73. Herbaceous Ornamental Seed Customer List
Table 74. Global Herbaceous Ornamental Seed Sales Forecast by Region (2027-2032) & (Tons)
Table 75. Global Herbaceous Ornamental Seed Revenue Forecast by Region (2027-2032) & ($ millions)
Table 76. Americas Herbaceous Ornamental Seed Sales Forecast by Country (2027-2032) & (Tons)
Table 77. Americas Herbaceous Ornamental Seed Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 78. APAC Herbaceous Ornamental Seed Sales Forecast by Region (2027-2032) & (Tons)
Table 79. APAC Herbaceous Ornamental Seed Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 80. Europe Herbaceous Ornamental Seed Sales Forecast by Country (2027-2032) & (Tons)
Table 81. Europe Herbaceous Ornamental Seed Revenue Forecast by Country (2027-2032) & ($ millions)
Table 82. Middle East & Africa Herbaceous Ornamental Seed Sales Forecast by Country (2027-2032) & (Tons)
Table 83. Middle East & Africa Herbaceous Ornamental Seed Revenue Forecast by Country (2027-2032) & ($ millions)
Table 84. Global Herbaceous Ornamental Seed Sales Forecast by Type (2027-2032) & (Tons)
Table 85. Global Herbaceous Ornamental Seed Revenue Forecast by Type (2027-2032) & ($ millions)
Table 86. Global Herbaceous Ornamental Seed Sales Forecast by Application (2027-2032) & (Tons)
Table 87. Global Herbaceous Ornamental Seed Revenue Forecast by Application (2027-2032) & ($ millions)
Table 88. Syngenta Flowers Basic Information, Herbaceous Ornamental Seed

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Manufacturing Base, Sales Area and Its Competitors
Table 89. Syngenta Flowers Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 90. Syngenta Flowers Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 91. Syngenta Flowers Main Business
Table 92. Syngenta Flowers Latest Developments
Table 93. Sakata Ornamentals Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 94. Sakata Ornamentals Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 95. Sakata Ornamentals Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 96. Sakata Ornamentals Main Business
Table 97. Sakata Ornamentals Latest Developments
Table 98. Takii Seed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 99. Takii Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 100. Takii Seed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 101. Takii Seed Main Business
Table 102. Takii Seed Latest Developments
Table 103. Hem Genetics Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 104. Hem Genetics Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 105. Hem Genetics Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 106. Hem Genetics Main Business
Table 107. Hem Genetics Latest Developments
Table 108. Floranova Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 109. Floranova Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 110. Floranova Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 111. Floranova Main Business
Table 112. Floranova Latest Developments

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Table 113. N.L.Chrestensen Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 114. N.L.Chrestensen Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 115. N.L.Chrestensen Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 116. N.L.Chrestensen Main Business
Table 117. N.L.Chrestensen Latest Developments
Table 118. Pagano Costantino Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 119. Pagano Costantino Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 120. Pagano Costantino Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 121. Pagano Costantino Main Business
Table 122. Pagano Costantino Latest Developments
Table 123. Frisian Seeds Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 124. Frisian Seeds Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 125. Frisian Seeds Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 126. Frisian Seeds Main Business
Table 127. Frisian Seeds Latest Developments
Table 128. Schoneveld breeding Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 129. Schoneveld breeding Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 130. Schoneveld breeding Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 131. Schoneveld breeding Main Business
Table 132. Schoneveld breeding Latest Developments
Table 133. Farao Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 134. Farao Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 135. Farao Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 136. Farao Main Business
Table 137. Farao Latest Developments

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Table 138. PanAmerican Seed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 139. PanAmerican Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 140. PanAmerican Seed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 141. PanAmerican Seed Main Business
Table 142. PanAmerican Seed Latest Developments
Table 143. Morel Diffusion SAS Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 144. Morel Diffusion SAS Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 145. Morel Diffusion SAS Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 146. Morel Diffusion SAS Main Business
Table 147. Morel Diffusion SAS Latest Developments
Table 148. Vilmorin Garden Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 149. Vilmorin Garden Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 150. Vilmorin Garden Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 151. Vilmorin Garden Main Business
Table 152. Vilmorin Garden Latest Developments
Table 153. W.Legutko Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 154. W.Legutko Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 155. W.Legutko Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 156. W.Legutko Main Business
Table 157. W.Legutko Latest Developments
Table 158. PNOS Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 159. PNOS Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 160. PNOS Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 161. PNOS Main Business
Table 162. PNOS Latest Developments

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Table 163. Torseed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 164. Torseed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 165. Torseed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 166. Torseed Main Business
Table 167. Torseed Latest Developments
Table 168. Benary Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 169. Benary Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 170. Benary Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 171. Benary Main Business
Table 172. Benary Latest Developments
Table 173. W. Atlee Burpee Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 174. W. Atlee Burpee Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 175. W. Atlee Burpee Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 176. W. Atlee Burpee Main Business
Table 177. W. Atlee Burpee Latest Developments
Table 178. Starke Ayres Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 179. Starke Ayres Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 180. Starke Ayres Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 181. Starke Ayres Main Business
Table 182. Starke Ayres Latest Developments
Table 183. Zhejiang Hongyue Seed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 184. Zhejiang Hongyue Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 185. Zhejiang Hongyue Seed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 186. Zhejiang Hongyue Seed Main Business
Table 187. Zhejiang Hongyue Seed Latest Developments

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Table 188. Shanghai Seed Industry Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 189. Shanghai Seed Industry Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 190. Shanghai Seed Industry Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 191. Shanghai Seed Industry Main Business
Table 192. Shanghai Seed Industry Latest Developments
Table 193. Changjing Seed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 194. Changjing Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 195. Changjing Seed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 196. Changjing Seed Main Business
Table 197. Changjing Seed Latest Developments
Table 198. Sinoseed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 199. Sinoseed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 200. Sinoseed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 201. Sinoseed Main Business
Table 202. Sinoseed Latest Developments
Table 203. Shanghai Yuanyi Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 204. Shanghai Yuanyi Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 205. Shanghai Yuanyi Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 206. Shanghai Yuanyi Main Business
Table 207. Shanghai Yuanyi Latest Developments
Table 208. Xiamen Ican Seed Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 209. Xiamen Ican Seed Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 210. Xiamen Ican Seed Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 211. Xiamen Ican Seed Main Business

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Table 212. Xiamen Ican Seed Latest Developments
Table 213. Jiuquan Lanxiang Basic Information, Herbaceous Ornamental Seed Manufacturing Base, Sales Area and Its Competitors
Table 214. Jiuquan Lanxiang Herbaceous Ornamental Seed Product Portfolios and Specifications
Table 215. Jiuquan Lanxiang Herbaceous Ornamental Seed Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 216. Jiuquan Lanxiang Main Business
Table 217. Jiuquan Lanxiang Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Herbaceous Ornamental Seed
Figure 2. Herbaceous Ornamental Seed Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Herbaceous Ornamental Seed Sales Growth Rate 2021-2032 (Tons)
Figure 7. Global Herbaceous Ornamental Seed Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Herbaceous Ornamental Seed Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Herbaceous Ornamental Seed Sales Market Share by Country/Region (2025)
Figure 10. Herbaceous Ornamental Seed Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of Flower Seeds
Figure 12. Product Picture of Ornamental Grass Seeds
Figure 13. Product Picture of Other
Figure 14. Global Herbaceous Ornamental Seed Sales Market Share by Type in 2026
Figure 15. Global Herbaceous Ornamental Seed Revenue Market Share by Type (2021-2026)
Figure 16. Product Picture of Annual Herbaceous Ornamental Seed
Figure 17. Product Picture of Biennial Herbaceous Ornamental Seed
Figure 18. Product Picture of Perennial Herbaceous Ornamental Seed
Figure 19. Global Herbaceous Ornamental Seed Sales Market Share by Life Cycle in 2026
Figure 20. Global Herbaceous Ornamental Seed Revenue Market Share by Life Cycle (2021-2026)
Figure 21. Product Picture of Indoor Herbaceous Ornamental Seed
Figure 22. Product Picture of Outdoor Herbaceous Ornamental Seed
Figure 23. Global Herbaceous Ornamental Seed Sales Market Share by Growing Environment in 2026
Figure 24. Global Herbaceous Ornamental Seed Revenue Market Share by Growing Environment (2021-2026)
Figure 25. Herbaceous Ornamental Seed Consumed in Home Gardening
Figure 26. Global Herbaceous Ornamental Seed Market: Home Gardening (2021-2026) & (Tons)

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Figure 27. Herbaceous Ornamental Seed Consumed in Commercial Landscaping
Figure 28. Global Herbaceous Ornamental Seed Market: Commercial Landscaping (2021-2026) & (Tons)
Figure 29. Herbaceous Ornamental Seed Consumed in Municipal Landscaping
Figure 30. Global Herbaceous Ornamental Seed Market: Municipal Landscaping (2021-2026) & (Tons)
Figure 31. Herbaceous Ornamental Seed Consumed in Parks & Public Gardens
Figure 32. Global Herbaceous Ornamental Seed Market: Parks & Public Gardens (2021-2026) & (Tons)
Figure 33. Herbaceous Ornamental Seed Consumed in Others
Figure 34. Global Herbaceous Ornamental Seed Market: Others (2021-2026) & (Tons)
Figure 35. Global Herbaceous Ornamental Seed Sale Market Share by Application (2025)
Figure 36. Global Herbaceous Ornamental Seed Revenue Market Share by Application in 2025
Figure 37. Herbaceous Ornamental Seed Sales by Company in 2025 (Tons)
Figure 38. Global Herbaceous Ornamental Seed Sales Market Share by Company in 2025
Figure 39. Herbaceous Ornamental Seed Revenue by Company in 2025 ($ millions)
Figure 40. Global Herbaceous Ornamental Seed Revenue Market Share by Company in 2025
Figure 41. Global Herbaceous Ornamental Seed Sales Market Share by Geographic Region (2021-2026)
Figure 42. Global Herbaceous Ornamental Seed Revenue Market Share by Geographic Region in 2025
Figure 43. Americas Herbaceous Ornamental Seed Sales 2021-2026 (Tons)
Figure 44. Americas Herbaceous Ornamental Seed Revenue 2021-2026 ($ millions)
Figure 45. APAC Herbaceous Ornamental Seed Sales 2021-2026 (Tons)
Figure 46. APAC Herbaceous Ornamental Seed Revenue 2021-2026 ($ millions)
Figure 47. Europe Herbaceous Ornamental Seed Sales 2021-2026 (Tons)
Figure 48. Europe Herbaceous Ornamental Seed Revenue 2021-2026 ($ millions)
Figure 49. Middle East & Africa Herbaceous Ornamental Seed Sales 2021-2026 (Tons)
Figure 50. Middle East & Africa Herbaceous Ornamental Seed Revenue 2021-2026 ($ millions)
Figure 51. Americas Herbaceous Ornamental Seed Sales Market Share by Country in 2025
Figure 52. Americas Herbaceous Ornamental Seed Revenue Market Share by Country (2021-2026)
Figure 53. Americas Herbaceous Ornamental Seed Sales Market Share by Type

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(2021-2026)
Figure 54. Americas Herbaceous Ornamental Seed Sales Market Share by Application (2021-2026)
Figure 55. United States Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 56. Canada Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 57. Mexico Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 58. Brazil Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 59. APAC Herbaceous Ornamental Seed Sales Market Share by Region in 2025
Figure 60. APAC Herbaceous Ornamental Seed Revenue Market Share by Region (2021-2026)
Figure 61. APAC Herbaceous Ornamental Seed Sales Market Share by Type (2021-2026)
Figure 62. APAC Herbaceous Ornamental Seed Sales Market Share by Application (2021-2026)
Figure 63. China Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 64. Japan Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 65. South Korea Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 66. Southeast Asia Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 67. India Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 68. Australia Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 69. China Taiwan Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 70. Europe Herbaceous Ornamental Seed Sales Market Share by Country in 2025
Figure 71. Europe Herbaceous Ornamental Seed Revenue Market Share by Country (2021-2026)
Figure 72. Europe Herbaceous Ornamental Seed Sales Market Share by Type (2021-2026)
Figure 73. Europe Herbaceous Ornamental Seed Sales Market Share by Application (2021-2026)

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Figure 74. Germany Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 75. France Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 76. UK Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 77. Italy Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 78. Russia Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 79. Middle East & Africa Herbaceous Ornamental Seed Sales Market Share by Country (2021-2026)
Figure 80. Middle East & Africa Herbaceous Ornamental Seed Sales Market Share by Type (2021-2026)
Figure 81. Middle East & Africa Herbaceous Ornamental Seed Sales Market Share by Application (2021-2026)
Figure 82. Egypt Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 83. South Africa Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 84. Israel Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 85. Turkey Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 86. GCC Countries Herbaceous Ornamental Seed Revenue Growth 2021-2026 ($ millions)
Figure 87. Manufacturing Cost Structure Analysis of Herbaceous Ornamental Seed in 2026
Figure 88. Manufacturing Process Analysis of Herbaceous Ornamental Seed
Figure 89. Industry Chain Structure of Herbaceous Ornamental Seed
Figure 90. Channels of Distribution
Figure 91. Global Herbaceous Ornamental Seed Sales Market Forecast by Region (2027-2032)
Figure 92. Global Herbaceous Ornamental Seed Revenue Market Share Forecast by Region (2027-2032)
Figure 93. Global Herbaceous Ornamental Seed Sales Market Share Forecast by Type (2027-2032)
Figure 94. Global Herbaceous Ornamental Seed Revenue Market Share Forecast by Type (2027-2032)
Figure 95. Global Herbaceous Ornamental Seed Sales Market Share Forecast by Application (2027-2032)
Figure 96. Global Herbaceous Ornamental Seed Revenue Market Share Forecast by

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Application (2027-2032)

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