

# Global Peony Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Peony market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Peony market are covered in Chapter 9:

Gilbert H. Wild and Son LLC  
Kelways Plants Ltd  
Beijing Yellow Peony Export Company  
Heze Spring Nursery  
Heze Xinqi Peony Export Company  
Peony Shop Holland

## Swedish Touch Peonies

Groot?Groot

In Chapter 5 and Chapter 7.3, based on types, the Peony market from 2017 to 2027 is primarily split into:

- Paeonia Officinalis
- Paeonia Suffruticosa
- Paeonia lactiflora
- Paeonia Rockii
- Others

In Chapter 6 and Chapter 7.4, based on applications, the Peony market from 2017 to 2027 covers:

- Wholesalers
- Supermarkets
- Florists

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

- United States
- Europe
- China
- Japan
- India
- Southeast Asia
- Latin America
- Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Peony market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global

supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Peony Industry.

## 2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

## 3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

## 4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application,

region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main

findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 PEONY MARKET OVERVIEW

- 1.1 Product Overview and Scope of Peony Market
- 1.2 Peony Market Segment by Type
  - 1.2.1 Global Peony Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Peony Market Segment by Application
  - 1.3.1 Peony Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Peony Market, Region Wise (2017-2027)
  - 1.4.1 Global Peony Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Peony Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Peony Market Status and Prospect (2017-2027)
  - 1.4.4 China Peony Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Peony Market Status and Prospect (2017-2027)
  - 1.4.6 India Peony Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Peony Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Peony Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Peony Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Peony (2017-2027)
  - 1.5.1 Global Peony Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Peony Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Peony Market

### 2 INDUSTRY OUTLOOK

- 2.1 Peony Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Peony Market Drivers Analysis
- 2.4 Peony Market Challenges Analysis
- 2.5 Emerging Market Trends

2.6 Consumer Preference Analysis

2.7 Peony Industry Development Trends under COVID-19 Outbreak

2.7.1 Global COVID-19 Status Overview

2.7.2 Influence of COVID-19 Outbreak on Peony Industry Development

### **3 GLOBAL PEONY MARKET LANDSCAPE BY PLAYER**

3.1 Global Peony Sales Volume and Share by Player (2017-2022)

3.2 Global Peony Revenue and Market Share by Player (2017-2022)

3.3 Global Peony Average Price by Player (2017-2022)

3.4 Global Peony Gross Margin by Player (2017-2022)

3.5 Peony Market Competitive Situation and Trends

3.5.1 Peony Market Concentration Rate

3.5.2 Peony Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL PEONY SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

4.1 Global Peony Sales Volume and Market Share, Region Wise (2017-2022)

4.2 Global Peony Revenue and Market Share, Region Wise (2017-2022)

4.3 Global Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4 United States Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4.1 United States Peony Market Under COVID-19

4.5 Europe Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.5.1 Europe Peony Market Under COVID-19

4.6 China Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.6.1 China Peony Market Under COVID-19

4.7 Japan Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Peony Market Under COVID-19

4.8 India Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Peony Market Under COVID-19

4.9 Southeast Asia Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Peony Market Under COVID-19

4.10 Latin America Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Peony Market Under COVID-19

4.11 Middle East and Africa Peony Sales Volume, Revenue, Price and Gross Margin (2017-2022)

#### 4.11.1 Middle East and Africa Peony Market Under COVID-19

## **5 GLOBAL PEONY SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

### 5.1 Global Peony Sales Volume and Market Share by Type (2017-2022)

### 5.2 Global Peony Revenue and Market Share by Type (2017-2022)

### 5.3 Global Peony Price by Type (2017-2022)

### 5.4 Global Peony Sales Volume, Revenue and Growth Rate by Type (2017-2022)

#### 5.4.1 Global Peony Sales Volume, Revenue and Growth Rate of Paeonia Officinalis (2017-2022)

#### 5.4.2 Global Peony Sales Volume, Revenue and Growth Rate of Paeonia Suffruticosa (2017-2022)

#### 5.4.3 Global Peony Sales Volume, Revenue and Growth Rate of Paeonia lactiflora (2017-2022)

#### 5.4.4 Global Peony Sales Volume, Revenue and Growth Rate of Paeonia Rockii (2017-2022)

#### 5.4.5 Global Peony Sales Volume, Revenue and Growth Rate of Others (2017-2022)

## **6 GLOBAL PEONY MARKET ANALYSIS BY APPLICATION**

### 6.1 Global Peony Consumption and Market Share by Application (2017-2022)

### 6.2 Global Peony Consumption Revenue and Market Share by Application (2017-2022)

### 6.3 Global Peony Consumption and Growth Rate by Application (2017-2022)

#### 6.3.1 Global Peony Consumption and Growth Rate of Wholesalers (2017-2022)

#### 6.3.2 Global Peony Consumption and Growth Rate of Supermarkets (2017-2022)

#### 6.3.3 Global Peony Consumption and Growth Rate of Florists (2017-2022)

## **7 GLOBAL PEONY MARKET FORECAST (2022-2027)**

### 7.1 Global Peony Sales Volume, Revenue Forecast (2022-2027)

#### 7.1.1 Global Peony Sales Volume and Growth Rate Forecast (2022-2027)

#### 7.1.2 Global Peony Revenue and Growth Rate Forecast (2022-2027)

#### 7.1.3 Global Peony Price and Trend Forecast (2022-2027)

### 7.2 Global Peony Sales Volume and Revenue Forecast, Region Wise (2022-2027)

#### 7.2.1 United States Peony Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.2 Europe Peony Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.3 China Peony Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.4 Japan Peony Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.5 India Peony Sales Volume and Revenue Forecast (2022-2027)



- 7.2.6 Southeast Asia Peony Sales Volume and Revenue Forecast (2022-2027)
- 7.2.7 Latin America Peony Sales Volume and Revenue Forecast (2022-2027)
- 7.2.8 Middle East and Africa Peony Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global Peony Sales Volume, Revenue and Price Forecast by Type (2022-2027)
  - 7.3.1 Global Peony Revenue and Growth Rate of Paeonia Officinalis (2022-2027)
  - 7.3.2 Global Peony Revenue and Growth Rate of Paeonia Suffruticosa (2022-2027)
  - 7.3.3 Global Peony Revenue and Growth Rate of Paeonia lactiflora (2022-2027)
  - 7.3.4 Global Peony Revenue and Growth Rate of Paeonia Rockii (2022-2027)
  - 7.3.5 Global Peony Revenue and Growth Rate of Others (2022-2027)
- 7.4 Global Peony Consumption Forecast by Application (2022-2027)
  - 7.4.1 Global Peony Consumption Value and Growth Rate of Wholesalers(2022-2027)
  - 7.4.2 Global Peony Consumption Value and Growth Rate of Supermarkets(2022-2027)
  - 7.4.3 Global Peony Consumption Value and Growth Rate of Florists(2022-2027)
- 7.5 Peony Market Forecast Under COVID-19

## **8 PEONY MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

- 8.1 Peony Industrial Chain Analysis
- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
  - 8.3.1 Labor Cost Analysis
  - 8.3.2 Energy Costs Analysis
  - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis
- 8.5 Major Distributors of Peony Analysis
- 8.6 Major Downstream Buyers of Peony Analysis
- 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Peony Industry

## **9 PLAYERS PROFILES**

- 9.1 Gilbert H. Wild and Son LLC
  - 9.1.1 Gilbert H. Wild and Son LLC Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.1.2 Peony Product Profiles, Application and Specification
  - 9.1.3 Gilbert H. Wild and Son LLC Market Performance (2017-2022)
  - 9.1.4 Recent Development
  - 9.1.5 SWOT Analysis
- 9.2 Kelways Plants Ltd

9.2.1 Kelways Plants Ltd Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Peony Product Profiles, Application and Specification

9.2.3 Kelways Plants Ltd Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Beijing Yellow Peony Export Company

9.3.1 Beijing Yellow Peony Export Company Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Peony Product Profiles, Application and Specification

9.3.3 Beijing Yellow Peony Export Company Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

9.4 Heze Spring Nursery

9.4.1 Heze Spring Nursery Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Peony Product Profiles, Application and Specification

9.4.3 Heze Spring Nursery Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

9.5 Heze Xinqi Peony Export Company

9.5.1 Heze Xinqi Peony Export Company Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Peony Product Profiles, Application and Specification

9.5.3 Heze Xinqi Peony Export Company Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

9.6 Peony Shop Holland

9.6.1 Peony Shop Holland Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Peony Product Profiles, Application and Specification

9.6.3 Peony Shop Holland Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

9.7 Swedish Touch Peonies

9.7.1 Swedish Touch Peonies Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Peony Product Profiles, Application and Specification

9.7.3 Swedish Touch Peonies Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

9.8 Groot?Groot

9.8.1 Groot?Groot Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Peony Product Profiles, Application and Specification

9.8.3 Groot?Groot Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Peony Product Picture

Table Global Peony Market Sales Volume and CAGR (%) Comparison by Type

Table Peony Market Consumption (Sales Volume) Comparison by Application  
(2017-2027)

Figure Global Peony Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Peony Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Europe Peony Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Peony Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Peony Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Peony Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Peony Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Latin America Peony Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Middle East and Africa Peony Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Global Peony Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Peony Industry Development

Table Global Peony Sales Volume by Player (2017-2022)

Table Global Peony Sales Volume Share by Player (2017-2022)

Figure Global Peony Sales Volume Share by Player in 2021

Table Peony Revenue (Million USD) by Player (2017-2022)

Table Peony Revenue Market Share by Player (2017-2022)

Table Peony Price by Player (2017-2022)

Table Peony Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Peony Sales Volume, Region Wise (2017-2022)

Table Global Peony Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Peony Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Peony Sales Volume Market Share, Region Wise in 2021

Table Global Peony Revenue (Million USD), Region Wise (2017-2022)

Table Global Peony Revenue Market Share, Region Wise (2017-2022)

Figure Global Peony Revenue Market Share, Region Wise (2017-2022)  
Figure Global Peony Revenue Market Share, Region Wise in 2021  
Table Global Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table United States Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Europe Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table China Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Japan Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table India Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Southeast Asia Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Latin America Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Middle East and Africa Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Global Peony Sales Volume by Type (2017-2022)  
Table Global Peony Sales Volume Market Share by Type (2017-2022)  
Figure Global Peony Sales Volume Market Share by Type in 2021  
Table Global Peony Revenue (Million USD) by Type (2017-2022)  
Table Global Peony Revenue Market Share by Type (2017-2022)  
Figure Global Peony Revenue Market Share by Type in 2021  
Table Peony Price by Type (2017-2022)  
Figure Global Peony Sales Volume and Growth Rate of Paeonia Officinalis (2017-2022)  
Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Officinalis (2017-2022)  
Figure Global Peony Sales Volume and Growth Rate of Paeonia Suffruticosa (2017-2022)  
Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Suffruticosa (2017-2022)  
Figure Global Peony Sales Volume and Growth Rate of Paeonia lactiflora (2017-2022)  
Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia lactiflora (2017-2022)  
Figure Global Peony Sales Volume and Growth Rate of Paeonia Rockii (2017-2022)  
Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Rockii

(2017-2022)

Figure Global Peony Sales Volume and Growth Rate of Others (2017-2022)

Figure Global Peony Revenue (Million USD) and Growth Rate of Others (2017-2022)

Table Global Peony Consumption by Application (2017-2022)

Table Global Peony Consumption Market Share by Application (2017-2022)

Table Global Peony Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Peony Consumption Revenue Market Share by Application (2017-2022)

Table Global Peony Consumption and Growth Rate of Wholesalers (2017-2022)

Table Global Peony Consumption and Growth Rate of Supermarkets (2017-2022)

Table Global Peony Consumption and Growth Rate of Florists (2017-2022)

Figure Global Peony Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Peony Price and Trend Forecast (2022-2027)

Figure USA Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure USA Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis  
(2022-2027)

Figure Europe Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure Europe Peony Market Revenue (Million USD) and Growth Rate Forecast  
Analysis (2022-2027)

Figure China Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure China Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis  
(2022-2027)

Figure Japan Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure Japan Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis  
(2022-2027)

Figure India Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure India Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis  
(2022-2027)

Figure Southeast Asia Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure Southeast Asia Peony Market Revenue (Million USD) and Growth Rate Forecast  
Analysis (2022-2027)

Figure Latin America Peony Market Sales Volume and Growth Rate Forecast Analysis  
(2022-2027)

Figure Latin America Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Peony Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Peony Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Peony Market Sales Volume Forecast, by Type

Table Global Peony Sales Volume Market Share Forecast, by Type

Table Global Peony Market Revenue (Million USD) Forecast, by Type

Table Global Peony Revenue Market Share Forecast, by Type

Table Global Peony Price Forecast, by Type

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Officinalis (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Officinalis (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Suffruticosa (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Suffruticosa (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia lactiflora (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia lactiflora (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Rockii (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Paeonia Rockii (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Others (2022-2027)

Figure Global Peony Revenue (Million USD) and Growth Rate of Others (2022-2027)

Table Global Peony Market Consumption Forecast, by Application

Table Global Peony Consumption Market Share Forecast, by Application

Table Global Peony Market Revenue (Million USD) Forecast, by Application

Table Global Peony Revenue Market Share Forecast, by Application

Figure Global Peony Consumption Value (Million USD) and Growth Rate of Wholesalers (2022-2027)

Figure Global Peony Consumption Value (Million USD) and Growth Rate of Supermarkets (2022-2027)

Figure Global Peony Consumption Value (Million USD) and Growth Rate of Florists (2022-2027)

Figure Peony Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Gilbert H. Wild and Son LLC Profile

Table Gilbert H. Wild and Son LLC Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Gilbert H. Wild and Son LLC Peony Sales Volume and Growth Rate

Figure Gilbert H. Wild and Son LLC Revenue (Million USD) Market Share 2017-2022

Table Kelways Plants Ltd Profile

Table Kelways Plants Ltd Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Kelways Plants Ltd Peony Sales Volume and Growth Rate

Figure Kelways Plants Ltd Revenue (Million USD) Market Share 2017-2022

Table Beijing Yellow Peony Export Company Profile

Table Beijing Yellow Peony Export Company Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Beijing Yellow Peony Export Company Peony Sales Volume and Growth Rate

Figure Beijing Yellow Peony Export Company Revenue (Million USD) Market Share 2017-2022

Table Heze Spring Nursery Profile

Table Heze Spring Nursery Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Heze Spring Nursery Peony Sales Volume and Growth Rate

Figure Heze Spring Nursery Revenue (Million USD) Market Share 2017-2022

Table Heze Xinqi Peony Export Company Profile

Table Heze Xinqi Peony Export Company Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Heze Xinqi Peony Export Company Peony Sales Volume and Growth Rate

Figure Heze Xinqi Peony Export Company Revenue (Million USD) Market Share 2017-2022

Table Peony Shop Holland Profile

Table Peony Shop Holland Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Peony Shop Holland Peony Sales Volume and Growth Rate

Figure Peony Shop Holland Revenue (Million USD) Market Share 2017-2022

Table Swedish Touch Peonies Profile



Table Swedish Touch Peonies Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Swedish Touch Peonies Peony Sales Volume and Growth Rate

Figure Swedish Touch Peonies Revenue (Million USD) Market Share 2017-2022

Table Groot?Groot Profile

Table Groot?Groot Peony Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Groot?Groot Peony Sales Volume and Growth Rate

Figure Groot?Groot Revenue (Million USD) Market Share 2017-2022

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