

Flower Seeds Market Forecasts to 2030 – Global Analysis By Type (Annuals, Perennials, Biennials, Wildflowers, Ornamental Flowers, Medicinal Flowers, Exotic & Tropical Flowers and Other Types), Seed Type, Trait, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Flower Seeds Market is accounted for \$2.5 billion in 2024 and is expected to reach \$3.9 billion by 2030 growing at a CAGR of 7.4% during the forecast period. Lower seeds are reproductive units of flowering plants that develop into new plants through fertilization. They contain an embryo and stored nutrients for growth. The outer covering, called the seed coat, protects the embryo and its food reserves. Seeds vary in shape, size, and color depending on the flower species. Common examples include sunflowers, daisies, and roses. Flower seeds are essential for plant reproduction, allowing species to spread and thrive in various environments.

According to the Observatory of Economic Complexity (OEC), in 2021, the top importers of seeds for floriculture were the Netherlands and Germany, where the Netherlands imported USD 72.9 million of seeds, becoming the second largest importer in the world.

Market Dynamics:

Driver:

Rising popularity of gardening and landscaping

Gardening is gaining popularity due to urban gardening and sustainable living trends.

People are planting flowers for aesthetic and environmental reasons, including pollinator attraction. Seed suppliers are offering a variety of flower varieties, including native and drought-tolerant species, to meet these demands. Consumers are seeking both traditional and exotic flowers to personalize their outdoor spaces propelling the market growth.

Restraint:

Climate change and weather uncertainties

Climate change is causing unpredictable and shortened growing seasons, affecting flower seed production and quality. Extreme weather patterns, such as longer droughts, intense rainfall, and unusually warm temperatures, can lead to crop failures and hinder flower seed production. Droughts and water scarcity are also affecting flower cultivation, making it difficult for producers to maintain stable production levels. Water scarcity can limit suitable land availability, disrupting the seed supply chain and leading to higher prices for flower seeds due to increased costs for water and irrigation infrastructure.

Opportunity:

Technological advancements in seed production

Genetic engineering has led to the creation of genetically modified (GM) flower varieties with enhanced attributes, such as increased resistance to pests, diseases, and extreme weather conditions. These genetically modified flowers can be more tolerant of drought or resistant to specific viral infections, reducing the need for chemical treatments like pesticides and herbicides. This technology has also introduced novel flower colors and patterns, appealing to consumers seeking unique ornamental plants and adding value to the flower seeds market by offering diverse flower varieties.

Threat:

Pest and disease threats

Pests and diseases significantly affect the quality and quantity of flower seeds. Pests like aphids, beetles, and caterpillars damage flower plants, causing seed loss. Insect larvae can bore into flower buds, reducing germination rates and seed viability. Diseases like fungal infections or viral diseases weaken plants, reducing seed production. Infected or damaged seeds may be unfit for sale or planting, leading to a

decrease in available seed supply. Producers may face reduced harvests, fewer seeds entering the market, and potentially higher prices.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the flower seeds market, disrupting global supply chains, labor availability, and production facilities. Lockdowns and restrictions led to delays in seed production. Additionally, reduced consumer spending and changes in gardening trends affected demand, with home gardening seeing a rise in popularity but limited by supply constraints. On the positive side, the pandemic fueled interest in outdoor activities, leading to a long-term shift towards gardening, which may benefit the market post-pandemic.

The ornamental flowers segment is expected to be the largest during the forecast period

Over the forecasted timeframe, the ornamental flowers segment is anticipated to be largest market share owing to surge in seed variety offerings, with seed producers investing in unique hybrid varieties that offer aesthetic appeal, extended blooming seasons, and enhanced disease resistance. This has driven innovation, offering a variety of colors, sizes, and plant forms to cater to a broad range of consumers. The demand for exotic and rare varieties, such as orchids, bonsai plants, and flowering shrubs, has made the flower seeds market more dynamic, catering to niche markets and specialized consumer preferences.

The home gardening segment is expected to have the highest CAGR during the forecast period

The home gardening segment is expected to have the highest CAGR during the estimation period due to interested in aesthetic purposes, landscaping, and creating vibrant outdoor spaces. Popular flowers include sunflowers, roses, marigolds, daisies, and tulips, which attract pollinators like bees and butterflies. The consumers are more inclined to plant a variety of flowers to enhance their gardens, balconies, patios, or indoor spaces, expanding the market for flower seeds.

Region with largest share:

During the estimation period, the North America region is expected to capture the largest market share owing to growing population of gardeners, both amateur and professional. The industry is a multi-billion-dollar business, with flowers being a popular

plant. The demand for flower seeds in North America is driven by aesthetic appeal in homes, gardens, and public spaces. The region's diverse climates allow for a diverse range of flowers to be grown, further stimulating demand for different types of flower seeds.

Region with highest CAGR:

The Asia Pacific region is expected to register the highest CAGR rate over the forecast period due to countries like China, India, and Thailand using certain flowers in traditional medicine and others in food and beverages. This has led to a growing market for edible and medicinal flower seeds, as consumers are increasingly interested in growing flowers for cooking, herbal teas, and health supplements. The demand for edible flowers, such as nasturtiums, violets, and marigolds, is rising as people become more health-conscious and seek sustainable, homegrown food options.

Key players in the market

Some of the key players in Flower Seeds market include Dutch Garden Seeds, EconSeeds BV., Eden Brothers, Floret Flowers, KIMCO SEEDS INC., Limagrain, Muller Bloemzaden BV, Sakata Seed Corporation, Starke Ayres, Syngenta AG, The Seed Company, Urja Agriculture Company.

Key Developments:

In December 2024, Syngenta Crop Protection has reached a new milestone in its collaboration with AI-informed crop health company Enko® to discover novel weed control molecules, advancing efforts to bring much-needed innovation in herbicide technology to farmers.

In November 2024, McDonald's USA, Syngenta and Lopez Foods collaborate to help produce beef more sustainably in the US. greenhouse gas emissions released per pound of meat produced, as part of efforts to improve the sustainability of beef production.

In October 2024, Sakata Seed Corporation announce the grand opening of its new headquarters, the Sakata Woodland Innovation Center. This state-of-the-art facility, located on 219 acres of prime agricultural land in Yolo County, California, marks a significant milestone in SAH's commitment to advancing agricultural innovation and sustainability.

Types Covered:

Annuals

Perennials

Biennials

Wildflowers

Ornamental Flowers

Medicinal Flowers

Exotic & Tropical Flowers

Other Types

Seed Types Covered:

Organic Seeds

Conventional Seeds

Other Seed Types

Traits Covered:

Hybrid Seeds

Open-Pollinated Varieties

Other Traits

Distribution Channels Covered:

Online Stores

Mass Market Retailers

Direct Sales

Other Distribution Channels

Applications Covered:

Home Gardening

Commercial Gardening

Research & Breeding

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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