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# Horticulture & Floriculture Market Forecasts to 2032 – Global Analysis By Product Type (Horticulture Crops and Floriculture Crops), Cultivation Type (Greenhouse Cultivation, Open-Field Cultivation, Vertical Farming, and Other Cultivation Types), Technology, Distribution Channel, Application, End User, and By Geography

https://marketpublishers.com/r/H539E651E07CEN.html
Date: September 2025
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: H539E651E07CEN

## Abstracts

According to Stratistics MRC, the Global Horticulture & Floriculture Market is accounted for $110.8 billion in 2025 and is expected to reach $173.4 billion by 2032 growing at a CAGR of 6.6% during the forecast period. Horticulture & floriculture encompass the cultivation, production, and commercialization of fruits, vegetables, ornamental plants, and flowers. Rising consumer awareness of healthy diets, urban landscaping projects, and aesthetic preferences are fueling market demand. Technological advancements in controlled environment agriculture, hydroponics, and greenhouse cultivation are enhancing productivity and quality. Additionally, government support and export opportunities are driving growth. Increasing urbanization, disposable income, and interest in sustainable and specialty horticulture practices are key factors contributing to the sector's expansion globally.

According to the National Horticulture Board (India), India produced 2284 thousand tonnes of loose flowers and 947 thousand tonnes of cut flowers in 2023–24, cultivated across 285 thousand hectares.

Market Dynamics:

Driver:

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Urbanization & Aesthetic Preferences

Urbanization and changing lifestyles are significantly influencing the horticulture and floriculture markets. As urban spaces expand, there's a growing inclination towards home gardening and indoor plants, driven by aesthetic preferences and the desire to enhance living environments. This trend is particularly evident among millennials and Gen Z consumers, who prioritize greenery for its aesthetic appeal and mental well-being benefits. Additionally, increased disposable incomes enable consumers to invest in high-quality ornamental plants and flowers, further propelling market growth.

Restraint:

Climate Dependency

The horticulture and floriculture sectors are highly susceptible to climatic conditions, posing significant challenges to production stability. Extreme weather events such as floods, heatwaves, and storms can disrupt transportation infrastructure and delay shipments, rendering perishable products like cut flowers unsellable. Moreover, climate change affects flowering patterns and productivity, leading to reduced yields and altered market values of ornamental crops.

Opportunity:

E-commerce Growth

The rise of e-commerce presents a substantial opportunity for the horticulture and floriculture industries. Online platforms facilitate direct access to a broader customer base, enabling consumers to purchase plants, flowers, and gardening supplies conveniently. This shift is particularly advantageous for small and medium-sized enterprises, allowing them to reach urban dwellers and gardening enthusiasts who prefer online shopping. The growing trend of online gardening communities and social media platforms also contributes to increased consumer engagement and market expansion.

Threat:

Pest and Disease Outbreaks

Pest and disease outbreaks pose significant threats to the horticulture and floriculture industries, impacting crop yields and quality. Excessive use of fertilizers and irrigation can create conditions that favor pest and disease proliferation, such as rapid plant growth and moist environments conducive to fungal diseases. Additionally, the emergence and re-emergence of pests and pathogens, coupled with rapid resistance development to available pesticides, exacerbate the challenges of pest and disease control.

Covid-19 Impact:

The COVID-19 pandemic had a profound impact on the horticulture and floriculture industries. Disruptions in supply chains led to significant financial losses, particularly for perishable items like cut flowers. For instance, Dutch flower growers destroyed approximately 400 million unsold flowers during the early months of the lockdown. However, the pandemic also spurred interest in home gardening and indoor plants, leading to a surge in consumer demand for horticultural products.

The floriculture crops segment is expected to be the largest during the forecast period

The floriculture crops segment is expected to account for the largest market share during the forecast period. This growth is driven by the increasing demand for ornamental plants and flowers for various applications, including decoration, gifting, and events. Cultural significance and aesthetic preferences further bolster the demand for floriculture products. Additionally, advancements in cultivation techniques and sustainable practices contribute to enhanced production efficiency and product quality, supporting the segment's expansion.

The vertical farming segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the vertical farming segment is predicted to witness the highest growth rate. This growth is attributed to the increasing adoption of innovative farming techniques that optimize space and resource utilization. Vertical farming allows for year-round production of crops, including floriculture products, in urban environments with limited land availability. Technological advancements such as hydroponics and aeroponics further enhance productivity and sustainability, making vertical farming an attractive option for future horticultural practices.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share. The Netherlands is particularly influential, leading the continent with a 40% share of global flower exports. The Royal FloraHolland auction in Aalsmeer, the world's largest flower auction, processes over 100,000 transactions daily, underscoring the Netherlands' pivotal role in the global floriculture trade. Additionally, 80% of Dutch flower farms have adopted eco-friendly practices, reinforcing the country's commitment to sustainable flower production which further fuelling the region’s growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Countries like China, India, Japan, and South Korea are driving this growth through increasing demand for cut flowers, ornamental plants, and foliage. The region's diverse agro-climatic conditions, expanding middle-class population, and rising disposable incomes contribute to the burgeoning market potential. Government initiatives and investments in floriculture infrastructure further support sector growth.

Key players in the market

Some of the key players in Horticulture & Floriculture Market include D?mmen Orange, Ball Horticultural Company, Sakata Seed Corporation, Takii & Co., Ltd., Florensis, Beekenkamp Group, Syngenta Flowers, Selecta One, Vilmorin & Cie, DLF Group, Costa Farms, Royal Van Zanten, Rijk Zwaan, Enza Zaden, and Greenyard.

Key Developments:

In June 2025, Syngenta Flowers has announced the launch of its redesigned website, delivering a tailored digital experience focused on customer needs and powered by innovative technology.The new platform addresses a critical industry need by providing region-specific product access across the Americas, Europe, Africa, the Middle East and Asia-Pacific regions, ensuring customers only see products available in their specific market, eliminating confusion and streamlining the selection process.

In April 2025, D?mmen Orange consolidated its 2025 Flower Trials at its De Kwakel location to showcase its full product range with indoor and outdoor plant displays. They also launched a digital app providing growers worldwide with cultivation knowledge and support for their varieties, improving grower planning and product quality.

Product Types Covered:

- Horticulture Crops
- Horticulture Crops

Cultivation Types Covered:

- Greenhouse Cultivation
- Open-Field Cultivation
- Vertical Farming
- Other Cultivation Types

Technologies Covered:

- Precision Agriculture Technologies
- Sensor-based Monitoring Systems
- Automated Greenhouses
- Smart Irrigation & Climate Control Systems
- Artificial Intelligence & Data Analytics Applications

Distribution Channel Covered:

- Direct Sales (Grower to Buyer)
- Retail Stores & Garden Centers
- Online & E-commerce Platforms

Wholesale Markets

Applications Covered:

Food & Beverage Industry

Cosmetics & Pharmaceuticals

Landscaping & Urban Greening

Decoration & Events

Export-Oriented Production

End Users Covered:

Commercial Growers

Horticultural Cooperatives

Landscaping Companies

Retail Consumers

Regions Covered:

North America

US

Canada

Mexico

Europe

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- 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 2024, 2025, 2026, 2028, and 2032
- 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)

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Competitive Benchmarking

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

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# Contents

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13.15 Greenyard

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# List Of Tables

## LIST OF TABLES

(2024-2032) ($MN)

Table 39 Global Horticulture & Floriculture Market Outlook, By Retail Consumers (2024-2032) ($MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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