

# Artificial Flowers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Polyester, Plastic, Paper, Nylon, Silk), By Application (Residential, Commercial), By Sales Channel (Specialty Craft Stores, Supermarkets/Hypermarkets, Online, Others) By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/A2F8BA3EEAAFEN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: A2F8BA3EEAAFEN

## Abstracts

The Global Artificial Flowers Market is projected to expand from a valuation of USD 3.26 Billion in 2025 to USD 4.66 Billion by 2031, reflecting a CAGR of 6.14%. This market encompasses the trade of imitation floral items crafted from materials like silk, polyester, nylon, and plastic, which are engineered to mimic the appearance of natural plants for both commercial and residential use. Growth is largely underpinned by the practical advantages of synthetic flora, such as superior durability and minimal maintenance, which negate the expenses related to pruning, watering, and spoilage. Additionally, the increasing need for hypoallergenic options in public areas and the rising preference for cost-efficient, enduring decor in the hospitality and event sectors continue to drive global market uptake.

However, this growth trajectory encounters a substantial obstacle in the form of environmental sustainability, as the non-biodegradable composition of synthetic flowers clashes with rising ecological consciousness. This issue is increasingly impacting procurement strategies in premium markets where environmental stewardship is prioritized. Data from the 'American Society for Horticultural Science' in '2024' reveals that '80.1% of floral industry professionals expressed a definitive prioritization for expanding their knowledge and application of sustainable design practices', suggesting a potential trend that may limit the expansion of traditional artificial floral products within

eco-friendly market segments.

## **Market Driver**

Technological innovations improving material quality and aesthetic realism have transformed the market, bringing forth 3D-printed textures and 'real-touch' polymers that make synthetic flowers almost indistinguishable from living plants. These advancements have upgraded the category from low-cost alternatives to high-end home decor components, fostering broad adoption in the hobby and craft industries. This shift is reflected in the financial success of major retailers; according to Retail Week, in October 2024, UK retailer Hobbycraft announced total sales of ?218.3 million, a figure driven significantly by its strong range of creative and decorative products. The accessibility of high-quality materials enables these retailers to serve customers who value lasting aesthetics over the upkeep required for fresh flowers.

The growing reliance on artificial flora within the wedding and event management sectors acts as another major driver, primarily due to the necessity for logistical reliability and cost management. With agricultural costs increasing, event organizers are turning to durable synthetic arrangements to avoid budget excesses and prevent spoilage during transportation. According to The Knot, in February 2025, the average expenditure on wedding flowers in 2024 hit \$2,723, a substantial cost that encourages many couples to choose more affordable, reusable synthetic alternatives. This trend has triggered significant cross-border trade; the Observatory of Economic Complexity reported that in 2024, the United States imported roughly \$437 million in artificial flowers, fruit, and foliage to satisfy this ongoing commercial and residential demand.

## **Market Challenge**

The primary barrier to the expansion of the Global Artificial Flowers Market is the challenge of environmental sustainability, particularly concerning the non-biodegradable properties of synthetic materials. As global sensitivity regarding ecological footprints and plastic pollution grows, the standard composition of artificial flowers—usually plastic, nylon, and polyester—stands in direct opposition to the values held by eco-minded corporations and consumers. This conflict is especially damaging in the premium commercial sector, where companies are increasingly refusing permanent botanicals to comply with rigorous Environmental, Social, and Governance (ESG) standards, fearing that utilizing plastic decor could tarnish their corporate reputation.

As a result, demand is contracting in market segments that value 'green' procurement,

compelling manufacturers to face a consumer demographic that regards durable synthetic items as environmental burdens rather than benefits. This change in sentiment is statistically evident; the 'American Floral Endowment' reported in '2024' that '60% of consumers indicated a willingness to purchase specifically from floral providers that demonstrate environmentally friendly practices'. This strong preference for sustainability serves as a hurdle for the traditional artificial flower industry, restricting its ability to grow within demographics that now associate quality with ecological responsibility.

## **Market Trends**

The move toward recycled and biodegradable synthetic materials is restructuring the manufacturing landscape as firms attempt to lower the environmental footprint of polymer-based flowers. Manufacturers are increasingly adopting bio-based composites, such as sugarcane polyethylene, and post-consumer recycled plastics to attract eco-conscious consumers who were previously discouraged by the use of virgin petrochemicals. This shift toward circular economy materials is demonstrating commercial viability, with leading brands seeing significant success from eco-friendly lines. For example, according to CBS News, in August 2025, the LEGO Group announced a 13% increase in consumer sales for the first half of the year, a result largely driven by strong demand for its Botanical Collection, which uses plant-based plastic components to mimic natural looks.

Simultaneously, the creation of weatherproof and UV-resistant outdoor faux florals is extending the market's reach beyond indoor settings into commercial exterior design and residential landscaping. This trend meets the rising consumer desire for 'curb appeal' that can endure severe weather—such as heavy rain and intense sunlight—without the water requirements of living plants. By developing polymers with superior UV stabilizers, suppliers are facilitating the permanent placement of artificial trees, hedges, and hanging baskets in outdoor environments. This expansion in utility is bolstering the home and garden retail sector; according to Retail Week, in September 2024, UK retailer Dunelm posted a 4.1% rise in full-year total sales, a growth trend supported by its strong inventory of durable home and garden items catering to this modern preference for long-lasting decor.

## **Key Market Players**

TreeLocate Limited

Foshan Tongxin Artificial Flowers Co., Ltd

Dongguan Fusheng Arts Products Co., Ltd.

Ngar Tat Production Fty. Ltd.

Oriental Fine Art Co., Ltd.

FTD, LLC

Diane James Designs, Inc.

FRS Holding srlu

Nearly Natural

SG Silk Flower Limited

## Report Scope

In this report, the Global Artificial Flowers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Artificial Flowers Market, By Material

Polyester

Plastic

Paper

Nylon

Silk

### Artificial Flowers Market, By Application

Residential

Commercial

Artificial Flowers Market, By Sales Channel

Specialty Craft Stores

Supermarkets/Hypermarkets

Online

Others

Artificial Flowers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Artificial Flowers Market.

## **Available Customizations:**

Global Artificial Flowers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Material (Polyester, Plastic, Paper, Nylon, Silk)
  - 5.2.2. By Application (Residential, Commercial)
  - 5.2.3. By Sales Channel (Specialty Craft Stores, Supermarkets/Hypermarkets, Online, Others)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Material
  - 6.2.2. By Application
  - 6.2.3. By Sales Channel
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Artificial Flowers Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Material
      - 6.3.1.2.2. By Application
      - 6.3.1.2.3. By Sales Channel
  - 6.3.2. Canada Artificial Flowers Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Material
      - 6.3.2.2.2. By Application
      - 6.3.2.2.3. By Sales Channel
  - 6.3.3. Mexico Artificial Flowers Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Material
      - 6.3.3.2.2. By Application
      - 6.3.3.2.3. By Sales Channel

## **7. EUROPE ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Material
  - 7.2.2. By Application
  - 7.2.3. By Sales Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Artificial Flowers Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Material
      - 7.3.1.2.2. By Application
      - 7.3.1.2.3. By Sales Channel
  - 7.3.2. France Artificial Flowers Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Material
      - 7.3.2.2.2. By Application
      - 7.3.2.2.3. By Sales Channel
  - 7.3.3. United Kingdom Artificial Flowers Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Material
      - 7.3.3.2.2. By Application
      - 7.3.3.2.3. By Sales Channel
  - 7.3.4. Italy Artificial Flowers Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Material
      - 7.3.4.2.2. By Application
      - 7.3.4.2.3. By Sales Channel
  - 7.3.5. Spain Artificial Flowers Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Material
- 7.3.5.2.2. By Application
- 7.3.5.2.3. By Sales Channel

## **8. ASIA PACIFIC ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Material
  - 8.2.2. By Application
  - 8.2.3. By Sales Channel
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Artificial Flowers Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Material
      - 8.3.1.2.2. By Application
      - 8.3.1.2.3. By Sales Channel
  - 8.3.2. India Artificial Flowers Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Material
      - 8.3.2.2.2. By Application
      - 8.3.2.2.3. By Sales Channel
  - 8.3.3. Japan Artificial Flowers Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Material
      - 8.3.3.2.2. By Application
      - 8.3.3.2.3. By Sales Channel
  - 8.3.4. South Korea Artificial Flowers Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Material
- 8.3.4.2.2. By Application
- 8.3.4.2.3. By Sales Channel
- 8.3.5. Australia Artificial Flowers Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Material
    - 8.3.5.2.2. By Application
    - 8.3.5.2.3. By Sales Channel

## **9. MIDDLE EAST & AFRICA ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Material
  - 9.2.2. By Application
  - 9.2.3. By Sales Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Artificial Flowers Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Material
      - 9.3.1.2.2. By Application
      - 9.3.1.2.3. By Sales Channel
  - 9.3.2. UAE Artificial Flowers Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Material
      - 9.3.2.2.2. By Application
      - 9.3.2.2.3. By Sales Channel
  - 9.3.3. South Africa Artificial Flowers Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Material
- 9.3.3.2.2. By Application
- 9.3.3.2.3. By Sales Channel

## **10. SOUTH AMERICA ARTIFICIAL FLOWERS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Material
  - 10.2.2. By Application
  - 10.2.3. By Sales Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Artificial Flowers Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Material
      - 10.3.1.2.2. By Application
      - 10.3.1.2.3. By Sales Channel
  - 10.3.2. Colombia Artificial Flowers Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Material
      - 10.3.2.2.2. By Application
      - 10.3.2.2.3. By Sales Channel
  - 10.3.3. Argentina Artificial Flowers Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Material
      - 10.3.3.2.2. By Application
      - 10.3.3.2.3. By Sales Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers

## 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## **13. GLOBAL ARTIFICIAL FLOWERS MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

### 14.3. Power of Suppliers

### 14.4. Power of Customers

### 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. TreeLocate Limited

#### 15.1.1. Business Overview

#### 15.1.2. Products & Services

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. SWOT Analysis

### 15.2. Foshan Tongxin Artificial Flowers Co., Ltd

### 15.3. Dongguan Fusheng Arts Products Co., Ltd.

### 15.4. Ngar Tat Production Fty. Ltd.

### 15.5. Oriental Fine Art Co., Ltd.

### 15.6. FTD, LLC

### 15.7. Diane James Designs, Inc.

### 15.8. FRS Holding srlu

### 15.9. Nearly Natural

### 15.10. SG Silk Flower Limited

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Artificial Flowers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Polyester, Plastic, Paper, Nylon, Silk), By Application (Residential, Commercial), By Sales Channel (Specialty Craft Stores, Supermarkets/Hypermarkets, Online, Others) By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/A2F8BA3EEAAFEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A2F8BA3EEAAFEN.html>