

# **Cut Flowers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Chrysanthemum, Carnation, Gerbera, Liliu), By Application (Home & Commercial), By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores/ Florists, Online Retail) By Region and Competition**

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## **Abstracts**

The global cut flowers market is expected to grow with an impressive CAGR in the forecast period, 2024-2028. The market for cut flowers is growing due to the increasing popularity and demand for fresh flowers in decorations for ceremonies and rituals. Additionally, the rising import and export of cut flowers for aesthetic purposes in offices and hotels are boosting the demand for the cut flower market.

Cut flowers are in high demand due to their usage in weddings, ceremonies, and as gifts for special occasions such as birthdays, anniversaries, and other events. According to the External Trade Statistics of 101 countries, the global exports of 'Cut flowers and flower buds of an appropriate kind suitable for bouquets or for ornamental purposes, fresh, dried, dyed, bleached, impregnated, or otherwise prepared' were more than USD10.8 billion in 2021. The growing popularity of cut flowers, based on their deep meaning and symbolism among people, supports the market's growth in the forecast period. For instance, the chrysanthemum flower symbolizes happiness and optimism, making it highly sought after for celebrations, party decorations, and garland formations. This is expected to contribute to the market's growth in the forecast period.

The rising popularity of cut flowers in decorations is evident. There is a growing demand for cut flowers in parties, ceremonies, wedding decorations, birthday celebrations,

anniversary celebrations, and other events. Interior designers and wedding planners have increased the demand for fresh cut flowers to enhance their decorations. Flowers such as roses, chrysanthemums, lilies, and carnations are particularly in high demand during festivals. In India, for example, roses and lilies are used as spiritual symbols and offerings in pious rituals and weddings. The aesthetic demand for cut flowers has also increased worldwide, as they are commonly used in wreaths, vase displays, and garlands. Additionally, there is a significant market demand for cut flowers to beautify informal spaces, such as homes, balconies, and rooms, where fresh cut flowers are used for vase decorations and garlands. This further supports the market's growth in the forecast period.

### Increased Demand for Diverse and Perineal Flowers

Roses are among the most popular flowers, having a huge demand across the world in the cut flower market. Associated with emotions of love and affection, the flowers possess an alluring look and an aromatic fragrance. Roses available in various colors such as red, white, yellow, orange, and pink, being aesthetically beautiful, are used as/in the decorative items and ornamental decorations such as Garlands, Boutonniere, Corsages, etc. Additionally, there is an increased demand for chrysanthemum flowers in the market. This flower is popular due to its beauty, diverse shape, and vibrant colors. It is a perennial flower which can be cultivated throughout the year resulting in commercialization of various cultivars globally. Chrysanthemum exists in multiple flower shapes and colors and is one of those flowers which is available every season of the year thereby contributing to the cut flower market growth and is anticipated to bolster the market growth based on its easy availability in the forecast period as well. Additionally, chrysanthemum are cultivars with shorter stems so the growing plant can bear multiple flowers at a time and thus exhibit higher yields in its flowering time. Therefore, due to the higher yield per plant, these are economically advantageous for commercial production and therefore are high in demand for aesthetics and decorations, expanding the cut flower market, profitably.

### Increasing Demand for Fresh Flowers

The growing trend of presenting fresh flowers for decorative purposes is a common driver that creates a huge demand for the cut flower market. Activities such as vase arrangements, decorating a venue, welcoming bouquets at informal and formal events, decorations at funerals and weddings, and decorations during holidays such as Christmas, Easter, and New Year are key reasons for the higher demand for cut flowers in the market. A study published by the medical journal 'Complementary Therapies in

Medicine' found that keeping a bouquet of fresh cut flowers nearby can also reduce stress in people. Additionally, the growing export of cut flowers is observed to be the highest in countries such as the Netherlands, Colombia, Ecuador, and Kenya, based on the 2021 trade export data. The commercializing demand for fresh cut flowers has led to their demand in expressing several behaviors such as expressing thanks, projecting their beauty, and reflecting emotions, among others.

### Growing E-Commerce Regarding Selling Floral Products

The e-commerce landscape for selling floral products is witnessing significant growth. The surge in online sellers can be attributed to the rising demand for floral products, particularly cut flowers used for decoration, special occasions, and rituals. In recent times, there has been a noticeable preference for fresh cut flowers over artificial ones, leading to increased usage in rituals and celebrations. The convenience of online orders for transporting flowers to shipping and distribution services ensures their freshness and timely availability, thereby fostering the expansion of the cut flower market.

Furthermore, the increased availability of online delivery allows individuals to surprise their clients, loved ones, patients, and others by sending fresh cut flowers directly to their doorstep. With the added benefit of saving time and the flexibility to choose from a wide range of fresh cut flowers, online purchasing options continue to support the growth of the market.

### Market Segmentation

Global Cut Flowers market is segmented based on the type, application, distribution channel, region and competitive landscape. Based on type, the market is further segmented into Chrysanthemum, Carnation, Gerbera and Liliun. Based on application, the market is further bifurcated into Home and Commercial segment. Depending on the distribution channel, the market is segmented into Supermarkets & Hypermarkets, Specialty Stores/ Florists and Online Retail.

### Market Players

Dummen Orange, Danziger Group, Dos Gringos LLC, Esmeralda Farms, Flamingo Flowers BV, Florance Flora, Karen Roses Company, Marginpar BV, Multiflora, Rosebud Limited, etc., are some of the major players operating in the global cut flowers market.

### Report Scope:

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

Cut Flowers Market, By Type:

Chrysanthemum

Carnation

Gerbera

Lilium

Cut Flowers Market, By Application:

Home

Commercial

Cut Flowers Market, By Distribution Channel:

Supermarkets & Hypermarkets

Specialty Stores/ Florists

Online Retail

Cut Flowers Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

Japan

India

South Korea

Australia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global cut flowers market.

## Available Customizations:

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 CUT FLOWERS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Chrysanthemum, Carnation, Gerbera, Lilium)
  - 5.2.2. By Application (Home & Commercial)
  - 5.2.3. By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores/

Florists, Online Retail)

5.2.4. By Company (2022)

5.2.5. By Region

5.3. Market Map

## **6. ASIA-PACIFIC CUT FLOWERS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Application

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. Asia-Pacific: Country Analysis

6.3.1. China Cut 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 Type

6.3.1.2.2. By Application

6.3.1.2.3. By Distribution Channel

6.3.2. India Cut 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 Type

6.3.2.2.2. By Application

6.3.2.2.3. By Distribution Channel

6.3.3. South Korea Cut 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 Type

6.3.3.2.2. By Application

6.3.3.2.3. By Distribution Channel

6.3.4. Japan Cut Flowers Market Outlook

6.3.4.1. Market Size & Forecast

6.3.4.1.1. By Value



- 6.3.4.2. Market Share & Forecast
  - 6.3.4.2.1. By Type
  - 6.3.4.2.2. By Application
  - 6.3.4.2.3. By Distribution Channel
- 6.3.5. Australia Cut Flowers Market Outlook
  - 6.3.5.1. Market Size & Forecast
    - 6.3.5.1.1. By Value
  - 6.3.5.2. Market Share & Forecast
    - 6.3.5.2.1. By Type
    - 6.3.5.2.2. By Application
    - 6.3.5.2.3. By Distribution Channel

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

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Application
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. France Cut 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 Type
      - 7.3.1.2.2. By Application
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. Germany Cut 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 Type
      - 7.3.2.2.2. By Application
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Cut 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 Type
  - 7.3.3.2.2. By Application
  - 7.3.3.2.3. By Distribution Channel
- 7.3.4. Italy Cut 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 Type
    - 7.3.4.2.2. By Application
    - 7.3.4.2.3. By Distribution Channel
- 7.3.5. Spain Cut 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 Type
    - 7.3.5.2.2. By Application
    - 7.3.5.2.3. By Distribution Channel

## **8. NORTH AMERICA CUT FLOWERS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Application
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. North America: Country Analysis
  - 8.3.1. United States Cut 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 Type
      - 8.3.1.2.2. By Application
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. Mexico Cut 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 Type
  - 8.3.2.2.2. By Application
  - 8.3.2.2.3. By Distribution Channel
- 8.3.3. Canada Cut 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 Type
    - 8.3.3.2.2. By Application
    - 8.3.3.2.3. By Distribution Channel

## **9. SOUTH AMERICA CUT FLOWERS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Application
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Cut 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 Type
      - 9.3.1.2.2. By Application
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. Argentina Cut 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 Type
      - 9.3.2.2.2. By Application
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. Colombia Cut 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 Type

#### 9.3.3.2.2. By Application

#### 9.3.3.2.3. By Distribution Channel

## **10. MIDDLE EAST AND AFRICA CUT FLOWERS MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Type

#### 10.2.2. By Application

#### 10.2.3. By Distribution Channel

#### 10.2.4. By Country

### 10.3. MEA: Country Analysis

#### 10.3.1. South Africa Cut 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 Type

###### 10.3.1.2.2. By Application

###### 10.3.1.2.3. By Distribution Channel

#### 10.3.2. Saudi Arabia Cut 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 Type

###### 10.3.2.2.2. By Application

###### 10.3.2.2.3. By Distribution Channel

#### 10.3.3. UAE Cut 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 Type

###### 10.3.3.2.2. By Application

###### 10.3.3.2.3. By Distribution Channel

#### 10.3.4. Kuwait Cut Flowers Market Outlook

##### 10.3.4.1. Market Size & Forecast

###### 10.3.4.1.1. By Value

- 10.3.4.2. Market Share & Forecast
  - 10.3.4.2.1. By Type
  - 10.3.4.2.2. By Application
  - 10.3.4.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

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

- 12.1. Recent Developments
- 12.2. Mergers & Acquisitions
- 12.3. Product Developments

## **13. COMPETITIVE LANDSCAPE**

- 13.1. Company Profiles
  - 13.1.1. Business Overview
  - 13.1.2. Company Snapshot
  - 13.1.3. Products & Services
  - 13.1.4. Financials (In case of listed companies)
  - 13.1.5. Recent Developments
  - 13.1.6. SWOT Analysis
- 13.2. Dummen Orange
- 13.3. Danziger Group
- 13.4. Dos Gringos LLC
- 13.5. Esmeralda Farms
- 13.6. Flamingo
- 13.7. Florance Flora
- 13.8. Karen Roses Company
- 13.9. Marginpar BV
- 13.10. Multiflora
  - 13.10.1. Rosebud Limited.

## **14. STRATEGIC RECOMMENDATIONS**

## I would like to order

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