

Greenhouse Nursery And Flowers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Types (Food Crops Grown Under Cover, Nursery & Floriculture Production), By Application (Household, Commercial), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/GCD9E3974B63EN.html>

Date: February 2025

Pages: 185

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

ID: GCD9E3974B63EN

Abstracts

The global greenhouse, nursery, and flowers market was valued at USD 340.02 billion in 2024 and is projected to experience substantial growth over the forecast period, with a compound annual growth rate (CAGR) of 4.01% through 2030. This market is diverse, covering the cultivation of ornamental plants, cut flowers, and foliage. Greenhouse operations create controlled environments for plants, extending growing seasons and increasing productivity. Nurseries specialize in propagating and growing young plants for sale, catering to both retail and landscaping markets. Flowers are essential, not only as decorative elements but also in events, weddings, and gifting, maintaining steady demand throughout the year.

As urbanization accelerates globally, there is a growing preference for green spaces and aesthetically appealing environments. Ornamental plants fulfill this demand, driving growth in both residential and commercial sectors. With rising environmental awareness, there is a shift towards green practices and sustainable living, with consumers increasingly choosing eco-friendly products, including plants that improve air quality and promote biodiversity. Advances in greenhouse technologies, such as automated climate control, hydroponics, and vertical farming, have transformed plant cultivation by enhancing productivity, optimizing resource usage, and allowing for year-round production, irrespective of external conditions.

Key Market Drivers

Rising Urbanization and Changing Lifestyles

As urbanization accelerates and lifestyles evolve, the global greenhouse, nursery, and flowers market is witnessing a horticultural boom. The rising demand for ornamental plants, flowers, and nursery crops is directly linked to changes in urban living and consumer preferences. Urban dwellers are increasingly valuing greenery to improve their quality of life, leading to higher demand for potted plants, indoor gardens, and balcony flowers as cities grow and apartment living becomes more common. This trend is fueling the growth of the greenhouse and nursery market as consumers integrate nature into their urban spaces.

Key Market Challenges

Climate Change Vulnerability

Climate change presents a significant challenge to greenhouse and nursery operations. Unpredictable weather patterns, extreme temperatures, and natural disasters can impact crop yields and quality. Growers are required to adopt adaptive strategies and invest in technologies to mitigate the risks associated with climate change, ensuring the sustainability and resilience of their operations.

Key Market Trends

Digital Transformation and E-commerce Integration

The digital revolution is reshaping the greenhouse, nursery, and flowers market, with e-commerce platforms playing an increasingly vital role in both B2B and B2C transactions. Online marketplaces enable growers and retailers to reach a global audience, while consumers enjoy the convenience of purchasing a wide variety of plants and flowers from the comfort of their homes.

Key Market Players

Color Spot Nurseries Inc.

Costa Group Holdings Ltd.

Rocket Farms Inc.

Kurt Weiss Greenhouses Inc.

Verso Corp.

Domtar Corp.

Syngenta AG

Altman Specialty Plants Inc.

Bayer AG

Royal FloraHolland

Report Scope

This report on the global greenhouse, nursery, and flowers market is segmented as follows, with detailed industry trends also outlined:

Market by Types

Food Crops Grown Under Cover

Nursery & Floriculture Production

Market by Application

Household

Commercial

Market by Region

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major players in the global greenhouse, nursery, and flowers market.

Available Customizations:

The global greenhouse, nursery, and flowers market report provides data and insights for businesses, with TechSci Research offering customizations to meet specific company needs. Customization options include:

Company Information: Detailed profiling of additional market players (up to five).

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