

Ornamental Sunflower Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Branching Sunflower, Dwarf & Semi-dwarf, Pollen-less Sunflower, and Others), By End Use (Residential and Commercial), By Application (Cut Flower and Potted Flower), By Region and Competition, 2019-2029F

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Abstracts

Global Ornamental Sunflower Market was valued at USD 142.53 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.45% through 2029. The global ornamental sunflower market is driven by several key factors contributing to its growth and popularity. Ornamental sunflowers are prized for their vibrant and diverse colors, ranging from bright yellows and oranges to deep reds and burgundies, making them highly attractive for floral arrangements and decorative purposes. The increasing trend towards natural and sustainable landscaping has bolstered the demand for sunflowers, which are relatively easy to grow and maintain in various climates. Their versatility in both garden beds and containers appeals to a wide range of consumers, from home gardeners to professional landscapers and florists. The rising preference for eco-friendly and low-maintenance plants further fuels the market, as ornamental sunflowers require minimal care while providing long-lasting blooms that enhance aesthetic appeal in gardens, parks, and urban landscapes.

Key Market Drivers

Aesthetic Appeal and Diversity

Ornamental sunflowers are highly esteemed for their remarkable aesthetic qualities,

characterized by an array of vibrant colors that span from cheerful yellows and oranges to deep, luxurious reds and burgundies. Their large, captivating flower heads, often adorned with contrasting dark centers, contribute to their visual allure, making them standout features in gardens, landscapes, and floral compositions alike. These sunflowers not only add a splash of vibrant color but also bring a sense of dynamism and charm to outdoor environments.

Their versatility in color and form caters to a broad spectrum of consumer preferences, appealing to home gardeners aiming to beautify their outdoor spaces with bold and striking floral displays. Professional landscapers find ornamental sunflowers to be indispensable elements in their design projects, as they provide impactful focal points and contribute to the overall aesthetic harmony of garden beds, borders, and public green spaces. Whether used as solitary accents or combined in mixed plantings, ornamental sunflowers offer endless possibilities for creative expression in landscaping and horticulture. Their ability to thrive in diverse climates and soil conditions further enhances their appeal, ensuring they remain popular choices among those seeking to enhance their surroundings with nature's vibrant and enduring beauty.

Versatility in Landscaping

Sunflowers are renowned for their versatility, making them ideal for a wide array of landscaping applications. Whether planted in garden beds, used to border pathways, placed in containers, or harvested for stunning cut flower arrangements, ornamental sunflowers offer immense flexibility in enhancing various outdoor environments. This adaptability empowers landscapers and gardeners to unleash their creativity, incorporating sunflowers into diverse settings ranging from bustling urban gardens and public parks to expansive rural landscapes and commercial developments.

Their ability to thrive in different soil types, from fertile garden loam to well-drained sandy soils, contributes to their widespread appeal. Sunflowers also demonstrate resilience across varied climates, flourishing in both temperate regions and sun-drenched locales. This adaptability not only broadens their appeal but also ensures their accessibility to a global market of gardening enthusiasts and landscaping professionals seeking robust and visually striking plant options. Ornamental sunflowers are valued for their enduring beauty and longevity in bloom, making them dependable choices for enhancing the aesthetic appeal and natural charm of any outdoor space. Whether used as focal points in elaborate garden designs or as colorful accents in mixed plantings, sunflowers continue to captivate and inspire with their cheerful demeanor and impressive stature, enriching landscapes with their distinctive charm and vibrant

presence.

Low Maintenance Requirements

Ornamental sunflowers are celebrated for their low maintenance requirements, appealing to gardeners of all skill levels, from beginners to seasoned enthusiasts. These sunflowers are typically straightforward to cultivate from seeds, making them accessible even to those new to gardening. They thrive with moderate watering and ample sunlight, essential ingredients for their robust growth and prolific flowering. Once established, ornamental sunflowers exhibit remarkable resilience, demonstrating the ability to endure diverse weather conditions, including periods of intense heat and occasional drought. Facilitated by the University of Agricultural Sciences in Bengaluru (UAS-B), India, which has transferred hybrid seed technology to the East African nation. Recently, UAS-B shared the germplasm technology of the hybrid sunflower variety KBSH-53 with Uganda, complementing the popularity of another variety, KBSH-41, already established in the country. This knowledge exchange was formalized under an agreement facilitated by the National Bio-diversity Authority, involving both central and state-level entities. Uganda, situated in East-Central Africa and bordered by Kenya, Sudan, Congo, Rwanda, and Tanzania, features a modified equatorial climate conducive to sunflower cultivation.

Their hardy nature and adaptability make them reliable choices for gardens and landscapes, where they require minimal intervention and care. Unlike some plants that demand meticulous attention, sunflowers are notably resistant to common pests and diseases, further enhancing their appeal as low-maintenance additions to outdoor spaces. This resilience not only reduces the need for chemical interventions but also ensures that sunflowers can sustain their vibrant blooms throughout the growing season, providing enduring beauty and cheerful displays that enhance the visual appeal of gardens and landscapes alike.

Growing Demand for Cut Flowers

The global demand for cut flowers, including ornamental sunflowers, is experiencing a notable increase driven by a rising consumer preference for floral arrangements across diverse occasions such as weddings, parties, and corporate events. Ornamental sunflowers have emerged as favored choices in this growing market due to their exceptional qualities that meet the demands of both consumers and floral designers alike. One of their standout features is their impressive vase life, which ensures longevity in floral displays, making them ideal for decorating venues and enhancing

ambiance over extended periods. Sunflowers bring a natural and cheerful aesthetic to floral designs, characterized by their large, vibrant flower heads and striking colors ranging from sunny yellows and oranges to deep, velvety reds and burgundies. This diversity in color and form allows florists and designers to create captivating arrangements that cater to varied preferences and themes. Whether used as focal points or complementary elements in bouquets and centerpieces, sunflowers add a touch of warmth and charm that resonates with customers seeking unique and impactful floral presentations.

The availability of ornamental sunflowers in different stem lengths and hues further enhances their versatility in floral design. From towering stems that command attention to shorter varieties perfect for compact arrangements, sunflowers offer flexibility in creating dynamic compositions that suit various event settings and décor styles. This adaptability not only expands the creative possibilities for floral artists but also ensures that sunflowers remain sought-after blooms in the competitive cut flower market. As consumer interest in sustainable and locally sourced products grows, ornamental sunflowers also appeal for their eco-friendly credentials. They are often cultivated using responsible farming practices, minimizing environmental impact while supporting local economies. This sustainable approach aligns with the preferences of environmentally conscious consumers and contributes to the overall appeal of sunflowers as preferred choices in the global market for cut flowers. In conclusion, the increasing demand for ornamental sunflowers underscores their enduring popularity and their essential role in meeting the evolving needs of the floral industry worldwide.

Key Market Challenges

Climate Sensitivity and Growing Conditions

One of the significant challenges in the global ornamental sunflower market is the sensitivity of sunflowers to climatic conditions and growing requirements. Sunflowers thrive in full sunlight and well-drained soil, but they can be adversely affected by extreme temperatures, drought, or excessive rainfall. Variability in weather patterns and climate change pose risks to sunflower cultivation, impacting crop yields and quality. Different sunflower varieties may have specific temperature and soil requirements, making it challenging for growers to achieve optimal growing conditions in diverse geographic regions. This climate sensitivity necessitates careful selection of sunflower cultivars and adaptive agricultural practices to mitigate risks and ensure consistent production of high-quality ornamental sunflowers.

Pest and Disease Management

Ornamental sunflowers, like their agricultural counterparts, are susceptible to pests and diseases that can affect plant health and reduce yield. Common pests include aphids, caterpillars, and beetles, while diseases such as downy mildew and powdery mildew can impact foliage and flower development. Integrated pest management (IPM) practices, including biological control, cultural practices, and judicious use of pesticides, are essential for mitigating pest and disease pressures in sunflower crops. However, the challenge lies in balancing effective pest control with environmental sustainability and minimizing chemical inputs that may affect pollinators and beneficial insects. Continuous monitoring, early detection, and proactive management strategies are crucial for maintaining healthy ornamental sunflower crops and ensuring market readiness.

Key Market Trends

Rising Popularity in Urban Gardening

With the ongoing expansion of urbanization, there is a noticeable shift towards urban gardening and the establishment of green spaces within cities worldwide. Ornamental sunflowers have emerged as particularly suitable plants for urban environments, owing to their adaptability to container gardening and their capacity to flourish in limited space conditions. This adaptability enables city dwellers to cultivate gardens in various urban settings, including balconies, rooftops, and community plots, where traditional gardening space may be scarce. Urban gardening initiatives that incorporate ornamental sunflowers play a pivotal role in enhancing urban beautification efforts. Sunflowers bring vibrant colors and natural beauty to cityscapes, transforming otherwise mundane spaces into visually appealing environments. Their tall stems and large, cheerful flower heads create striking focal points that contribute to the aesthetic appeal of urban landscapes and public spaces. This infusion of greenery and floral diversity not only improves the overall ambiance of urban areas but also promotes a sense of well-being among residents by fostering a closer connection with nature.

The cultivation of ornamental sunflowers in urban gardens serves broader environmental purposes. Sunflowers are known for their ability to attract pollinators such as bees and butterflies, thereby supporting local biodiversity within urban settings. Their deep roots aid in soil health and erosion control, contributing to sustainable urban land management practices. By integrating sunflowers into urban gardening projects, cities can mitigate the heat island effect, improve air quality, and reduce carbon footprint, thus

enhancing the ecological resilience of urban environments. The presence of ornamental sunflowers in urban gardens encourages community engagement and social interaction among residents. Shared gardening spaces and community plots foster a sense of camaraderie and collaboration among neighbors, promoting a more cohesive urban community. Educational programs and workshops on gardening and sustainable practices further empower urban dwellers to participate actively in greening initiatives and environmental stewardship.

Innovation in Breeding and Genetics

Recent advancements in plant breeding and genetics have revolutionized the ornamental sunflower industry, ushering in a new era of innovation and diversity. Plant breeders have successfully developed a wide array of new sunflower varieties that boast enhanced traits, catering to the evolving preferences of consumers and the specific requirements of landscaping professionals. One of the notable advancements is the introduction of sunflower cultivars with longer stems, allowing for more versatile use in floral arrangements and landscaping designs. These elongated stems not only enhance the visual impact of sunflowers but also provide florists and designers with greater flexibility in creating dynamic and expressive floral compositions. Breeders have focused on cultivating sunflowers with larger flower heads, which serve as captivating focal points in gardens and landscapes. These larger blooms contribute to the overall aesthetic appeal of sunflower displays, making them standout features in both residential gardens and public spaces. Innovations in color patterns have also been a focal point of breeding efforts, resulting in sunflower cultivars with unique and eye-catching color combinations. From traditional sunny yellows to rich oranges, deep reds, and even bi-colored or multi-colored petals, these new varieties offer a broader palette of choices for consumers and designers seeking distinctive floral accents. Tamil Nadu Agricultural University, India has introduced a new high-yielding sunflower variety, launched in 2019. These hybrid seeds are suitable for cultivation in rainfed regions and exhibit moderate resistance to diseases. Scientists at TNAU highlighted the robust demand for sunflower oil, driven by its nutritional advantages. Presently, India heavily relies on imports from Ukraine, Russia, and Argentina to meet its sunflower oil needs. The latest sunflower variety, COH3, boasts an impressive 42% oil content and has the potential to yield 716 kg per hectare.

Beyond aesthetics, advancements in breeding have prioritized traits that improve sunflower performance and resilience in various growing conditions. Improved disease resistance has become a critical focus, ensuring that sunflowers remain healthy and vibrant throughout their growth cycle. Breeders have also targeted traits that extend

bloom periods, providing longer-lasting floral displays that enhance garden enjoyment and satisfaction for growers and enthusiasts alike. These advancements in sunflower genetics have been instrumental in developing cultivars that thrive in specific environmental conditions, whether in regions with hot summers, dry climates, or cooler temperatures. By tailoring sunflower varieties to local growing conditions, breeders empower gardeners and landscapers to achieve optimal results with minimal input, further driving the adoption of sunflowers in diverse global markets.

Segmental Insights

Type Insights

Based on the Type, the Branching Sunflower stands out as a dominant choice in the market. Branching Sunflowers are renowned for their impressive stature, vigorous growth habits, and prolific flowering, making them popular among gardeners, landscapers, and floral enthusiasts alike. Branching Sunflowers are characterized by their robust and tall stems that can reach heights of up to 6 feet or more, depending on the cultivar. These sunflowers produce multiple branches from a single stem, each adorned with large, radiant flower heads. The abundant branching not only increases the number of flowers per plant but also creates a lush and full-bodied appearance in garden beds and landscapes.

Gardeners appreciate Branching Sunflowers for their striking visual impact and the dramatic presence they bring to outdoor spaces. The large flower heads, typically measuring 4 to 6 inches in diameter, showcase a spectrum of colors ranging from bright yellows and oranges to warm reds and rustic browns. This vibrant color palette allows gardeners to create dynamic and eye-catching displays, whether planted en masse in borders, used as focal points in mixed plantings, or incorporated into cut flower arrangements. In addition to their aesthetic appeal, Branching Sunflowers are valued for their resilience and adaptability. They thrive in full sunlight and well-drained soil, tolerating a range of climates and growing conditions. This robustness makes them suitable for various regions and environments, from suburban gardens to rural landscapes and even urban settings where space may be limited.

End Use Insights

Based on the end use segment, both residential and commercial sectors play significant roles, but the residential segment holds a distinct dominance. Residential consumers, comprising individual homeowners, gardening enthusiasts, and hobbyists, drive

substantial demand for ornamental sunflowers. These consumers are drawn to sunflowers for their vibrant colors, striking flower heads, and ease of cultivation, making them popular choices for enhancing home gardens, landscapes, and outdoor living spaces. Sunflowers offer residential gardeners a versatile option for creating visually appealing displays. Whether planted in garden beds, along fences, or in containers on balconies and patios, sunflowers add a cheerful and natural charm to residential environments. Their ability to thrive in various soil types and climatic conditions further enhances their appeal, catering to homeowners in diverse geographic regions globally.

Ornamental sunflowers contribute to the personalization and aesthetic enhancement of residential properties. They serve as focal points in garden designs, providing height, color contrast, and seasonal interest throughout the summer months. Their large flower heads, ranging from traditional yellow and orange hues to more exotic bi-colored and multi-petal varieties, allow homeowners to create unique and impactful landscapes that reflect their individual preferences and gardening styles. In contrast, while the commercial sector also drives demand for ornamental sunflowers, its influence is more concentrated in specific industries and applications. Commercial users encompass a range of businesses and organizations, including landscapers, floral designers, event planners, and botanical gardens. These professionals utilize ornamental sunflowers to beautify public spaces, corporate campuses, retail establishments, and hospitality venues.

Regional Insights

North America stands out as a dominant force in shaping the market landscape. The region's significant market share can be attributed to a combination of factors including advanced agricultural practices, robust distribution networks, and high consumer demand for ornamental sunflowers. North America's dominance in the Ornamental Sunflower market is bolstered by its extensive cultivation areas, particularly in regions with favorable climates such as California and parts of the Midwest. These areas not only provide optimal growing conditions but also benefit from established infrastructures that support efficient production and distribution. The region's agricultural technology and expertise contribute to higher yields and product quality, meeting both domestic and international market demands.

In addition to production capabilities, North America's market leadership is also driven by strong consumer preferences and trends. Ornamental sunflowers have gained popularity among consumers for their vibrant colors, versatility in landscaping, and symbolic meanings. This increased demand has encouraged growers and suppliers in

the region to expand their product offerings and innovate in terms of varieties and packaging, further solidifying North America's position in the global market. North America serves as a key hub for trade and export of ornamental sunflowers. Its strategic geographical location allows for easy access to major markets in Europe and Asia, facilitating international trade and distribution channels. This geographical advantage, coupled with well-established trade agreements and logistical infrastructure, enables North American suppliers to effectively penetrate and compete in global markets.

Key Market Players

Takii & Co.,Ltd.

Sakata Seed Corporation

Sunflower Steve Seed Co.

Copsley Ornamentals Pty Ltd

Applewood Seed Co.

Syngenta Flowers North America

Report Scope:

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

Ornamental Sunflower Market, By Type:

Branching Sunflower

Dwarf & Semi-dwarf

Pollen-less Sunflower

Others

Ornamental Sunflower Market, By End Use:

Residential

Commercial

Ornamental Sunflower Market, By Application:

Cut Flower

Potted Flower

Ornamental Sunflower 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 Ornamental Sunflower Market.

Available Customizations:

Global Ornamental Sunflower 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 & Validations
- 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 ORNAMENTAL SUNFLOWER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Branching Sunflower, Dwarf & Semi-dwarf, Pollen-less Sunflower, and Others)
 - 5.2.2. By End Use (Residential and Commercial)
 - 5.2.3. By Application (Cut Flower and Potted Flower)

- 5.2.4. By Region
- 5.2.5. By Company (2023)
- 5.3. Market Map

6. NORTH AMERICA ORNAMENTAL SUNFLOWER 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 End Use
 - 6.2.3. By Application
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Ornamental Sunflower 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 End Use
 - 6.3.1.2.3. By Application
 - 6.3.2. Canada Ornamental Sunflower 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 End Use
 - 6.3.2.2.3. By Application
 - 6.3.3. Mexico Ornamental Sunflower 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 End Use
 - 6.3.3.2.3. By Application

7. EUROPE ORNAMENTAL SUNFLOWER 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 End Use
 - 7.2.3. By Application
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Ornamental Sunflower 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 End Use
 - 7.3.1.2.3. By Application
 - 7.3.2. United Kingdom Ornamental Sunflower 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 End Use
 - 7.3.2.2.3. By Application
 - 7.3.3. Italy Ornamental Sunflower 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 End Use
 - 7.3.3.2.3. By Application
 - 7.3.4. France Ornamental Sunflower 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 End Use
 - 7.3.4.2.3. By Application
 - 7.3.5. Spain Ornamental Sunflower 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 End Use
- 7.3.5.2.3. By Application

8. ASIA-PACIFIC ORNAMENTAL SUNFLOWER 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 End Use
 - 8.2.3. By Application
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Ornamental Sunflower 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 End Use
 - 8.3.1.2.3. By Application
 - 8.3.2. India Ornamental Sunflower 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 End Use
 - 8.3.2.2.3. By Application
 - 8.3.3. Japan Ornamental Sunflower 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 End Use
 - 8.3.3.2.3. By Application
 - 8.3.4. South Korea Ornamental Sunflower 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 Type
- 8.3.4.2.2. By End Use
- 8.3.4.2.3. By Application
- 8.3.5. Australia Ornamental Sunflower 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 Type
 - 8.3.5.2.2. By End Use
 - 8.3.5.2.3. By Application

9. SOUTH AMERICA ORNAMENTAL SUNFLOWER 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 End Use
 - 9.2.3. By Application
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Ornamental Sunflower 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 End Use
 - 9.3.1.2.3. By Application
 - 9.3.2. Argentina Ornamental Sunflower 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 End Use
 - 9.3.2.2.3. By Application
 - 9.3.3. Colombia Ornamental Sunflower 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 End Use
- 9.3.3.2.3. By Application

10. MIDDLE EAST AND AFRICA ORNAMENTAL SUNFLOWER 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 End Use
 - 10.2.3. By Application
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Ornamental Sunflower 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 End Use
 - 10.3.1.2.3. By Application
 - 10.3.2. Saudi Arabia Ornamental Sunflower 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 End Use
 - 10.3.2.2.3. By Application
 - 10.3.3. UAE Ornamental Sunflower 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 End Use
 - 10.3.3.2.3. By Application

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. PORTER'S FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

14.1. Takii & Co.,Ltd.

14.1.1. Business Overview

14.1.2. Company Snapshot

14.1.3. Products & Services

14.1.4. Financials (As Reported)

14.1.5. Recent Developments

14.1.6. Key Personnel Details

14.1.7. SWOT Analysis

14.2. Sakata Seed Corporation

14.3. Sunflower Steve Seed Co.

14.4. Copsley Ornamentals Pty Ltd

14.5. Applewood Seed Co.

14.6. Syngenta Flowers North America

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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