

# **Cut Flowers Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Flower Type (Rose; Carnation; Lilium; Chrysanthemum and Gerbera; and Others), Application (Home and Commercial), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores/Florist, Online Retail, and Others)**

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## **Abstracts**

The cut flowers market size is expected to grow from US\$ 36.83 billion in 2022 to US\$ 53.36 billion by 2030; the market is expected to grow at a CAGR of 4.7% from 2022 to 2030

Cut flowers refers to flower or flower buds that are cut from the plant on which it is grown. It is usually taken out from plants for its use in decorative purposes. Most gardeners harvest their cut flowers in their gardens, but most countries have a floral industry dedicated to cut flowers. The plants from which the cut flowers are cut differ in climate, culture, and the level of wealth locally. Mostly, the plants for cut flowers are grown in separate fields or greenhouses. Cut flower cultivation is intensive as it requires large amounts of highly toxic pesticides and residues.

Cut Flowers are used for medicinal purposes due to their various health benefits. Flowers are known to have an immediate impact on mood. Their vibrant colors and pleasant fragrances can help reduce stress, anxiety, and depression, improving mental well-being. Studies have shown that flowers can lower cortisol levels (a stress hormone), leading to decreased stress and a more relaxed smile. For instance, a study

conducted by Harvard Medical School showed that when flowers are kept at home, people feel less worried, reducing anxiety and depression.

Different types of cut flowers have different properties, which help keep the environment fresh and boost mood. Some flowers, such as peace lilies and gerbera daisies, have air-purifying properties, helping to remove common indoor pollutants and improve indoor air quality. In addition, chrysanthemum has properties that help reduce blood pressure and cure dizziness and insomnia. Other flowers, such as pot marigolds, are used as a remedy for inflamed skin and prevent the spread of infection. In contrast, purple cornflower helps stimulate the immune system, improving the body's resistance against viral and bacterial infection. Moreover, lavender's aroma calms the nervous system, reduces muscle tension, and works as an antiseptic. Thus, various health benefits associated with cut flowers propel the market growth.

Based on application, the cut flowers market is bifurcated into home and commercial. The commercial segment holds a significant share of the market. Cut flowers are mainly used as a part of décor at weddings, birthday events, funerals, commercial offices, hotels, industrial institutions, etc. In addition, hotels, restaurants, and resorts often use cut flowers to enhance their ambiance. The increasing demand for fresh flower arrangements for events and functions and the growing preference for unique and exotic flower varieties have propelled the growth of the cut flowers market in commercial applications. Trends such as oversized floral installations, hanging floral arrangements, and unique and bold-colored floral combinations further benefit the market for commercial applications.

Geographically, the cut flowers market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, Europe held the largest share of the cut flowers market whereas North America is projected to grow at the highest CAGR from 2022 to 2030. Market growth in Europe is ascribed to the presence of well-established players such as Afriflora Sher, Oserian, and D?mmen Orange in this region. Small and medium enterprises in the cut flowers market in Europe benefit from a well-developed virtualized freight and logistics network as well as a well-coordinated supply chain, comprising growers, traders, logistics service providers, and gift shop outlets. Virtual networks ensure cost-effective and speedy deliveries of floriculture products, including cut flowers, which favors the cut flowers market in this region. The tradition of gifting flowers on occasions such as birthdays, anniversaries, and holidays boost the demand for cut flowers in Europe. People in European countries indulge in various seasonal celebrations and festivals such as Easter and Christmas, which traditionally involve the exchange of flowers.

The overall cut flowers market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the cut flowers market.

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