

Kenya Floriculture Market, By Flower Type (Cut Flower, Loose Flower, Bedding & Garden Plants, Potted Flowering Plants, Foliage Plants), By Distribution Channel (Retail, Florists, Supermarkets/Hypermarkets, Online, Others), By Application (Aesthetic & Decorative Purposes, Flavours & Fragrances, Natural Colors, Medicines, Others), By End Use (Personal, Institutions/Events, Hotels, Restaurants & Spas, Industrial), By Region, Competition Forecast & Opportunities, 2027

Market Report | 2022-07-01 | 76 pages | TechSci Research

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Report description:

The Kenya floriculture market is expected to witness steady growth during the forecast period, 2023-2027. Floriculture is a part of horticulture practice and focuses mainly on cultivating flowers and ornamental plants for personal and commercial uses. The rise in the disposable income of the consumers and the increased demand for high-quality flowers are primarily driving the growth of the Kenya floriculture market. Also, the advancements in plant biotechnology, including genome sequencing, and the growing popularity of genetically modified flowering plants are expected to create numerous growth opportunities for the market players in the forecast period.

The Kenya floriculture market is segmented into flower type, distribution channel, application, end use, regional distribution, and competitive landscape. Based on distribution channel, the market is divided into retail, florists, supermarkets/hypermarkets, online, and others. The online segment is expected to witness the fastest incremental growth in the forecast period, 2023-2027. The high internet penetration and proliferation of smart devices are driving the popularity of the e-commerce industry. Market players are shifting to online platforms to capture the customers willing to buy flowers through e-commerce channels. They offer lucrative discounts on purchasing products and provide facilities like quick doorstep delivery and flexible payment options, which

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is adding to the segment growth.

Some of the key players in the Kenya floriculture market are Karen Roses Company, The Kariki Group, Karuturi Kenya Limited, Oserian Development Company Limited, Carzan Flowers Limited, Beauty Line Ltd, Sian Roses Group, Batian Flowers Ltd., AAA Growers Limited, Desire Flora (K) Ltd, Africalla Kenya Limited, Benev Flora Ltd., and others.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

- To analyze and estimate the market size of Kenya floriculture market from 2017 to 2021.
- To estimate and forecast the market size of Kenya floriculture market from 2023 to 2027 and growth rate until 2027.
- To classify and forecast Kenya floriculture market based on flower type, distribution channel, application, end use, regional distribution, and company.
- To identify dominant region or segment in the Kenya floriculture market.
- To identify drivers and challenges for Kenya floriculture market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Kenya floriculture market.
- To identify and analyze the profile of leading players operating in Kenya floriculture market.
- To identify key sustainable strategies adopted by market players in Kenya floriculture market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service providers, distribution channels and presence of all major players across the country. TechSci Research calculated the market size of Kenya Floriculture market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

- Floriculture famers, florists, event management companies
- Market research and consulting firms
- Government bodies such as regulating authorities and policy makers
- Organizations, forums, and alliances related to floriculture market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as farmers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Kenya floriculture market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

- Kenya Floriculture Market, By Flower Type:
 - o□Cut Flower
 - o□Loose Flower
 - o□Bedding & Garden Plants

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- o Potted Flowering Plants
- o Foliage Plants
- Kenya Floriculture Market, By Distribution Channel:
 - o Retail
 - o Florists
 - o Supermarkets/Hypermarkets
 - o Online
 - o Others

- Kenya Floriculture Market, By Application:
 - o Aesthetic & Decorative Purposes
 - o Flavours & Fragrances
 - o Natural Colors
 - o Medicines
 - o Others

- Kenya Floriculture Market, By End Use:
 - o Personal
 - o Institutions/Events
 - o Hotels
 - o Restaurants & Spas
 - o Industrial

- Kenya Floriculture Market, By Region:
 - o Rift Valley
 - o Eastern Region
 - o Nyanza Region
 - o Central Region
 - o Western Region
 - o Nairobi Region
 - o Coast Region
 - o North Eastern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Kenya floriculture 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).

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