

Netherlands Floriculture Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 87 pages | Mordor Intelligence

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Report description:

The Netherlands floriculture market is projected to register a CAGR of 5.3% during the forecast period (2022-2027). Floriculture is one of the lucrative industries in the Netherlands. Spring is usually the busiest time of year at the Aalsmeer Flower Auction in the Netherlands, the world's blossom trade capital.

The COVID-19 pandemic has plunged the world's largest flower auction on the outskirts of Amsterdam into chaos. The cut flower sales volume in the auction has been decreased to 595, 064 thousands and 557,436 thousands in March, and April 2020 respectively than 762,513 thousands and 695,516 thousands in 2019 of the same period respectively.

The Netherlands is the largest exporter of cut flowers around the world. The flower market in the Netherlands is a dynamic, fast-growing global industry, defined by three major components, growers, wholesalers, and retailers. In 2019, the Netherlands export accounted for 47.9% of the global exports in the cut flower segment and ranked 1st in the same year. There is a huge potential for export of floriculture products and is long term driving force, given it adopts improved production technologies. Therefore, the attractive growth in export market is anticipated to influence the significant market growth over the forecast period.

Among the cut flowers, rose accounted for a significant share of the market followed by Chrysanthemum. The largest segment in Netherland is Rosa. This is due to the increased demand from peak days and the adoption of new technologies, the roses production in the country is increasing which is anticipated to boost the growth of the floriculture market during the forecast period. According to the OEC, Netherlands, in 2020, 38% of the cut flower exports from the Netherlands have been exported to Germany, 14% to France, and 48% to the rest of the world.

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Netherlands Floriculture Market Trends

Growing Export Potential for Cut Flowers

The Netherlands is the largest exporter of cut flowers around the world. The flower market in the Netherlands is a dynamic, fast-growing global industry, defined by three major components, growers, wholesalers, and retailers. The Dutch flower auction, i.e., Royal FloraHolland, is the main marketplace for cut flowers in Europe. Flowers worldwide find their buyers through this auction and the Dutch network of flower traders. It serves as an important trade platform for traders from developing countries.

The Netherlands is the largest producer of cut flowers, as well as a critical exporter to developing countries. Apart from being one of the market leaders for cut flowers, the Netherlands is also the central trade hub, especially in the area of Aalsmeer. The major importers of cut flowers from the Netherlands are Germany, the United Kingdom, France, and the Russian Federation.

The main export markets of floriculture are Germany, followed by the United Kingdom, France, and Russian Federation. According to the ITC trade map, in 2020, the Netherlands exported 551,098 metric ton of cut flowers valued at USD 4,260,31 thousand. Thus, the increased demand for cut flowers globally is driving the export market in the Netherlands.

Rose segment Dominate the Market

Roses are among the popular flowers in the country. The demand for roses peaks in important days in each year, such as Mother's Day and Valentine's Day. Several supermarkets and florists run special promotional campaigns on days, such as Mother's Day and offer special Valentine's Day bouquets to increase their sale volume.

Marjoland and Arend Roses are among the largest rose growers in the Netherlands. The roses are widely grown in greenhouses with LED lighting to produce top quality roses with improved yield. The sustainable and organic production is a key focus point of growers as it is highly preferred by the consumers.

Out of several rose varieties grown in the country, Red Naomi, Red Eagle, Pink Avalanche, and Avalanche plus are some of the most common varieties. The rose production in the Netherlands increased from about 1,127,309 thousand euros in 2017 to 1,137,892 thousand euros in 2020. This suggests the bolstering market of roses in the Netherlands.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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