

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

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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Report description:

The Australian floriculture market is projected to register a CAGR of 4.1% during the forecast period (2022-2027).

Due to the restrictions, there is a downsizing of major events, reduced demand for Tippet's roses, and the farms were able to make only a quarter of their usual revenue in 2020. This affected the overall flower market in the country.? However, while major overseas countries were struggling to sell their flowers, the trend was changing for flower growers in Australia. Due to the pandemic, and the change in supply and demand, Australians are going direct to local growers again.?

In Australia, there is a high demand for flowers in February for Valentine's Day, May for Mother's day, and December for Christmas. Among all the types of flowers, the rose is a highly demanded flower in the country. The cultivation of flowers occurs majorly in the high-tech glasshouses, lower-tech protected cropping, and outdoor fields. Perth, Wimmera, Southeast Queensland, Northern Rivers, Central Coast, and Melbourne are the major flower-producing areas in Australia. In recent years, an expansion of the native flower industry has been observed, with the entry of large numbers of new growers. Most of the industry is now located along the coast, with a strong focus on the Mid-North Coast and North Coast regions. According to the Australian Horticulture Statistics Handbook, New South Wales and Victoria were the leading importers of flowers in the country, with an import value of USD 27.4 million and USD 24.8 million, respectively, in 2020. Therefore, growing demand from the consumer and the high export potential of the market are the key factors supporting the market growth.

Australia Floriculture Market Trends

Growing Export of Flowers

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Australia is one of the top exporters of cut flowers across the world. The flower market in Australia is dynamic, and this growing industry is defined by three major components, namely, growers, wholesalers, and retailers. ? The country is the largest producer of cut flowers, as well as a critical exporter to Asia-Pacific countries. Thus, the increased demand for cut flowers globally is driving the export market in Australia. The main export markets of floriculture are Japan, China, the United States, the Netherlands, and South Korea. ?

Japan remains one of the largest single markets for Australian-grown flowers. Most flowers are distributed to Japan through the auction system. Factors, such as the availability of various native flowers and protea species, offer the best prospects for the growth of exports to Japan.? In 2020, Australia exported 13,728 thousand units of cut flowers worth USD 3,113 thousand. The demand for flowers for bouquets and ornamental purposes across the world is supporting the growth of Australian exports.?

Rose Dominated the Market

Fresh flowers play a unique role in our lives, both in celebration and sorrow. Unlike other horticultural crops, demand for fresh flowers like rose is often related to fashion trends. It is considered as most idealist flower because of its fragrance, different shapes, and colors. They also hold an emotional association with the people.? Roses are deciduous plants and become dormant during winters. Hence, they can be grown in every state and territory of Australia with proper care and conditions. Wollerton Old Hall rose, coconut ice rose, and fearless rose are the three common varieties grown in the country.?

According to a report in Australia in 2018, regular wine drinkers choose rose not only in summer but throughout the year. Also, the consumption is equal between males and females. This drives the rose market by increasing sales of roses in the country. Hence, due to the demand for Valentine's Day and its application in wines in the country, the consumption of fresh roses is increasing, coupled with the increased imports from Kenya, which is driving the Australian floriculture market during the forecast period.?

Additional Benefits:

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

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