

Global Cut Flower Packaging Market Report and Forecast 2024-2032

Market Report | 2023-12-08 | 208 pages | EMR Inc.

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Report description:

Global Cut Flower Packaging Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global cut flower packaging market is projected to grow at a CAGR of 5.2% between 2024 and 2032. Aided by the growing global floral industry, changing consumer preferences, and innovations in packaging design, the market is expected to grow significantly by 2032.

Cut flowers, with their natural beauty and ability to convey emotions, have long been a cherished gift and decoration. As the demand for cut flowers continues to rise, so does the importance of effective packaging solutions to ensure their freshness, presentation, and protection during transportation and display.

As per the cut flower packaging market analysis, cut flower packaging is more than just an outer covering; it is a crucial element in the journey of a flower from the grower to the consumer. Packaging safeguards delicate petals, stems, and leaves from damage during transit, ensuring that the flowers reach their destination in pristine condition. Proper packaging extends the shelf life of cut flowers by maintaining the right temperature and humidity levels, allowing them to remain vibrant and beautiful for longer. Packaging enhances the visual appeal of cut flowers, turning a simple bouquet into an exquisite gift or a captivating centrepiece which propels the cut flower packaging market growth. Customised packaging allows florists and growers to establish their brand identity and connect with consumers on a personal level.

The global floral industry continues to bloom, with consumers across the world purchasing cut flowers for various occasions, including weddings, birthdays, and holidays. This steady demand is a primary driver of the cut flower packaging market growth. Modern consumers seek convenience and sustainability. Packaging innovations that align with eco-friendly practices, such as biodegradable materials and reusable containers, are gaining popularity.

The rise of online flower delivery services has spurred the need for efficient and secure packaging solutions to ensure that flowers arrive at their destination in perfect condition. Flowers remain a preferred gift choice for expressing emotions and sentiments. Effective packaging enhances the perceived value of the gift, making it even more appealing and further increases the value of the cut flower packaging market size.

The North American market, led by the United States and Canada, is a significant player in the global cut flower packaging market. With a culture of gifting flowers for various occasions, this region's demand for packaging solutions remains robust.

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Market Segmentation □

The market can be divided based on packaging type, material type, distribution channel, and region.

Market Breakup by Packaging Type

- Sleeves
- Boxes and Cartons
- Wrap Sheets

Market Breakup by Material Type

- Paper and Paperboard
- Plastic
- Others

Market Breakup by Distribution Channel

- Florists
- Supermarkets and Retail Stores
- Online Sales

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global cut flower packaging market. Some of the major players explored in the report by Expert Market Research are as follows:

- Smurfit Kappa Group (SMFTF: OTCMKTS)
- Atlas Packaging Ltd.
- Flamingo Holland, Inc.
- Flopak, Inc.
- Robert Mann Packaging, Inc.
- Others

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