

Australia Floriculture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 80 pages | Mordor Intelligence

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Report description:

The Australia Floriculture Market size is estimated at USD 2.70 billion in 2024, and is expected to reach USD 3.30 billion by 2029, growing at a CAGR of 4.10% during the forecast period (2024-2029).

Key Highlights

- Flower cultivation occurs in high-tech glasshouses, lower-tech protected cropping, and outdoor fields. Perth, Wimmera, South East Queensland, Northern Rivers, Central Coast, and Melbourne are the major flower-producing areas in Australia. Desert flame, grevillea, kangaroo paws, Canberra bells, pink rock lily, Aussie box, bottle brushes, and chorizema are some of the popular flowers grown in Australia.
- In the past ten years, there has been an expansion of the native flower industry, 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. This expansion has occurred due to the development of crop-based and locally-based grower networks and stronger collaboration between the research and development institutions and industry.
- In the financial year 2021, the production value of cut flowers in Australia amounted to just over 277 million Australian dollars. The value of cut flowers produced in the country has increased continually over the measured period. Therefore, growing consumer demand and the market's high export potential are the key factors supporting market growth.
- According to the Australian Horticulture Statistics Handbook 2020/21, the production occurs in high-tech glasshouses, lower-tech protected cropping, and outdoor fields. The majority of cut flowers grown in Australia are grown in Victoria. For the year ending June 2021, the local wholesale value of the fresh supply was USD 380.5 million.

Australia Floriculture Market Trends

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Growing Export of Potential for the Cut Flowers

- 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: growers, wholesalers, and retailers. The country is the largest producer of cut flowers and 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 destination of floriculture during the year 2021 are Japan, the United States, China, 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.
- According to the ITC Trademap, in 2021, Australia exported 10,446 thousand units of cut flowers and flower buds suitable for bouquets or ornamental purposes worldwide, supporting the growth of Australian exports.

Nursery Stocks Dominates the Market

- Nursery stocks include all plants, trees, shrubs, vines, buds, vegetable, and field crop plants, annual flowering plants, aquatic plants, corms, tubers, bulbs, cuttings, grafts, and scions thereof, grown or kept for propagation for sale and distribution. Nursery stocks do not include seeds, lawn or pasture grasses, cut flowers, and ferns.
- Cut foliage (greens) are specifically exempted from nursery stock classification for registration purposes when free from injurious plant pests. The country is very limited in producing cut flowers, so the requirement for nursery stocks is less. However, there are few nurseries in the country providing stocks to the customers.
- According to the Department of Agriculture, water, and Environment, in May 2020, importers importing nursery stocks must complete the import notification. These restrictions from the government reduce the imports to some extent and create demand for the local production of nursery stocks.
- There are 1650 nursery businesses in the country, employing up to 23,300 people. The nursery industry is the largest contributor to the Australian Horticulture Industry at 17% of the total value of Australian horticulture. The nursery industry outperforms the agriculture industry when it comes to workplace diversity. According to the Nursery industry statistics 2019-2020 stated that a slightly (but not statistically significantly) higher proportion of production businesses purchased plants to be immediately resold in 2019-20 (41%) than in the previous financial year (34%).

Additional Benefits:

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

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