

Indian Exotic Flowers Market Report and Forecast 2024-2032

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Report description:

Indian Exotic Flowers Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Indian exotic flowers market was supported by the growth of the Indian floriculture market, which reached a value of INR 320.14 billion in 2023. Aided by rise of online shopping specialising in selling a wide variety of local and exotic flowers and growing consumption of exotic flowers for various occasions, the floriculture industry is further expected to grow at a CAGR of around 19.50% in the forecast period of 2024-2032 to reach a value of around INR 1,591.17 billion by 2032.

Exotic flowers, typically native to foreign lands, have found a nurturing ground in India, owing to the country's diverse climatic conditions, which are conducive for the growth of various global species. These flowers, ranging from orchids, lilies, and anthuriums to the rarer breeds like heliconias and bird of paradise, have become pivotal elements in opulent arrangements, making them an intrinsic part of luxury weddings, corporate events, and celebrations.

One of the Indian exotic flowers market trends is the growing popularity of these blooms, arising from an increased disposable income and rising inclination towards luxurious products among the burgeoning middle class and affluent sections of the society. Their alluring aesthetics, combined with their fragrance, makes them a favoured choice for gifting, thereby driving their demand in the Indian scenario.

Further boosting the Indian exotic flowers market growth is their commercial utilisation in hotels, resorts, and other hospitality segments. These venues, aiming to offer a grandeur experience to their customers, leverage these exotic blooms to craft enticing ambiances that leave a mark on their client. Additionally, with India emerging as a popular wedding destination, the demand for these exotic flowers for thematic setups and decor has seen a remarkable rise.

The Indian exotic flowers market demand is supported by the rising preference for sustainably and organically grown flowers. Eco-conscious consumers, along with event managers and florists, are showing an inclination for flowers grown without the use of harmful pesticides or practices, even if it means a slightly elevated cost. This sustainable approach, combined with the ethereal beauty of the flowers, makes them an ideal choice for various occasions.

The Indian exotic flowers market analysis highlights the evolution of the distribution channel, especially the online segment. With digitalisation penetrating in every sector, online florists and e-commerce platforms dedicated to these premium flowers have also

flourished. Offering convenience, a wide variety, and the promise of fresh deliveries, these platforms are further enhancing the market's scope, making these once-rare flowers more accessible to the Indian population.

Market Segmentation

The market can be divided based on type, variety, sector, distribution channel, and producing states.

Market Breakup by Type

- Loose Flowers

- Cut Flowers

Market Breakup by Variety

- Lotus

- Hibiscus

- Tulips

- Lavender

- Orchids

- Carnations

- Lily

- Daffodils

- Others

Market Breakup by Sector

- Organised Sector

- Unorganised Sector

Market Breakup by Distribution Channel

- Unorganized Retail

- Florist

- Supermarket/Hypermarket

- Online

- Others

Market Breakup by Producing States

-□ Indian Cut Flowers by Producing States

- o □ West Bengal

- o □ Karnataka

- o □ Orissa

- o □ Uttar Pradesh

- o □ Maharashtra

- o □ Others

-□ Indian Loose Flowers by Producing States

- o □ Tamil Nadu

- o □ Karnataka

- o □ Madhya Pradesh

- o □ Mizoram

- o □ Gujarat

- o □ Others

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 Indian exotic flowers market. Some of the major players explored in the report by Expert Market Research are as follows:

- Ferns N Petals

- Phoolwala

- ArenaFlowers
- May Flower
- Elegant Floriculture & Agrotech (I) Limited
- Soex Flora
- Others

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