

## **United States Floriculture Market Report and Forecast 2024-2032**

Market Report | 2024-04-08 | 147 pages | EMR Inc.

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### **Report description:**

United States Floriculture Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the United States floriculture market size reached a value of USD 7.84 billion in 2023. Aided by the increasing consumer interest in aesthetics, home decor, and the emotional value of flowers, the market is projected to further grow at a CAGR of 6.2% between 2024 and 2032 to reach a value of USD 13.47 billion by 2032.

Floriculture, the cultivation of flowering and ornamental plants for gardens and floristry encompasses a wide range of plant types including bedding plants, houseplants, flowering garden plants, and cut cultivated greens. In the United States, the floriculture sector thrives on the cultural significance of flowers in social events, personal milestones, and as a means of expression.

As per the United States floriculture market analysis, the trends towards home improvement and interior decoration, coupled with the increasing popularity of gardening as a leisure activity, significantly fuel the demand for floral and ornamental plants. The expansion of online retail platforms offering flower delivery services has made it easier for consumers to purchase floral products. This convenience factor, along with customised floral arrangements and subscription services, is boosting sales.

There is a growing awareness of the health benefits associated with plants, such as air purification and psychological well-being. This has led to increased demand for houseplants and flowers in the residential sector, which contributes to the United States floriculture market share. Flowers hold a prominent place in American culture, being integral to celebrations, ceremonies, and holidays. Seasonal variations drive the demand for specific types of flowers, further invigorating the market.

There is a growing demand for sustainable and eco-friendly gardening practices among consumers and this trend encompasses the use of organic fertilisers, pesticides, and water-efficient irrigation systems. As per the United States floriculture market outlook, floriculture businesses are increasingly adopting sustainable practices, such as reducing plastic use in packaging and promoting the cultivation of native plant species that require fewer resources and are more resistant to local pests and diseases. The popularity of urban and indoor gardening is soaring, particularly among city dwellers with limited outdoor space, which fuels the United States floriculture market growth. Compact, low-maintenance plants suitable for indoor environments or small balconies are becoming increasingly popular. This trend is accompanied by a rise in innovative gardening solutions, such as vertical gardens, container gardening, and smart planters, that cater to the urban lifestyle.

The desire for personalised and customised floral arrangements is on the rise. Consumers are seeking unique, tailored

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experiences, reflected in their choice of flowers and arrangements that express individual tastes, occasions, or sentiments in the floriculture market in the United States. Florists are responding by offering bespoke services, including personalised subscription boxes and consultations for custom designs, to cater to this demand.

Technology plays a crucial role in modern floriculture, from greenhouse automation and precision agriculture to online sales platforms. Advanced technologies like hydroponics and aquaponics are being adopted for more efficient flower cultivation, minimising soil use and water waste. Additionally, e-commerce and social media platforms are vital for marketing and direct-to-consumer sales, enabling florists and growers to reach a wider audience.

The United States floriculture market expansion is propelled by a mix of large nurseries, small-scale growers, and floristry businesses. These players are focusing on diversifying their product offerings, improving supply chain efficiency, and adopting sustainable practices to meet consumer demands. Collaboration between growers and retail platforms is enhancing market reach, while technological advancements in cultivation and logistics are improving the quality and availability of floral products.

#### Market Segmentation □

The market can be divided based on product type, flower type, application, end use, and region.

#### Market Breakup by Product Type

- Cut Flowers
- Bedding Plants
- Potted plants
- Others

#### Market Breakup by Flower Type

- Tulips
- Lilies
- Gladioli
- Snapdragons
- Roses
- Orchids
- Gerbera
- Carnations
- Others

#### Market Breakup by Application

- Aesthetics and Decorative Purposes
- Flavours and Fragrances
- Natural Colours
- Others

#### Market Breakup by End Use

- Personal Use
- Industrial
- Institutions/Events
- Others

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

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## 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 United States floriculture market. Some of the major players explored in the report by Expert Market Research are as follows:

- Syngenta AG
- Dikken Orange Holding B.V.
- Kurt Weiss Greenhouses, Inc.
- Ball Horticultural Company
- Greenheart Farms, Inc.
- Bloomia
- KB Farms
- The Sun Valley Group, Inc.
- The Queen's Flowers
- Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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