

## **Indian Exotic Flowers Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-08-13 | 125 pages | EMR Inc.

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### **Report description:**

The Indian exotic flowers market is estimated to grow at a CAGR of 17.40% in the forecast period of 2025-2034.

#### Indian Exotic Flowers Market Growth

The Indian exotic flowers industry is being driven by the growing demand from the decoration industry. With rapid urbanisation and the rising demand for celebration, the demand for floral decoration is also increasing. The gifting industry in the country is also growing at a fast pace with the rapidly rising population. The growing economy of the country has led to increased disposable incomes as well as personal aspirations, driving the industry for gifting further. Indian gifting industry, encompassing personal gifting, festival gifting, and corporate gifting, is boosting the growth of the exotic flowers market in India. The wedding season also boosts the demand for exotic flowers.

The exotic flowers market growth in India is also supported by the growing exports to other countries, along with the increasing domestic demand.

The rising modernization as well as the increasing trend of celebrating occasions such as anniversaries, marriages, valentine's day, anniversaries, among others is aiding the market growth. India exports a significant volume of exotic flowers to western countries, and the exports grow more during festivals like Christmas.

The market is being aided by expanding religious industry, where it is widely used for decorations as well as offerings. The demand from the religious industry grows particularly during festival seasons like Diwali. The industry for online gifting is also growing exponentially due to the rising nuclear family population and people increasingly shifting to metropolitan cities.

#### Recent Developments

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In April 2020, Ferns N Petals, one of the leading players in the Indian exotic flowers market, announced its expansion plans. The company had planned to introduce its IPO in 2021 and expand its operations from solely flower businesses to FMCG and hospitality sectors. Moreover, it aimed to establish a chain of wedding hotels.

#### Industry Outlook

The increasing disposable incomes and changing lifestyles of the population in India are contributing to an increased purchase of exotic flowers for various occasions. According to industry reports, Per Capita Gross National Disposable Income (GNDI) rose from INR 148,408 in 2020-21 to INR 197,409 in 2022-23, demonstrating growth rates of 16.2% and 14.4% for the 2021-22 and 2022-23 respectively, indicating an increase in the amount of disposable income available to the population.

The expansion of the retail sector is supporting the growth of the exotic flowers market in India. According to Invest India, the rising demand for organized retail space has led to the creation of approximately 120 million square feet (MSF) of retail space across major Indian cities. Key cities contributing to this capacity include Delhi with 23.7 MSF and Mumbai with 16.7 MSF.

The increasing expenditure on weddings in India is a major factor driving up the demand for exotic flowers for decorations. According to the India Brand Equity Foundation, wedding decorations constitute 14% of the total expenditure on weddings. In 2021, there were 2.5 million weddings. This number increased significantly in 2022, reaching 3.2 million weddings. The upward trend continued in 2023, with the number of weddings rising to 3.5 million. This data indicates a steady increase in the number of weddings over the three years, suggesting a growing trend in wedding celebrations during these months in India.

According to the International Association Of Biologicals And Computational Digest, Karnataka leads with the largest area of 19,161 hectares dedicated to flower marketing, followed by Tamil Nadu with 14,194 hectares, and West Bengal with 12,285 hectares. Other notable states include Andhra Pradesh (5,933 hectares), Maharashtra (3,356 hectares), and Rajasthan (1,985 hectares). Delhi and Haryana contribute 1,878 and 1,540 hectares, respectively, while Madhya Pradesh and Uttar Pradesh have 1,270 and 1,000 hectares each. An additional 2,166 hectares are categorized under "Others." The total area covered for flower marketing across these regions amounts to 64,768 hectares. This data highlights the extensive cultivation and marketing of flowers in various states, with Karnataka, Tamil Nadu, and West Bengal being the top contributors.

#### Exotic Flowers Industry Statistics in India

According to the Ministry of Commerce and Industry and the National Horticulture Board, the production of chrysanthemums reached 470.15 thousand tonnes in 2022. The production of carnations reached 19.62 thousand tonnes, while orchids reached 15.16 thousand tonnes in the same year.

The rising demand for flowers for decorative purposes is increasing the exotic flowers market share in India. According to the Indian Society of Floriculture Professionals (As of 2019), flowers worth INR 27 to INR 30 crore are exported across the globe, particularly to the UK, just for Valentine's Day celebrations.

#### What are the Primary Factors Bolstering the Indian Exotic Flowers Market Value?

- India's varied climate supports the cultivation of a wide range of exotic flowers.
- Availability of skilled labor for floriculture activities.
- Growing consumer preference for exotic flowers in events, decorations, and personal use.

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- Strong export market with high demand for exotic flowers in international markets.

#### What are the Key Challenges Impacting the Exotic Flowers Market Share in India?

- Inadequate cold chain and logistics infrastructure can lead to spoilage and wastage, negatively impacting the Indian exotic flowers market revenue.

- Elevated costs of cultivation and maintenance for exotic flower species.

- Inconsistent quality standards, particularly in the unorganized sector.

- Lack of awareness among farmers about advanced cultivation techniques and market trends.

#### Key Forces Shaping the Indian Exotic Flowers Market Trends

- Increasing disposable incomes support higher consumer spending on premium flowers, which is expected to increase the Indian exotic flowers market value.

- Adoption of advanced cultivation techniques and greenhouse technologies will likely positively influence the Indian exotic flowers demand forecast.

- Urbanization and changing lifestyle trends boosting demand for exotic flowers in urban areas.

- Potential for increased government initiatives and subsidies to support floriculture.

#### Major Threats to the Indian Exotic Flowers Industry

- Climate change and extreme weather conditions hamper flower production, negatively impacting the Indian exotic flowers industry revenue.

- High competition from both domestic and international flower markets.

- Stringent export regulations and quality standards in international markets may limit Indian exotic flowers market opportunities.

- Economic downturns impacting consumer spending on non-essential luxury items like exotic flowers.

#### Indian Exotic Flowers Industry Segmentation

The EMR's report titled "Indian Exotic Flowers Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type

- Loose Flowers
- Cut Flowers

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## Market Breakup by Variety

- Lotus
- Hibiscus
- Tulips
- Lavender
- Orchids
- Carnations
- Lily
- Daffodils
- Others

## Market Breakup by Sector

- Organized Sector
- Unorganized Sector

## Market Breakup by Distribution Channel

- Unorganized Retail
- Florist
- Supermarket/Hypermarket
- Online
- Others

## Indian Cut Flowers Market Breakup by Producing States

- West Bengal
- Karnataka
- Orissa
- Uttar Pradesh
- Maharashtra
- Others

## Indian Loose Flowers Market Breakup by Producing States

- Tamil Nadu
- Karnataka
- Madhya Pradesh
- Mizoram
- Gujarat
- Others

## Indian Exotic Flowers Market Share

According to the Indian exotic flowers market analysis, loose flowers enjoy significant popularity in the Indian market. The loose flowers are usually picked/plucked from plants without its stalk, from right below the calyx. These flowers are widely demanded in

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Asian countries, especially India, where they are used to make rangoli, hair ornaments, bracelets, etc. Cut exotic flowers, on the other hand, are attractive flowers in terms of colour and freshness, and are used to make bouquets. They are widely demanded among consumers due to being long-lasting.

The Indian exotic flowers market is supported by the growth of the Indian floriculture market, which is mainly dominated by the unorganised sector. The unorganised sector includes roadside vendors, like local florists and itinerant sellers, selling almost 85% of the flowers on the road. However, the organised sector is expected to grow in the coming years due to the rise of online shops specialising in selling a wide variety of local and exotic flowers.

The consumption of exotic flowers in India is increasing, with the surge in demand across metropolitan cities on various occasions like birthdays, festivals, anniversaries, Valentine's Day, and religious ceremonies, among others. The significant markets include Delhi, Bengaluru, Mumbai, Kolkata, and Hyderabad, which are the major cities of India. These areas witness an increased demand during festivals and wedding seasons.

The market in India is also being aided by the rising adoption and use of intricate exotic flower arrangements by the leading hotels in the country.

### Competitive Landscape

The report gives a detailed analysis of the following key players in the Indian exotic flowers market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Ferns N Petals
- Phoolwala
- ArenaFlowers
- May Flower
- Elegant Floriculture & Agrotech (I) Limited
- Soex Flora
- Others

### Indian Exotic Flowers Market Players and their Strategic Initiatives:

Some of the key companies offering exotic flowers in India include Ferns N Petals, The Flower Company, ArenaFlowers, and May Flower, etc.

- Ferns N Petals  
??- Expanding the range of exotic flowers to include rare and high-demand species, catering to diverse customer preferences.  
??- Implementing stringent quality control measures to ensure the freshness and premium quality of exotic flowers.

- The Flower Company  
??- Diversifying the range of exotic flowers offered, including rare and premium varieties, to cater to diverse consumer preferences.  
??- Adopting eco-friendly cultivation practices such as organic farming, water conservation techniques, and renewable energy sources to appeal to environmentally conscious consumers.

- ArenaFlowers

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- ??- Use of advanced methods and processes in the floriculture sector, to maintain product quality, favours the Indian exotic flowers demand growth. ArenaFlowers invests in advanced logistics and cold chain technologies to ensure product freshness and reduce spoilage.
- ??- Establishing partnerships with international growers for a reliable supply of high-quality exotic flowers
- ??- Upgrading the e-commerce platform to provide a seamless and user-friendly shopping experience.

#### Competitive Factors Influencing the Indian Exotic Flowers Market Landscape?

- Ensuring high-quality and fresh exotic flowers to meet consumer expectations and maintain a competitive edge.
- Offering a wide range of exotic flower species enables retailers to meet specific consumer demands, further increasing the Indian exotic flowers market share.
- Competitive pricing to attract a broad customer base, including both retail and wholesale buyers.
- Developing a robust supply chain to ensure timely delivery and reduce spoilage, particularly in remote and urban markets.
- Use of advanced cultivation techniques and greenhouse technologies to enhance production efficiency and flower quality is expected to contribute to the Indian exotic flowers market development.
- Building a strong brand reputation through consistent quality, reliable supply, and excellent customer service.
- Effective marketing strategies, including digital marketing, social media engagement, and participation in flower shows and exhibitions to increase visibility and reach.
- Sustainable and eco-friendly cultivation practices to appeal to environmentally conscious consumers support the Indian exotic flowers demand growth.
- Developing strong export capabilities and adhering to international quality standards to tap into global markets.
- Building and maintaining strong relationships with customers, florists, event planners, and retailers to ensure repeat business and customer loyalty.
- Innovative and attractive packaging solutions to enhance the appeal and shelf life of exotic flowers.
- Conducting regular market research to understand consumer trends, preferences, and emerging market opportunities.
- Investing in training and development of the workforce to ensure skilled labor for cultivation and post-harvest handling.
- Government initiatives and subsidies aimed at promoting floriculture and exotic flower cultivation are expected to positively impact the Indian exotic flowers market dynamics and trends.
- Adapting cultivation practices to mitigate the impacts of climate change and ensure consistent production.

More Insights on

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Preserved Flowers Market

Cut Flower Packaging Market

Indian Exotic Flowers Market?Report Snapshots

Indian Exotic Flowers?Companies

## **Table of Contents:**

- 1 Executive Summary
- 1.1 Market Size 2024-2025
- 1.2 Market Growth 2025(F)-2034(F)
- 1.3 Key Demand Drivers
- 1.4 Key Players and Competitive Structure
- 1.5 Industry Best Practices
- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
- 2.1 Market Trends
- 2.2 Key Verticals
- 2.3 Key Regions
- 2.4 Supplier Power
- 2.5 Buyer Power
- 2.6 Key Market Opportunities and Risks
- 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
- 3.1 GDP Outlook
- 3.2 GDP Per Capita Growth
- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
- 4.1 Country Risk
- 4.2 Business Climate
- 5 Global Exotic Flowers Market
- 5.1 Global Exotic Flowers Historical Market (2018-2024)
- 5.2 Global Exotic Flowers Market Forecast (2025-2034)
- 6 Indian Exotic Flowers Market Analysis
- 6.1 Key Industry Highlights
- 6.2 Indian Exotic Flowers Historical Market (2018-2024)
- 6.3 Indian Exotic Flowers Market Forecast (2025-2034)
- 6.4 Indian Exotic Flowers Market by Type

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- 6.4.1 Loose Flowers
  - 6.4.1.1 Historical Trend (2018-2024)
  - 6.4.1.2 Forecast Trend (2025-2034)
- 6.4.2 Cut Flowers
  - 6.4.2.1 Historical Trend (2018-2024)
  - 6.4.2.2 Forecast Trend (2025-2034)
- 6.5 Indian Exotic Flowers Market by Variety
  - 6.5.1 Lotus
    - 6.5.1.1 Historical Trend (2018-2024)
    - 6.5.1.2 Forecast Trend (2025-2034)
  - 6.5.2 Hibiscus
    - 6.5.2.1 Historical Trend (2018-2024)
    - 6.5.2.2 Forecast Trend (2025-2034)
  - 6.5.3 Tulips
    - 6.5.3.1 Historical Trend (2018-2024)
    - 6.5.3.2 Forecast Trend (2025-2034)
  - 6.5.4 Lavender
    - 6.5.4.1 Historical Trend (2018-2024)
    - 6.5.4.2 Forecast Trend (2025-2034)
  - 6.5.5 Orchids
    - 6.5.5.1 Historical Trend (2018-2024)
    - 6.5.5.2 Forecast Trend (2025-2034)
  - 6.5.6 Carnations
    - 6.5.6.1 Historical Trend (2018-2024)
    - 6.5.6.2 Forecast Trend (2025-2034)
  - 6.5.7 Lily
    - 6.5.7.1 Historical Trend (2018-2024)
    - 6.5.7.2 Forecast Trend (2025-2034)
  - 6.5.8 Daffodils
    - 6.5.8.1 Historical Trend (2018-2024)
    - 6.5.8.2 Forecast Trend (2025-2034)
  - 6.5.9 Others
- 6.6 Indian Exotic Flowers Market by Sector
  - 6.6.1 Organized Sector
    - 6.6.1.1 Historical Trend (2018-2024)
    - 6.6.1.2 Forecast Trend (2025-2034)
  - 6.6.2 Unorganized Sector
    - 6.6.2.1 Historical Trend (2018-2024)
    - 6.6.2.2 Forecast Trend (2025-2034)
- 6.7 Indian Exotic Flowers Market by Distribution Channel
  - 6.7.1 Unorganized Retail
    - 6.7.1.1 Historical Trend (2018-2024)
    - 6.7.1.2 Forecast Trend (2025-2034)
  - 6.7.2 Florist
    - 6.7.2.1 Historical Trend (2018-2024)
    - 6.7.2.2 Forecast Trend (2025-2034)
  - 6.7.3 Supermarket/Hypermarket

- 6.7.3.1 Historical Trend (2018-2024)
- 6.7.3.2 Forecast Trend (2025-2034)
- 6.7.4 Online
  - 6.7.4.1 Historical Trend (2018-2024)
  - 6.7.4.2 Forecast Trend (2025-2034)
- 6.7.5 Others
- 6.8 Indian Exotic Flowers Market by Producing States
  - 6.8.1 Indian Cut Flowers by Producing States
    - 6.8.1.1 West Bengal
      - 6.8.1.1.1 Historical Trend (2018-2024)
      - 6.8.1.1.2 Forecast Trend (2025-2034)
    - 6.8.1.2 Karnataka
      - 6.8.1.2.1 Historical Trend (2018-2024)
      - 6.8.1.2.2 Forecast Trend (2025-2034)
    - 6.8.1.3 Orissa
      - 6.8.1.3.1 Historical Trend (2018-2024)
      - 6.8.1.3.2 Forecast Trend (2025-2034)
    - 6.8.1.4 Uttar Pradesh
      - 6.8.1.4.1 Historical Trend (2018-2024)
      - 6.8.1.4.2 Forecast Trend (2025-2034)
    - 6.8.1.5 Maharashtra
      - 6.8.1.5.1 Historical Trend (2018-2024)
      - 6.8.1.5.2 Forecast Trend (2025-2034)
    - 6.8.1.6 Others
  - 6.8.2 Indian Loose Flowers by Producing States
    - 6.8.2.1 Tamil Nadu
      - 6.8.2.1.1 Historical Trend (2018-2024)
      - 6.8.2.1.2 Forecast Trend (2025-2034)
    - 6.8.2.2 Karnataka
      - 6.8.2.2.1 Historical Trend (2018-2024)
      - 6.8.2.2.2 Forecast Trend (2025-2034)
    - 6.8.2.3 Madhya Pradesh
      - 6.8.2.3.1 Historical Trend (2018-2024)
      - 6.8.2.3.2 Forecast Trend (2025-2034)
    - 6.8.2.4 Mizoram
      - 6.8.2.4.1 Historical Trend (2018-2024)
      - 6.8.2.4.2 Forecast Trend (2025-2034)
    - 6.8.2.5 Gujarat
      - 6.8.2.5.1 Historical Trend (2018-2024)
      - 6.8.2.5.2 Forecast Trend (2025-2034)
    - 6.8.2.6 Others
- 7 Market Dynamics
  - 7.1 SWOT Analysis
    - 7.1.1 Strengths
    - 7.1.2 Weaknesses
    - 7.1.3 Opportunities
    - 7.1.4 Threats

## 7.2 Porter's Five Forces Analysis

### 7.2.1 Supplier's Power

### 7.2.2 Buyer's Power

### 7.2.3 Threat of New Entrants

### 7.2.4 Degree of Rivalry

### 7.2.5 Threat of Substitutes

## 7.3 Key Indicators for Demand

## 7.4 Key Indicators for Price

## 8 Value Chain Analysis

## 9 Competitive Landscape

### 9.1 Supplier Selection

### 9.2 Key Global Players

### 9.3 Key Regional Players

### 9.4 Key Player Strategies

### 9.5 Company Profiles

#### 9.5.1 Ferns N Petals

##### 9.5.1.1 Company Overview

##### 9.5.1.2 Product Portfolio

##### 9.5.1.3 Demographic Reach and Achievements

##### 9.5.1.4 Certifications

#### 9.5.2 Phoolwala

##### 9.5.2.1 Company Overview

##### 9.5.2.2 Product Portfolio

##### 9.5.2.3 Demographic Reach and Achievements

##### 9.5.2.4 Certifications

#### 9.5.3 ArenaFlowers

##### 9.5.3.1 Company Overview

##### 9.5.3.2 Product Portfolio

##### 9.5.3.3 Demographic Reach and Achievements

##### 9.5.3.4 Certifications

#### 9.5.4 May Flower

##### 9.5.4.1 Company Overview

##### 9.5.4.2 Product Portfolio

##### 9.5.4.3 Demographic Reach and Achievements

##### 9.5.4.4 Certifications

#### 9.5.5 Elegant Floriculture & Agrotech (I) Limited

##### 9.5.5.1 Company Overview

##### 9.5.5.2 Product Portfolio

##### 9.5.5.3 Demographic Reach and Achievements

##### 9.5.5.4 Certifications

#### 9.5.6 Soex Flora

##### 9.5.6.1 Company Overview

##### 9.5.6.2 Product Portfolio

##### 9.5.6.3 Demographic Reach and Achievements

##### 9.5.6.4 Certifications

#### 9.5.7 Others

**Indian Exotic Flowers Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

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