

United States Floriculture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 80 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

United States Floriculture Market Analysis

The United States floriculture market size stood at USD 7.5 billion in 2025 and is forecast to reach USD 9.8 billion by 2030, translating into a 5.5% CAGR over the period. Demand resilience stems from renewed consumer interest in home decor, rising per-capita spending on gifting, and expanding urban gardening programs that emphasize locally grown blooms. Producers are capitalizing on e-commerce to bypass wholesale intermediaries, while federal incentives for climate-smart agriculture accelerate the shift toward controlled-environment production. Automation grants reduce repetitive labor, yet the persistent worker shortfall keeps wage inflation elevated and nudges operators toward capital-intensive solutions. Import competition from Colombia and Ecuador remains intense, but domestic growers leverage freshness and customization advantages to safeguard their share in premium segments of the United States floriculture market.

United States Floriculture Market Trends and Insights

Accelerating adoption of climate-controlled greenhouse technology

More than 158 million ft² of protected-culture space now supports domestic flower production, a footprint growing on the back of federal Agriculture and Food Research Initiative grants that channel USD 70 million into sustainable systems. Major operators such as Village Farms International manage over 8 million ft² of high-technology greenhouses, proving year-round cultivation viability in both humid and arid climates. IoT-enabled sensors optimize temperature, humidity, and nutrient delivery, delivering yield gains

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

that offset capital costs and enhance competitiveness within the United States floriculture market.

Consolidation of domestic auction platforms

Regional electronic exchanges are merging to create unified price-discovery hubs that shorten the supply chain between growers and retailers. Consolidation improves logistics planning, reduces spoilage, and strengthens small-farm bargaining power, especially for specialty cut-flower growers seeking wider visibility. This consolidation trend parallels broader agricultural commodity markets, where electronic trading platforms have improved market access for smaller producers while providing buyers with greater transparency in sourcing and pricing.

Volatility in jet-fuel prices impacting air-freight cost

Transportation cost fluctuations directly affect import competitiveness and domestic market pricing, with jet fuel price volatility creating uncertainty for both importers and domestic producers planning production cycles. The US imports approximately 70% of cut flowers, making the sector particularly sensitive to air cargo cost changes that can shift competitive dynamics between domestic and imported products. Fuel cost increases can temporarily improve domestic producer competitiveness, but unpredictable pricing makes long-term investment planning challenging for all market participants.

Other drivers and restraints analyzed in the detailed report include:

Rise of e-commerce-enabled farm-gate contracting / Increased federal funding for controlled-environment agriculture / Heightened phytosanitary import inspections /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Roses retained 29.9% of 2024 revenue, the highest share within the US floriculture market, while Orchids emerged as the fastest-growing cut flower at 7.7% CAGR. California growers, responsible for 61% of national wholesale value, focus on climate-controlled houses that lessen drought exposure and maintain petal integrity for long-haul distribution. Tulips, lilies, and gladioli record consistent holiday-driven spikes. Consumers gravitate toward locally sourced bouquets, nudging supermarkets and online platforms to display state-of-origin labels that reinforce regional identity. Orchids benefit from their extended blooming periods and sophisticated appearance that appeals to both gift-giving occasions and interior decoration trends, while carnations face competitive pressure from imports with nearly all supply sourced from Colombia.

California's production dips of 7.4% between 2021 and 2022 underscore vulnerability to water curbs, yet proximity to coastal cargo routes preserves export opportunities for premium roses and specialty lilies. Orchids and carnations face stiff import competition, but domestic breeders counter with differentiated colorways and fragrance profiles. Genetic breakthroughs promising disease resistance and standardized stem lengths reduce grading waste, thereby raising profit per square foot. Retailers report stronger margins on curated "grower spotlight" assortments, suggesting that storytelling and transparency add quantifiable value within the US floriculture market.

The United States Floriculture Market Report is Segmented by Cut Flowers (Roses, Tulips, Lilies, Carnations, Orchids, Chrysanthemums, and More). The Report Includes Production Analysis (Volume), Consumption Analysis (Value and Volume), Export Analysis (Value and Volume), Import Analysis (Value and Volume), and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List of Companies Covered in this Report:

Market Overview / Market Drivers / Market Restraints / Regulatory Landscape / Technological Outlook / Value / Supply Chain Analysis / PESTLE Analysis / List of Stakeholders /

Additional Benefits:

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

Table of Contents:

1 Introduction

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Accelerating adoption of climate-controlled greenhouse technology

4.2.2 Consolidation of domestic auction platforms

4.2.3 Rise of e-commerce-enabled farm-gate contracting

4.2.4 Increased federal funding for controlled-environment agriculture

4.2.5 Expansion of U.S. to Asia air-cargo flower corridors

4.2.6 Surge in biotech cultivars with extended vase life

4.3 Market Restraints

4.3.1 Labor-availability crunch despite mechanization

4.3.2 Volatility in jet-fuel prices impacting air-freight cost

4.3.3 Heightened phytosanitary import inspections

4.3.4 Water-use restrictions in drought-prone states

4.4 Regulatory Landscape

4.5 Technological Outlook

4.6 Value / Supply Chain Analysis

4.7 PESTLE Analysis

5 Market Size and Growth Forecasts (Production Analysis (Volume), Consumption Analysis (Volume and Value), Import Analysis (Volume and Value), Export Analysis (Volume and Value), and Price Trend Analysis)

5.1 Cut Flowers

5.1.1 Roses

5.1.2 Tulips

5.1.3 Lilies

5.1.4 Gladioli

5.1.5 Snapdragons

5.1.6 Gerbera

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1.7 Orchids

5.1.8 Chrysanthemums

5.1.9 Carnations

6 Competitive Landscape

6.1 List of Stakeholders

7 Market Opportunities and Future Outlook

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**United States Floriculture - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts (2025 - 2030)**

Market Report | 2025-08-01 | 80 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

