



## Market Insights and Analyst View of Cut Flower Industry

Aya Mano\*

Department of Environmental Science, Hitotsubashi University, Tokyo, Japan

### DESCRIPTION

The term "cut flowers" refers to flowers or flower buds that have been removed from the plant they are grown on. It is typically extracted from plants for decorative purposes. Although most countries have a floral industry devoted to cut flowers, the majority of gardeners harvest their cut flowers in their gardens. The climate, culture, and wealth of the plants from which the cut flowers are made vary locally. Cut flower plants are typically grown separately in greenhouses or separate fields. The intensive cultivation of cut flowers necessitates a large quantity of highly toxic pesticide residues. The cut blossoms market size is projected to develop from US\$ 36,835.42 million of every 2022 to US\$ 53,369.13 million by 2030; the market is supposed to record a CAGR of 4.7% from 2022 to 2030.

Using a "cold-chain," which is a series of refrigerated facilities on farms, lorries, planes, and boats, cut flowers must be transported quickly to keep them fresh. The international flower trade association, this enables a quick transfer from farm to shop within 24-48 hours when traveling by plane. Time is of the essence because flowers lose 15% of their value for every additional day spent traveling. Jar life - the timeframe blossoms stay new in the wake of arriving at the client - is then typically 12-15 days, Mamias says.

The EU and the United States are the biggest buyers of cut flowers, while the Netherlands, Ecuador, Colombia, Kenya, and Ethiopia are the biggest growers and exporters. The most popular flowers are chrysanthemums, roses, and carnations. In the UK, 80% of cut blossoms come by means of the Netherlands, as per the English Flower Specialist Affiliation, albeit a huge extent begins in Kenya. Some Kenyan flowers also fly directly from Nairobi to the UK on direct flights. In some airports, entire terminals are devoted to flights that export flowers. According to Mamias, a 1970s oil crisis raised the cost of heating greenhouses in northern countries, one of the reasons for the rise in flower exports in Africa. Because of this, production moved south, where flowers could be grown year-round with little energy use. This resulted in an increase in

flower imports from Israel and Morocco, as well as East Africa, for Europe, while US buyers expanded their trade with Latin America.

These new producers shared three characteristics: Low labour costs, proximity to the equator for maximum sunlight hours, and high altitudes with cool nights, which are advantageous for many flowers. The change also meant that seasonal production was over and that international competition began 365 days a year. According to Union Fleurs, the country of Kenya supplies one third of all roses sold in the EU. As a result, Kenya is a particularly important source of roses. After tea, cut flowers are Kenya's second-largest export, accounting for approximately 1% of the country's GDP. Over 100,000 people are employed directly in the flower industry, and an estimated two million are employed indirectly. They are also one of the largest employment sources in the nation. For decoration, cut flowers are used. Vase arrangements, bouquets, designs for weddings and funerals, corsages, wreaths, and other similar ornamental items, and boutonnières are all examples of their use in both formal and informal displays to beautify homes and public places.

The creative event space is created by the event and wedding planners by using various flowers as decorations, bouquets, and centerpieces. In 2022, the Knot Real Wedding Study found that the average cost to invest in wedding flowers was US\$ 2,400. Event and wedding planners' increasing demand for exotic and seasonal flowers for floral decoration has also contributed to the expansion of the market. Due to their numerous health benefits, cut flowers are used in medicine. It is known that flowers have a direct effect on mood. Their dynamic tones and lovely aromas can assist with lessening pressure, nervousness, and wretchedness, working on mental prosperity.

Flowers have been shown to lower levels of the stress hormone cortisol, resulting in less stress and a more relaxed smile. For instance, a study carried out by Harvard Medical School demonstrated that people experience lower levels of anxiety and depression when flowers are kept at home. Slice blossoms are dependent upon different lawful and unlawful prerequisites. Cut flower trade often requires a lot of paperwork, like permits, a

**Correspondence to:** Aya Mano, Department of Environmental Science, Hitotsubashi University, Tokyo, Japan, E-mail: ayamano@k.u-tokyo.ac.jp

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declaration from customs, and phytosanitary certification. Cross-border trade requires strict compliance with these requirements. In Europe, for instance, buyers should strictly adhere to phytosanitary requirements, product labelling, and packaging requirements. The European Association has set down phytosanitary prerequisites to stop the spread and presentation of living beings' destructive plant items in the area. The EU's legislation on plant health must be followed when

exporting cut flowers to the EU. An official "phytosanitary certificate" is required for the majority of flowers imported into the European Union. This certifies that the phytosanitary conditions of the plants and plant products as well as the shipment have been officially inspected. It should be free of quarantine pests and other harmful pathogens and meet the legal requirements for entry into the European Union.