

Flower Delivery Services Market Projected to Garner \$10.1 Billion Revenue by 2031, and Rise at a CAGR of 5.9%

The global population's growing concern about the environment is expected to hamper the growth of flower delivery services

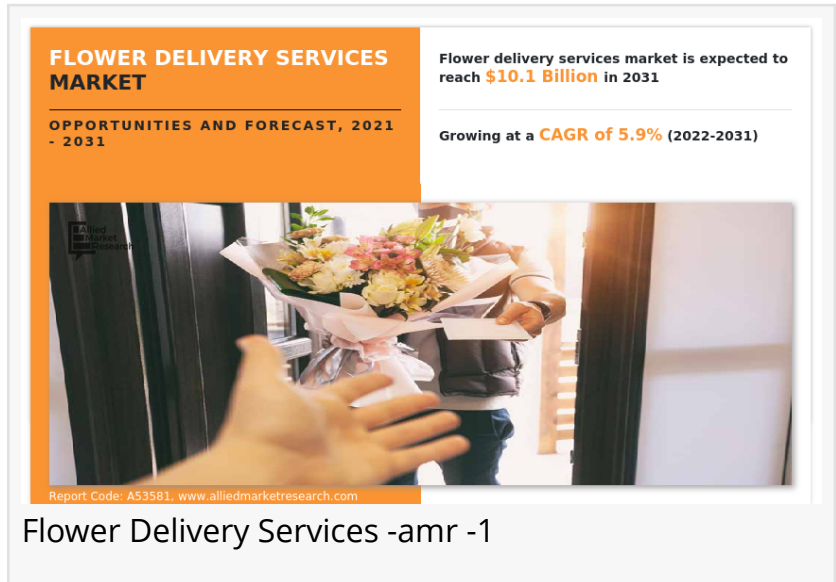
PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, UNITED STATE, October 4, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Flower Delivery Services Market](#)," The flower delivery services market was valued at \$5.7 billion in 2021, and is estimated to reach \$10.1 billion by 2031, growing at a CAGR of 5.9% from 2022 to 2031.

The business of offering floral bouquets and arrangements that consumers can purchase and have delivered to a specific area is referred to as the "flower delivery services market." This industry includes a wide range of companies, such as conventional florists, online flower delivery services, and subscription-based services.

The market for flower delivery services has expanded dramatically in recent years as a result of the accessibility and convenience that online purchasing and delivery alternatives provide. A vast variety of floral arrangements are available for customers to explore and choose from, frequently with customizable alternatives for particular events or tastes.

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Freshly cut flowers are frequently utilized as decor to enhance rooms. Flowers play a crucial role in adorning homes and public areas, giving gifts to show someone you care, and participating in celebrations like weddings, birthday parties, and festivals. They are able to be organized into floral wreaths, corsages, and bouquets. Floral arrangements and other decorations can improve



the comfort and visitor-friendly atmosphere in hotels and resorts. The hotel sector may benefit from adding a personal touch through flower arrangements. Visitors value flowers because they add a sense of freshness to the environment. It is anticipated that the expansion of the hospitality industry would further increase consumer demand for the cut flower which is expected to boost the flower delivery services market size.

The world has recently noticed an alarming trend of the emergence of new deadly diseases year after year. Diseases like COVID-19, SARS, MERS-COV, EBOLA, H1N1, and others not only halt economic activity but also bring humans to a halt. To prevent the spread of these diseases, humans are forced to isolate themselves from the rest of society. These diseases have compelled consumers to purchase their necessities online because of social isolation and the need to avoid human-to-human interaction, purchasing flowers in traditional stores becomes extremely difficult. All such factors are expected to propel the flower delivery services market growth.

The global population's growing concern about the environment is expected to hamper the growth of flower delivery services. Cut flowers must be delivered fresh, and according to a Green Journal article, the refrigeration process causes trucks to burn more fuel and emit more carbon dioxide into the atmosphere. On average, refrigerated trucks consume 25% more fuel than non-refrigerated trucks, and it is important to note that most trucks in the United States still run on diesel, which emits more air pollutants than gasoline. Such environmental damage caused by cut flowers may stifle market growth because consumers are more concerned about environmental damage, which may cause them to refrain from purchasing cut flowers which will have a negative impact on the flower delivery services market demand.

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Flowers have a positive effect on people's minds, which is expected to fuel the growth of the flower delivery services market. For example, according to a National Library of Medicine report, 3 minutes of observation and meditation on yellow or red flowers may have strong positive immediate effects on individuals' well-being. The findings lend credence to the idea that seeing flowers can provide physiological and psychological benefits such as stress reduction and improved well-being. While flowers have a positive effect on people, the color of the flower also has an effect on those positive effects. When compared to red and white flowers, yellow flowers were the most effective at improving participants' feelings of relaxation. Such a positive impact of flowers on humans is expected to further propel the growth of the flower delivery services industry.

The flower delivery services market is analyzed based on the flower type, end user, occasion, and region. By flower type, the market is segmented into roses, carnations, orchids, gerberas, and tulips. By end user, the market is classified into commercial and household. On the basis of Occasion, the market is categorized into personal & gifting, wedding, corporate, and sympathy. The personal & gifting segment is further bifurcated into birthdays, anniversaries, and love and

romance. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key leading players operating in this market include The Bouqs Company, 1-800-FLOWERS.COM, Farmgirl Flowers, Teleflora, Venus et fleur, The Sill, UrbanStems, Ferns n Petals Pvt. Ltd, Floward, Bloomex. The market players have adopted various strategies such as product launch, collaboration, acquisition, expansion, and partnership.

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Key findings of the study

For the flower delivery services market analysis, on the basis of flower type, the rose flower accounted for the major flower delivery services market share in 2021 and is expected to retain its dominance during the forecast period.

On the basis of end-user, the home segment is expected to grow at a higher CAGR during the forecast period.

By Occasion, the personal and gifting segment is expected to grow at the highest CAGR.

Based on flower delivery services market trends, Region-wise, Asia-Pacific is expected to witness the highest growth during the forecast period.

FREQUENTLY ASKED QUESTIONS?

Q1. What is the total market value of the Flower delivery services market?

Q2. What is the CAGR of the Flower delivery services Market?

Q3. How can I get a sample report on the Flower delivery services Market?

Q4. What would be the forecast period in the Flower delivery services Market report?

Q5. Which are the top companies in the Flower delivery services Market?

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