

Why Indians are Paying 5x to 10x More for Mother's Day Blooms Than a Decade Ago

A decade of structural cost increases in Indian floriculture has multiplied flower prices, with most varieties now costing five to ten times their 2016 levels

MUMBAI, MAHARASHTRA, INDIA, May 10, 2026 /EINPresswire.com/ -- Blooms Flora, an India-wide florist sourcing exclusively from local growers, today reported that wholesale flower prices in India have multiplied between five to ten times over the past decade, with most varieties popular for Mother's Day now trading at several times their 2016 levels. The cumulative climb places Mother's Day 2026 among the most expensive in ten years for Indian flower buyers — not because of any unusual seasonal event, but because the same predictable May demand cycle now operates on a far higher price base than it did a decade ago.



The clearest indicator is the rose, India's most-ordered Mother's Day flower. Wholesale rose prices India-wide that ranged from ₹10 to ₹12 per stem in 2016 now move at ₹35 to ₹40 per stem across major Indian flower markets, depending on quality grade and source region — a rise of approximately 200 to 300 percent over ten years, or five to ten times the 2016 wholesale level.

Beyond roses, the broader picture of Mother's Day flowers India tells an even sharper story. Lily stems have climbed from ₹30–35 in 2016 to ₹180–250 today, a rise of more than five times. Sunflowers have moved from ₹20–25 to ₹100–200, multiplying four to nine times depending on grade. Hydrangea heads have surged from ₹80–100 to ₹400–600, roughly five to six times their 2016 levels. Filler greens, the volume foundation of nearly every bouquet, have risen sharpest of

all, from ₹5–7 per bunch to ₹45–50 — a six- to ninefold increase. Gerberas are the rare exception, moving only modestly from ₹15–20 to ₹20–30 over the same period.

To frame the decade shift in concrete terms: [Indian flower prices](#) 2026 across most major varieties now sit at five to ten times their 2016 wholesale levels, with the steepest increases falling on lilies, hydrangeas, sunflowers, and filler greens — the categories that form the bulk of any standard Mother's Day bouquet. Roses, despite tripling in price, are now among the more moderate movers in the category.

The drivers behind the shift are structural rather than seasonal. Indian floriculture has faced steadily rising input costs across the decade — higher rural labour wages, costlier fertilizers

and pesticides, fuel-driven transport expenses, and growing pressure on agricultural land in the country's main flower belts of Pune, Bengaluru, Hosur, Kolkata, and parts of Tamil Nadu. Climate variability has compounded the pressure, with unpredictable pre-monsoon weather, heat waves, and shifting rainfall patterns affecting open-field cultivation and yield consistency. At the same time, urban gifting demand has expanded rapidly as middle-class disposable income has grown across Indian metros, lifting the structural baseline of demand year-round.

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Indian flowers, grown by Indian farmers, are at the heart of how India celebrates. Prices today reflect the real economics of growing flowers in 2026, and the value of supporting local growers.”

Aman Arora

May has always been a peak month for the Indian flower trade. Wedding mahurat dates concentrate heavily in May, and Mother's Day adds a second major demand event in the same window. What has changed is not the calendar — it is the price base on which the calendar now operates. In 2016, the same May demand pushed prices upward from a

far lower starting point. In 2026, that seasonal cycle layers on top of a decade of accumulated structural increases, producing the highest absolute prices the Indian flower market has seen in ten years.



Premium red and pink carnation flower arrangement handcrafted for elegant gifting and same day flower delivery.

“What customers see today is ten years of change in Indian floriculture. Costs have gone up for growers across the board — labour, land, transport — while demand has kept rising. The prices reflect that.” — Aman Arora, Blooms Flora

This season has added an additional 15 to 25 percent jump in wholesale prices over April 2026 levels, broadly in line with the company's records of normal pre-Mother's Day movement. The combination of the seasonal lift and the decade-long base climb is what makes May 2026 the standout year. According to the National Horticulture Board, India's floriculture acreage and output have grown across the decade, but the sector continues to operate on largely seasonal supply cycles that tighten in peak windows. For more information on Indian floriculture trends, see the National Horticulture Board at nhb.gov.in.



Fresh pink oriental lilies arranged beautifully in a modern vase for mothers day floral gifting.

Blooms Flora has continued to fulfil Mother's Day orders without delays by drawing exclusively from Indian growers and prioritizing pre-booked demand. The company has tracked a notable shift in customer behaviour over recent years, with a growing share of Mother's Day orders placed earlier in the lead-up to May 10. The team attributes this to wider awareness among urban Indian buyers that May supply is consistently tight and that earlier ordering helps secure both price and variety.

About Blooms Flora -

Founded with a passion for thoughtful gifting, Blooms Flora is a trusted online destination for premium flowers, cakes, hampers, and personalized gifts across India and international locations. Known for elegant floral arrangements, same-day delivery, and handcrafted gifting experiences, Blooms Flora helps customers celebrate birthdays, anniversaries, festivals, and life's special moments with ease. With a strong focus on freshness, quality, and reliable service, the brand combines modern convenience with heartfelt gifting to create memorable experiences for every occasion.

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