

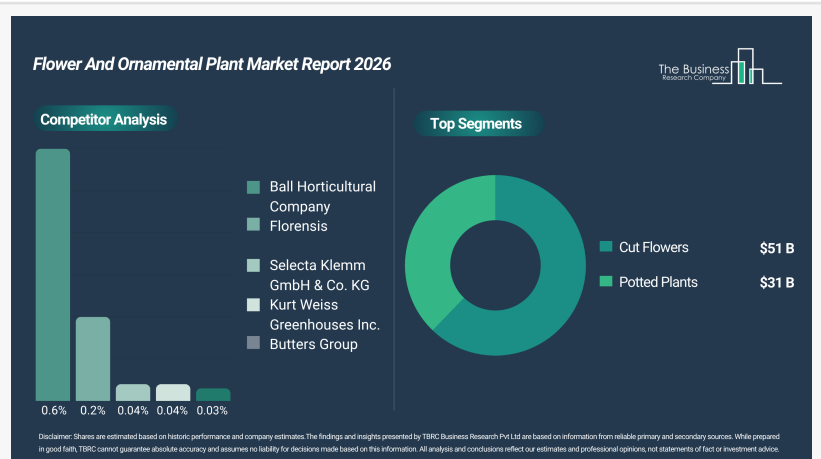
According to the Latest Research by The Business Research Company, the Global Flower and Ornamental Plant Market

The Business Research Company's Flower and Ornamental Plant Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

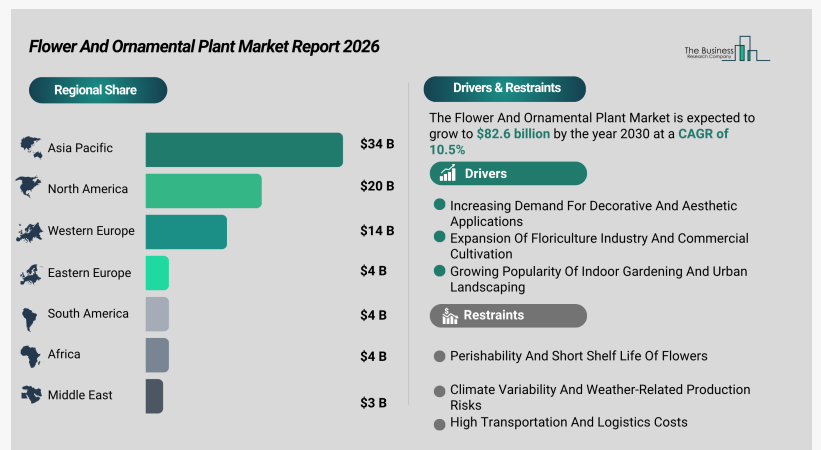
LONDON, GREATER LONDON , UNITED KINGDOM, October 12, 2026 /EINPresswire.com/ -- The [flower and ornamental plant](#) sector is a vibrant and evolving market shaped by a diverse network of global floriculture companies, plant breeders, greenhouse operators, and horticultural suppliers. These players are focused on innovating through new plant varieties, sustainable growing techniques, automation in greenhouses, tissue culture propagation, and expanded distribution channels. Their competitive edge lies in delivering premium-quality products with longer shelf lives, climate resilience, year-round availability, and efficient production methods. Gaining insight into this complex ecosystem offers valuable opportunities for growth, innovation, and strategic collaborations.

Global Leaders in the [Flower and Ornamental Plant Market](#) for 2025

Ball Horticultural Company leads the global flower and ornamental plant market in 2025 with a 1% share of total sales, according to [The Business Research Company](#). The company's ornamental horticulture division provides a broad range of products including flower seeds, vegetative varieties, perennials, and horticultural solutions. These products serve a wide



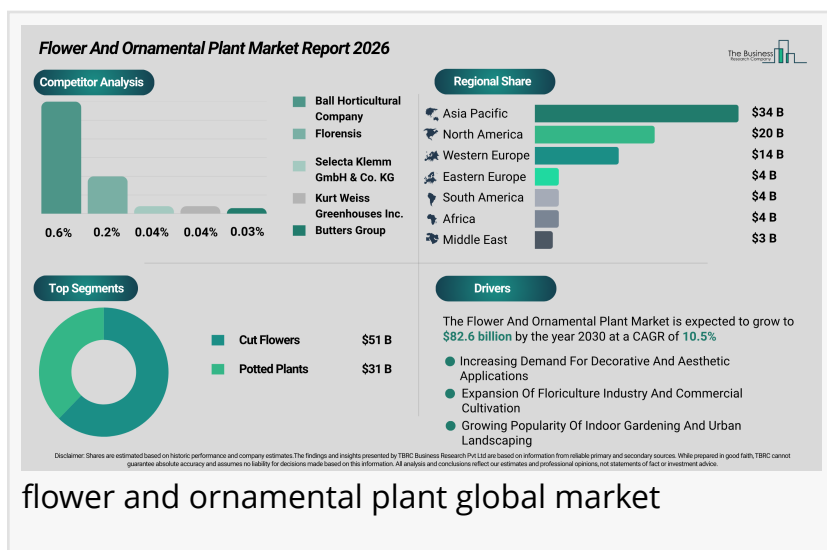
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flower and ornamental plant Report

spectrum of clients such as commercial growers, retail garden centers, landscaping businesses, and producers focusing on premium ornamental plants worldwide.

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Market Fragmentation and Share Dynamics in the Flower and Ornamental Plant Industry

The flower and ornamental plant market remains highly fragmented, with the top 10 companies collectively accounting for just 1% of total revenue in 2025. This fragmentation stems from low barriers to entry and the presence of numerous regional growers, breeders, nursery operators, and floriculture producers catering to diverse consumer and commercial demands. Market leaders distinguish themselves through extensive breeding programs, comprehensive product portfolios, established greenhouse facilities, global distribution networks, and lasting partnerships with growers and retailers. As demand grows for premium ornamentals, sustainable cultivation, and consistent year-round supply, these companies are expected to strengthen their positions through varietal innovation, capacity growth, and international collaborations.

Top Companies by Market Revenue Share in 2025

1. Ball Horticultural Company – 1%
2. Florensis – 0.2%
3. Selecta Klemm GmbH & Co. KG – 0.04%
4. Kurt Weiss Greenhouses Inc. – 0.04%
5. Butters Group – 0.03%
6. Dümmer Orange – 0.03%
7. Beekenkamp Group – 0.03%
8. Tagawa Greenhouses – 0.03%
9. Suntory Flowers Ltd. – 0.02%
10. HilverdaFlorist – 0.02%

Access The Detailed Flower And Ornamental Plant Market Report Here https://thebusinessresearchcompany.com/report/flower-and-ornamental-plant-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

How Strategic Partnerships Are Changing the Flower and Ornamental Plant Market

Joint ventures are playing a pivotal role in reshaping the flower and ornamental plant industry by enhancing breeding capabilities, widening product selections, and accelerating innovation throughout global floriculture supply chains.

For instance, in May 2026, Dümmer Orange and Syngenta Flowers formed a strategic joint venture combining their ornamental breeding and propagation businesses worldwide. This alliance merges their complementary portfolios—covering cut flowers, seed varieties, annuals, perennials, and potted plants—along with advanced research, production, and commercial resources to improve innovation, operational efficiency, and supply for growers and retailers globally.

Sustainability and Innovation Strategies Defining Market Competition

Key competitive tactics in this sector include embracing sustainable production practices focused on eco-friendly floriculture, advancing plant breeding techniques to create novel ornamental varieties, and adopting greenhouse automation to boost productivity and product quality. Additionally, companies prioritize forming strategic partnerships to extend their global breeding and distribution reach, while investing in tissue culture technologies to enhance the quality and consistency of plant propagation.

Forecast for Flower and Ornamental Plant Market Growth Through 2030

The flower and ornamental plant market is expected to surpass \$83 billion in value by 2030. It forms roughly 10% of its parent market—Greenhouse, Nursery, And Flowers—which is projected to reach about \$841 billion by the same year. Within the broader Agriculture industry, forecasted at \$17,550 billion by 2030, this segment will make up nearly 0.5% of the total value. The market is set to grow at an impressive compound annual growth rate (CAGR) of 11% through 2030.

Regions with the Fastest Growth in the Flower and Ornamental Plant Market

Asia-Pacific is forecasted to be the largest regional market by 2030, valued at \$34 billion, rising from \$22 billion in 2025 at a CAGR of 9%. This growth is driven by increased consumer spending on home and garden aesthetics, urban landscaping projects, ornamental plants in commercial spaces like hotels, and expansion of floriculture production supported by favorable climates and government initiatives.

China is expected to be the largest national market within this region, reaching \$20 billion in 2030 compared to \$14 billion in 2025, growing at a CAGR of 7%. The country's growth is fueled by the popularity of ornamental gardening in urban homes, heightened flower demand during cultural festivals, investments in modern greenhouse cultivation, and rising floriculture output for both domestic consumption and exports.

Flower and Ornamental Plant Market Segmentation by Type and Usage

The market is mainly divided into potted plants and cut flowers by product type. Cut flowers are projected to dominate in 2030, accounting for 62% of the total market or \$51 billion. This segment benefits from steady demand for weddings, events, corporate gifting, fresh home décor arrangements, improved cold-chain logistics that maintain flower freshness, and the expansion

of organized retail and online flower delivery platforms.

Additional segmentation includes distribution channels categorized as offline and online, and end-user segments consisting of commercial and residential buyers.

Primary Growth Drivers Fueling the Flower and Ornamental Plant Market

Three main forces are expected to accelerate the global flower and ornamental plant market through 2030.

Firstly, rising demand for decorative and aesthetic uses motivates spending on home décor, landscaping, floral arrangements at events, corporate gifting, religious ceremonies, and tourism-related landscaping projects. This factor is anticipated to contribute approximately 2.6% annual growth.

Secondly, the expansion of the commercial floriculture industry benefits from investments in greenhouses, controlled environment farming, tissue culture, precision irrigation, and advanced breeding methods. These efforts increase quality, yields, and year-round availability, with export-oriented growth supported by improved logistics and global trade. This driver is expected to add around 2.4% annual growth.

Thirdly, growing enthusiasm for indoor gardening and urban landscaping stems from consumers enhancing their indoor spaces with ornamental plants, city governments promoting urban greening and smart city initiatives, and the convenience of online gardening retailers offering home delivery. This trend is anticipated to contribute roughly 2.2% annual growth.

Opportunities Highlighted in Flower and Ornamental Plant Segments

The most promising growth prospects lie within the cut flowers and potted plants categories, which together are forecasted to add over \$33 billion in market value by 2030. Cut flowers alone are expected to grow by \$20 billion, while potted plants will increase by \$13 billion between 2025 and 2030. Drivers of this growth include premium varieties with extended shelf lives, sustainable cultivation and packaging practices, expansion of online retail and direct-to-consumer delivery, alongside greenhouse advances that enhance crop quality and ensure year-round supply.

Supply Chain Overview: From Raw Materials to End Consumers

Key raw material suppliers supporting this market include companies such as Klasmann-Deilmann, Premier Tech Horticulture, Jiffy Group, ICL Group, Yara International, Haifa Group, COMPO EXPERT, Syngenta, BASF, Bayer Crop Science, UPL, Koppert Biological Systems, Biobest Group, Grodan, Pindstrup, Berger, Kekkila-BVB, Sun Gro Horticulture, and East Jordan Plastics. Major wholesalers and distributors feature Royal FloraHolland, BloomNet, Florabundance, Greenex, DV Flora, Florimex, Decofresh Roses, Floral Trade Group, Smithers-Oasis, Esmeralda Farms, Continental Flowers, Rio Roses, Alexandra Farms, Falcon Farms, Mayesh Wholesale Florist, Floraprima, Dutch Flower Group, Marginpar, and FleuraMetz.

End-user clients include large retailers such as The Home Depot, Lowe's Companies, Walmart, Costco Wholesale, IKEA, Lidl, Aldi, Tesco, Carrefour, Bunnings Group, OBI Group, Hornbach, Kingfisher plc, Target Corporation, Whole Foods Market, Trader Joe's, E.Leclerc, Garden Centre Group, and Armstrong Garden Centers.

Major Industry Players Influencing the Flower and Ornamental Plant Landscape

Prominent participants in the flower and ornamental plant market include Ball Horticultural Company, Florensis, Selecta Klemm GmbH & Co. KG, Kurt Weiss Greenhouses Inc., Butters Group, Dümmer Orange, Beekenkamp Group, Tagawa Greenhouses, Suntory Flowers Ltd., HilverdaFlorist, Danziger Dan Flower Farm, Belaya Dacha Flowers, Monrovia Nursery Co., KP Holland, Van Belle Nursery, Ernst Benary Samenzucht GmbH, Florexplo LLC, Marginpar B.V., Oserian Development Company, Color Spot Nurseries, Kapiteyn Horticulture BV, Sakata Seed Corp., Afriflora Sher Ethiopia, and Volmary GmbH.

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