World Floriculture Map

Rabobank Food & Agribusiness Research and Advisory

Rabobank Group is a Netherlands-based international financial services provider focused on F&A, with operations in 42 countries. Visit far.rabobank.com to learn more about our knowledge and services in the various F&A sectors.

far.rabobank.com

Rabobank

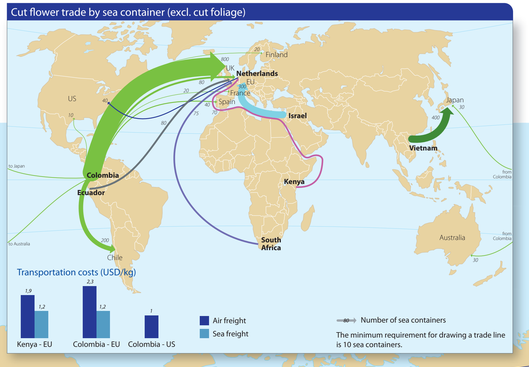
Flowering the World Together, Planting Seeds of Opportunity for our Members.
In this mission we state what our cooperative is all about and tells the way in which we will realize our dream.

Royal FloraHolland has access to a wealth of market information from the horticultural sector. This World Floriculture map is drawn up in cooperation with Rabobank and Business & Market Intelligence of Royal FloraHolland. By combining many (international) sources with our own statistical information from our clocks and intermediary, we can create analyses you won't find anywhere else. Make use of our knowledge to improve your sales. After all, marketing begins with numbers!

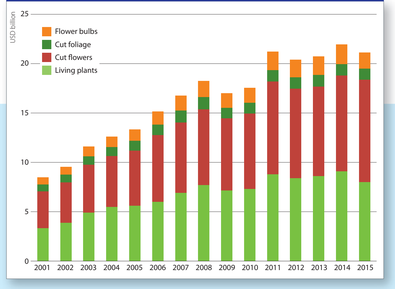
Visit **www.royalfloraholland.com** to learn more about our knowledge and services of the horticultural sector.

Royal Flora Holland

Cut flower trade by sea container (excl. cut foliage)



Development floriculture exports, 2001-2015



Diversity and value of global ornamental plant production

Global floriculture production estimate: USD 55bn on approximately 650,000 ha

Cut flowers and cut foliage

Propagation materials (Incl. bulbs)

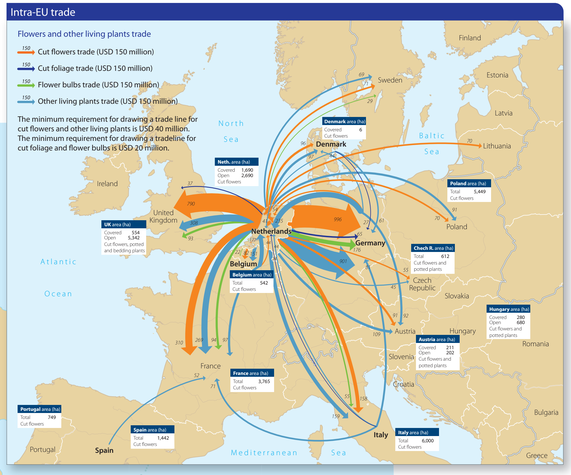
Potted plants: flowering and foliage potted plants

Bedding plants: annual and perennial garden plants

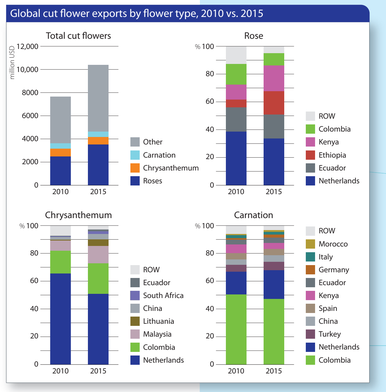
Global nursery production estimate: USD 35bn on approximately 900,000 ha

Tree nursery: trees, shrubs, vines and other perennial woody plants

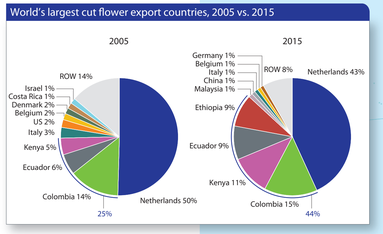
Intra-EU trade



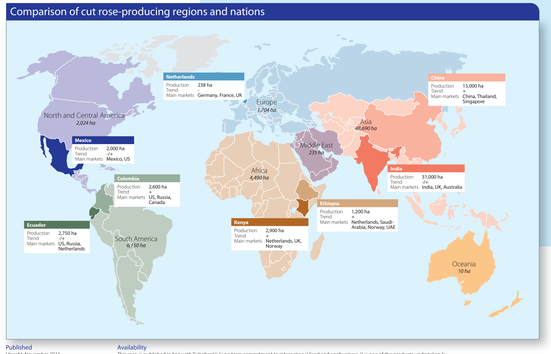
Global cut flower exports by flower type, 2010 vs. 2015



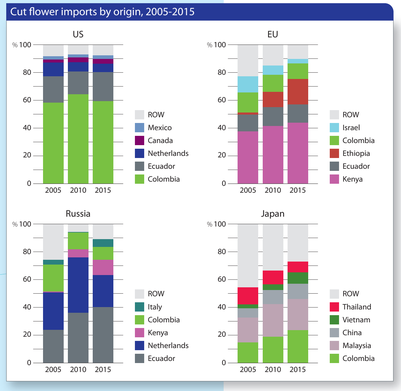
World's largest cut flower export countries, 2005 vs. 2015



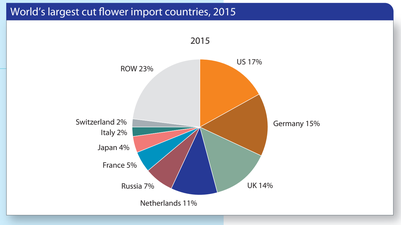
Comparison of cut rose-producing regions and nations



Cut flower imports by origin, 2005-2015



World's largest cut flower import countries, 2015



Legend

The data in the map refers to 2015, unless stated otherwise.
The minimum requirement for drawing a trade line for cut flowers and other live plants and trees is USD 40 million. The minimum requirement for drawing a tradeline for cut foliage and flower bulbs is USD 20 million.
Trade lines on the map refer neither to the actual trade route nor to the exact point of origin or arrival.

Flowers and other living plants trade

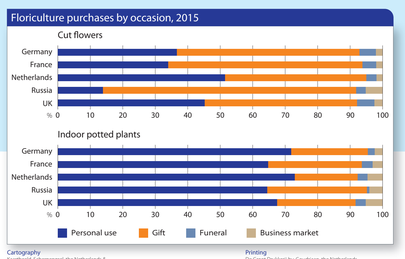
- 150 Cut flowers trade (USD 150 million)
- 150 Cut foliage trade (USD 150 million)
- 150 Flower bulbs trade (USD 150 million)
- 150 Other living plants trade (USD 150 million)

Country data

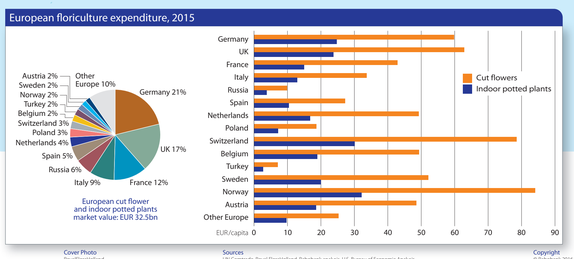
- Country area (ha): Covered 1,000; Open 5,000; Total 10,000 — Cut flower production area

State boundary
EU boundary

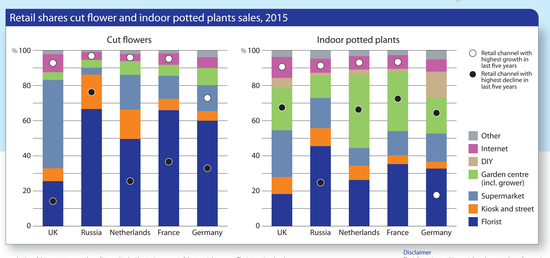
Floriculture purchases by occasion, 2015



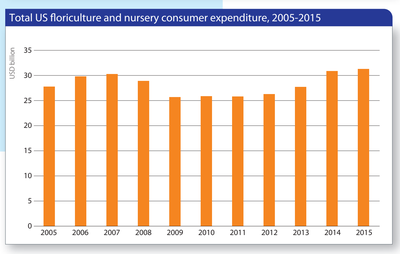
European floriculture expenditure, 2015



Retail shares cut flower and indoor potted plants sales, 2015



Total US floriculture and nursery consumer expenditure, 2005-2015



Published
Utrecht, November 2016

Availability
This map is published in line with Rabobank's long-term commitment to international food and agribusiness. It is one of the products undertaken by the Food & Agribusiness Research and Advisory department of Rabobank. Clients of Rabobank can obtain a copy of this map from their Relationship Manager.

Cartography
Kaartbeeld, Scherpenzeel, the Netherlands & DeVink MapDesign, Westcliff-on-Sea, United Kingdom

Printing
De Groot Drukkerij bv, Goudriaan, the Netherlands

Cover Photo
RoyalFloraHolland

Sources
UN Comtrade; Royal FloraHolland; Rabobank analysis, U.S. Bureau of Economic Analysis