

What is the demand for cut flowers and foliage in Europe?

Last updated:

07 July 2016

The biggest consumer markets in Europe are Germany, the UK, France and Italy. The Netherlands is the most important importer from developing countries, in addition to being a major producer of cut flowers, with the Dutch flower auctions functioning as the main trade hub. Rosa is the most important cut flower in the European market, with over 5 billion stems imported from outside the EU in 2014. Supply from developing countries (including such upper-middle income countries as Ecuador, Colombia and Costa Rica) is gradually increasing, and expected to increase further in the coming years. As economic growth is increasing in many European countries, demand for cut flowers is expected to grow too, resulting in new opportunities for professional growers-exporters in developing countries.