

Exporting fresh cut tropical flowers to Europe

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Tropical flowers like Orchids, Anthurium, Heliconia, Strelitzia (Bird of Paradise) and Ginger are a relatively small segment of the European flower market. Some of the more mainstream tropical flowers are Orchids (mainly Cymbidium) and Anthurium. Tropical flowers are niche products, however, and are sold mainly as exclusive flowers in mixed (tropical) bouquets and flower arrangements. Although there are opportunities in the European market for specialties and novelty products, the market for imported tropical flowers is a competitive market and demand has been sluggish in the past 10 years. Competition from growers in Europe, mainly the Netherlands, and the relatively high costs of transportation of tropical flowers from developing countries make careful business planning necessary before entering the market.