

## **Exporting fresh cut flowers and foliage to the European specialised retail market**

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Flower shops are the main sales channel for cut flowers in Europe. Competition from supermarkets and other unspecialised stores is increasing. In response, flower shops are lowering prices, diversifying their product offerings, paying more attention to their shop design and online shops, and organising joint purchasing. European flower shops are becoming more professional than ever. The specialised retail channel is supplied by specialised wholesalers through cash and carries or “Flying Dutchmen” who bring flowers to the florists’ shops. A large share of the flowers in the specialised channel is sourced through the Dutch flower auction, which thus serves as the main point of entry for developing country (DC) exporters who want to supply the specialised market.