



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On The Growth Of The Dry Flower And Its Future Trend In The Market

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ABSTRACT:

The export performance of flowers shows a positive sign in the global scenario. Indian exporters cater to the demand of dry, fresh flowers across the world. India is striving hard to increase its position among its competitors in the flower exports. The horticulture department of India and the ministry of commerce can revamp its policy and strategies to boost the export to a significant level.

1.1 INTRODUCTION

The global dry flower market is experiencing significant growth and is expected to expand substantially in the coming years. This growth is driven by increasing consumer awareness and a rising interest in sustainable products. Analysis of export trends over the past decade reveals fluctuations, but the overall outlook for future demand is positive.

1.2 OBJECTIVE OF THE STUDY

To analyse the growth of the dry flower export and its future trend in the world market.

1.3 REVIEW OF LITURATURE

AA Bhagat, CD Badgujar (2019) India is considered as a potential for cut flowers. The top ten exporting countries for cut rose were China, Ecuador, Colombia, Kenya, Mexico, Italy, Thailand, Japan, and the Netherlands. In India, cut roses are grown in the parts of West Bengal, Karnataka, Gujarat, Chhattisgarh, Maharashtra, Uttar Pradesh, Tamil Nadu, Madhya Pradesh, Andhra Pradesh, and Orissa.

Ajay H Shukla (2023) In the year 2009, the value of exports carried was 21856640 US dollars, and the value growth by year of year was 10.35, In the year 2010to 2015 the value of export was 24465532, 31321721, 31175950, 42952138, 47456887 and 35310577 US dollars respectively. The value growth by year of year was 11.93, 28.02, 0.46, 37.77, 10.48 and 25.59 percent respectively. During the year of 2016 to 2022, the value earned through cut flowers exporters was 28292840, 25539374, 21511690, 19350644, 13699943 US dollars and the year of value represent (19.87, 9.73, 15.77, 10.04, 29.20) percent respectively.

Ajay H Shukla, et al., (2023), Cut flowers exports is of a trend and have gained importance during the year of 2009 to 2022. The growth of cut flowers exports in quite amazing in the initial year and now it is facing a declining trend. Cut flower exports are having huge demands in the countries viz., UAE, USA, and UK. The ministry of Commerce have to involve the clear and improve the demand and clear the hassle of export.

Anshul Kumar, et al., (2023) The floriculture industry is recognized as a 100 percent export oriented unit. The cut flower, ornamental, dried flowers are having a huge market share. These flower exporters are the booming entrepreneurs of India. In the present scenario, the demand for edible flowers are having demand due its nutritional and medicinal properties.

Edwin Villagran, et., (2024), The cut flowers industry is enhanced due to various propagation techniques which include improvements in genetics, managing pests, and increased sustainability.

Mei, and Zhang Qingya (2011) examined the nature of supply chain collaboration for cut flowers. The chain aspects include cultivation, harvesting, transportation, storage, and distribution. During the transportation cold chain aspect is used to ensure the longevity and Quality of the flowers.

Mukesh Kumar, et al., (2024), In order to boost the flower exports, dried flowers has been exported. There are various drying methods followed to boost the exports. The drying methods includes viz., hot air oven drying, solar drying, freeze drying, and glycerin. These process helps to convert the fresh flowers into a processed valued added product.

NV Anmala, R. Kumar (2021) The Floriculture industry is progressing as a commercial business with high market value. Almost 145 countries are involved in exporting floriculture exports. The Netherlands continued to be the highest exporter followed by China which occupies 14th position.

Volza (2025) The top three exporters of the cut flowers were Colombia, Netherlands and India. Country Colombia leads with 12974 shipments, Netherlands with 117879 shipments and India with 68709 shipments in the year 2024. The top cut flower importing countries are Singapore United Kingdom, Malaysia, united Arab emirates, united states, Japan, Australia, new Zealand, Netherlands and Oman.

1.4 SOURCE OF DATA

The secondary data were collected through the Ministry of commerce website. For the purpose of the study, the data were collected from 2011-2012 to 2023-2024.

1.5 STATISTICAL TOOL

The Statistical tool applied was methods of least square.

TABLE – 1 EXPORT OF DRY FLOWER DURING THE YEAR 2011-2012 TO 2023 – 2024

Year	Qty in MT	Value In USD Millions	Percentage
2011-2012	11311.57	305.97	12.85%
2012-2013	9348.67	300.4	10.67%
2013-2014	11986.97	314.4	13.61%
2014-2015	12734.27	310.33	14.43%
2015-2016	7818.95	262.29	8.94%
2016-2017	6767.79	275.85	7.79%
2017-2018	4526.58	303.52	5.34%
2018-2019	3439.4	330.07	4.17%
2019-2020	3284.89	313.37	3.98%
2020-2021	2517.68	291.8	3.11%
2021-2022	3847.36	422	4.72%
2022-2023	4047.63	451.07	4.98%
2023-2024	4446.93	437.07	5.40%
TOTAL	86078.69	4318.14	100.00%

Source: Ministry of Commerce

Table 1 explains the export performance of dry flower exports from India to the global level. From the study it was understood that the quantity exported between the years of 2011 – 2012 to 2023 – 2024 accounts to 8678.69 metric tons, the value earned represents to 4318.14 USD millions. The highest percentage of exports was made during the year 2014 – 2015 with a share of 14.23 per cent. While considering the overall position it was understood that the growth had a fluctuation during the study period. A huge fall could be seen in the year 2019 – 2020.

CHART REPRESENTING THE EXPORT OF DRY FLOWER DURING THE YEAR 2011 – 2012 TO 2023 – 2024.

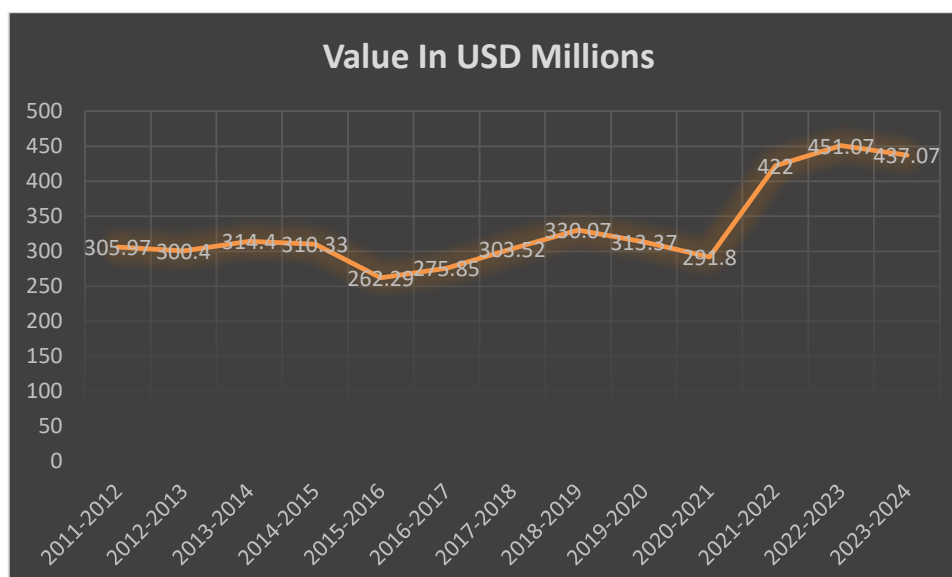


TABLE – 2 COMPUTATION OF TREND ANALYSIS OF DRY FLOWER EXPORTS USING LEAST SQUARE METHOD

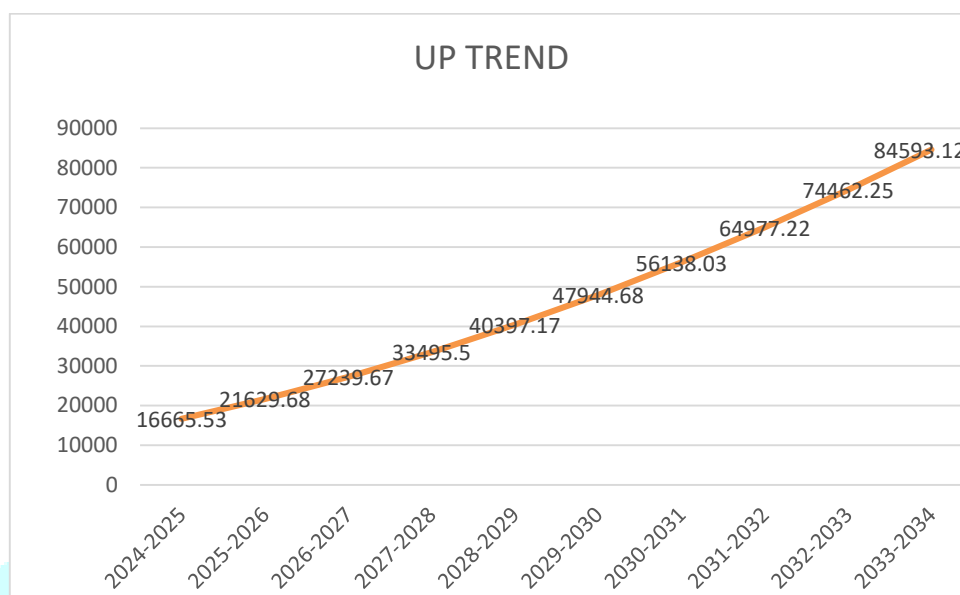
Year	Value In USD Millions	X	XY	X ²
2011-2012	305.97	-6	-1835.82	36
2012-2013	300.4	-5	-1502	25
2013-2014	314.4	-4	-1257.6	16
2014-2015	310.33	-3	-930.99	9
2015-2016	262.29	-2	-524.58	4
2016-2017	275.85	-1	-275.85	1
2017-2018	303.52	0	0	0
2018-2019	330.07	1	330.07	1
2019-2020	313.37	2	626.74	4
2020-2021	291.8	3	875.4	9
2021-2022	422	4	1688	16
2022-2023	451.07	5	2255.35	25
2023-2024	437.07	6	2622.42	36
TOTAL	4318.14	0	2071.14	182

TABLE – 3 FUTURE PROJECTION OF DRY FLOWER EXPORTS FOR THE YEAR OF 2024 – 2025 TO 2033 -2034

Year	Prediction of dry flower exports
2024-2025	16665.53
2025-2026	21629.68
2026-2027	27239.67
2027-2028	33495.5
2028-2029	40397.17
2029-2030	47944.68
2030-2031	56138.03
2031-2032	64977.22
2032-2033	74462.25
2033-2034	84593.12

The above table 3 shows that there is a potential for the growth of dry flower exports from India to the world countries. Even though it has a bright prospects, it had fluctuations in the export performance.

CHART REPRESENTING THE DRY FLOWER EXPORT FOR THE YEARS OF 2024 -2025 TO 2033 – 2034



1.6 CONCLUSION

The dry flower exports have tremendous demand across the world countries. The country India have to tap its potential to increase its demand all over the world by improving the quality, adopting advanced technology to preserve and open the gate of ease of doing exports. Further liberalising the trade procedure will ensure the boost in exports of dry flowers.

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