

Trade Data Brief

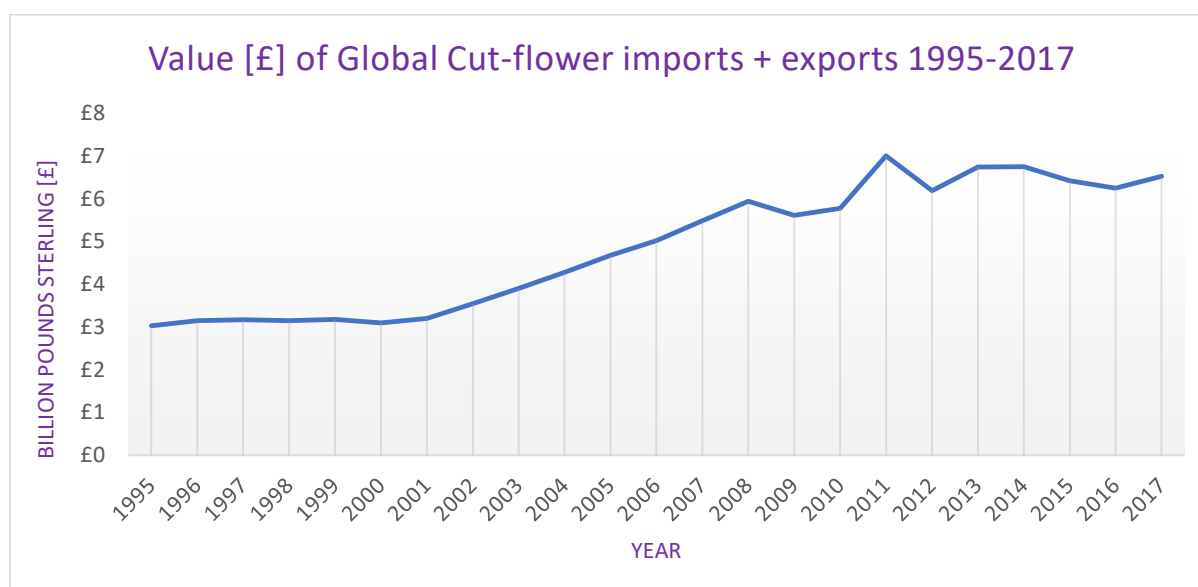
Global Flows of Cut-flower Imports and Exports Value from 1995-2017



This trade data brief reviews and analyses the value of cut-flower exports from, and imports to, the Netherlands 1995 to 2017. The data is based on the HS92 Data Set, based on the BACI International Trade Database¹, accessed via The Observatory of Economic Complexity by Alexander Simoes (<https://oec.world>). The database is built from data directly reported by each country to the United Nations Statistical Division ([Comtrade](#)). Import values are reported as CIF (cost, insurance and freight) and export values are reported FOB (Free on Board). The values refer to the purchase that transfers ownership from a resident to a non-resident business, individual, or government. The figures presented here therefore, do not represent (i) the final retail price of the cut-flowers; (ii) the final destination of the cut-flowers, as they may be exported again before final sale.

Headline Trends

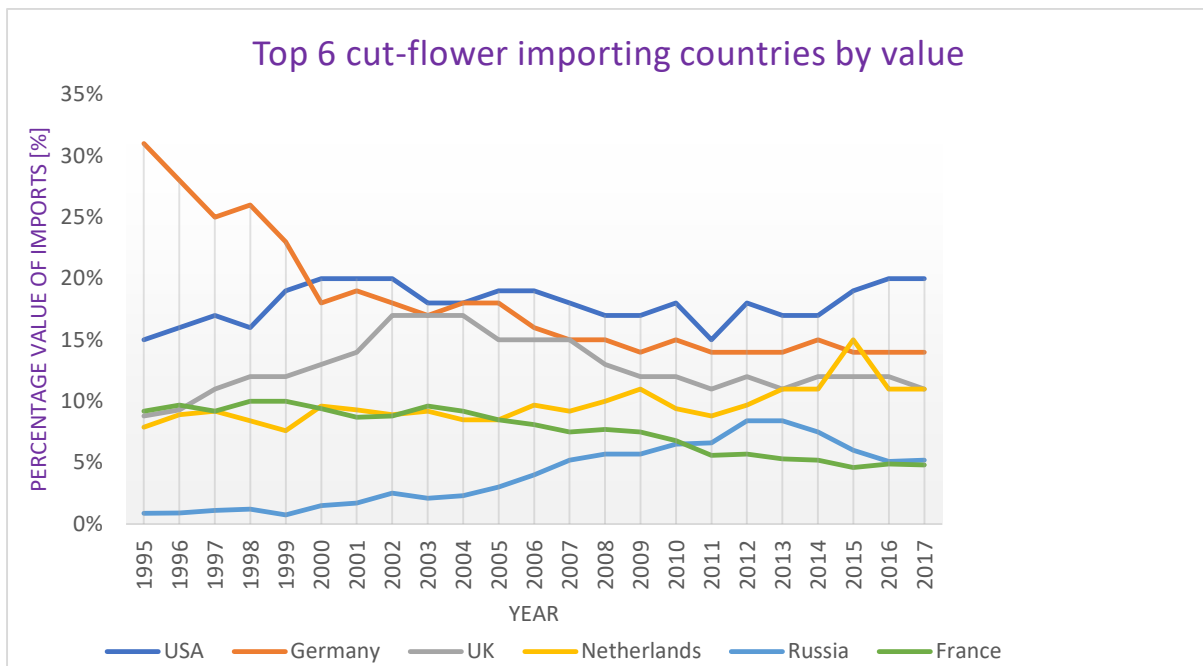
- The value of cut-flowers being traded globally has increased from just over £3 Billion to over £6.5 Billion between 1995-2017. That is a 216% increase.
- The value of traded cut-flowers peaked in 2011 around £7 Billion.
- The data does not tell us whether this increase is due to higher volumes being traded or whether the value of cut-flowers has increased. It is most likely a combination of both.



¹ BACI: International Trade Database at the Product-Level. The 1994-2007 Version CEPII Working Paper, N°2010-23, Octobre 2010 Guillaume Gaulier, Soledad Zignago - See more [here](#).

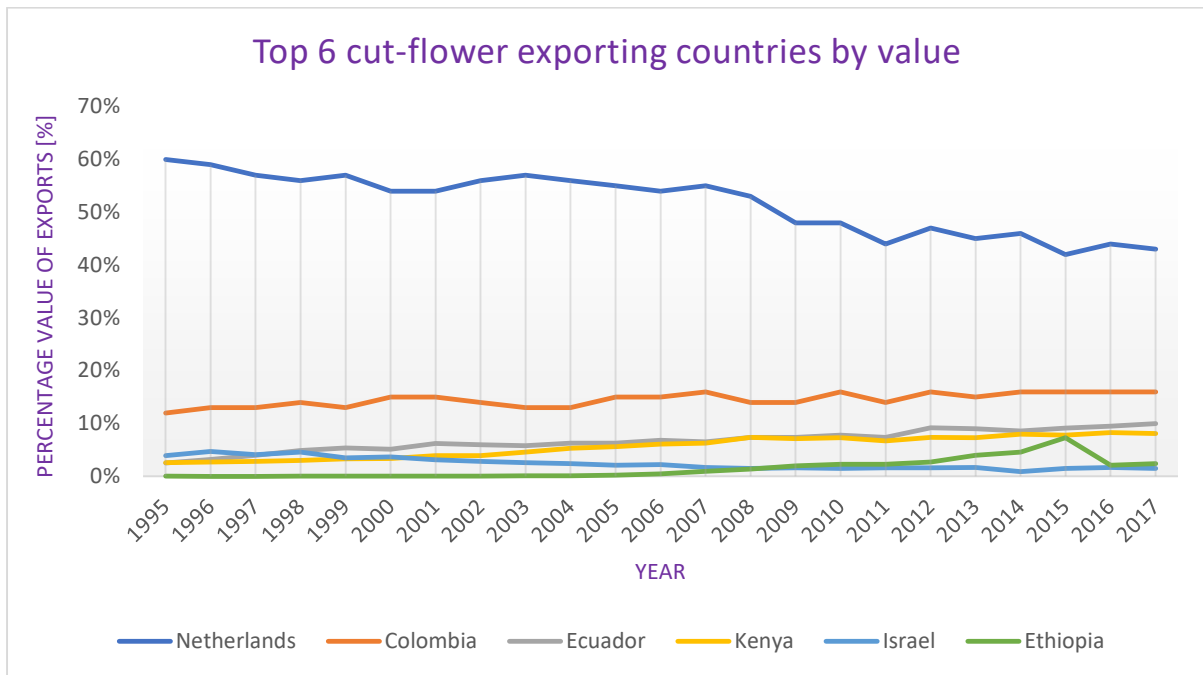
Top 6 Importing and Exporting Countries

- The top players in the global cut-flower trade have remained remarkably stable, although some new entrants are noted over time.
- Germany used to be the top cut-flower importing country in the 1990s. It was overtaken by the US in the early 2000s.
- The UK, the Netherlands, and France are other important importers of cut-flowers globally.
- Russia became an increasingly important buyer of cut-flowers over the early 2000s and especially in the early 2010s. There was a decline between 2014 and 2017, during the Russian Financial Crisis, however the country did remain a top 6 importer during that time.
- In 1995, only 12 countries imported above 1% of the value of global cut-flowers, with the remaining 156 countries importing less than 1% of the value. By 2017 this number had risen to 17 countries, with the remaining 170 countries importing less than 1%. It shows that there has been an increase in the numbers of countries importing cut-flowers, which has diversified the pattern of destination markets.



- The largest exporter of cut-flowers throughout our data set is the Netherlands. This is linked to the powerful Dutch Auction Houses, which import cut-flowers from all over the world to export them again through flower auctions.
- The second largest exporter of cut-flowers in terms of value is Colombia, remaining well below the Netherlands.
- Ecuador and Kenya compete for third place and cannot quite compete with Colombia. They tend to supply different markets, with Ecuador mostly geared towards the US whilst Kenya mostly supplies Europe.
- Israel used to be an important exporter of cut-flowers but has lost its market share over the years.

- Ethiopia is a new entrant in the cut-flower exporting business, rising especially in the early 2010s in terms of export value.



See our project website for more resources, references to sources, links to articles and project updates at: www.sustainableflowers.coventry.domains

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