



Cut-flower Trade data: Netherlands 1995-2017

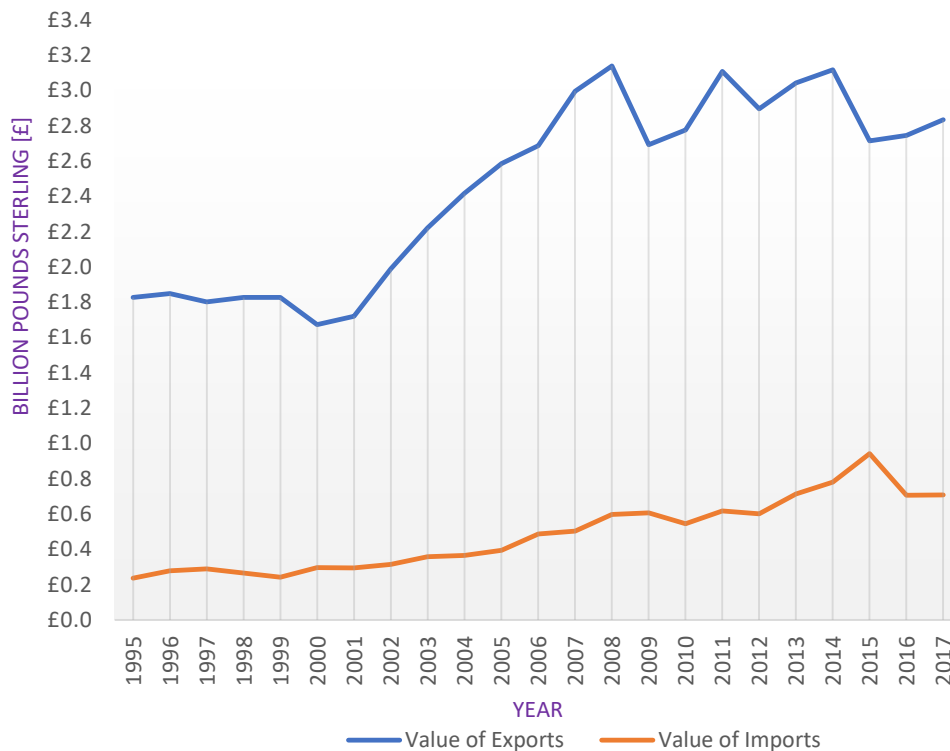
This trade data brief reviews and analyses the value of cut-flower exports from, and imports to the Netherlands 1995 to 2017. The data is based on the HS92 Data Set, based on the BACI International Trade Database¹, accessed via The Observatory of Economic Complexity by Alexander Simoes (<https://oec.world>). 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

- In 2017, the value of cut-flower exports from the Netherlands was £2,835,069,454 while the value of cut-flower imports into the Netherlands was £709,065,288. In terms of value this is a trade surplus of £2,126,004,166.
- The Dutch Flower Auction trades flowers from all over the world, importing and exporting. It should be noted that a proportion of Dutch imports are re-exported.
- Over time, both the value of cut-flower exports from, and the value of, cut-flower imports to the Netherlands have increased.
- Between 1995 and 2017, the value of cut-flower exports grew by 155%, while the value of cut-flower imports increased by 298%. Therefore, although the Netherlands exports more flowers than it imports, over time, the value of imports has grown more rapidly than the value of exports.
- The financial crisis, circa 2008, affected both exports and imports of cut-flowers in the Netherlands.
- In 2008, exports of cut-flowers sunk by 86% in terms of value.
- And in 2009, imports of cut-flowers sunk by 89% in terms of value.
- Exports have not reached the peak value of 2007 again.
- In contrast, import value peaked in 2015 with £943,848,971 before returning to 2014 levels again for 2016 and 2017.

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](#).

Value [£] of Cut-flower Exports from, and Imports to, the Netherlands 1995-2017

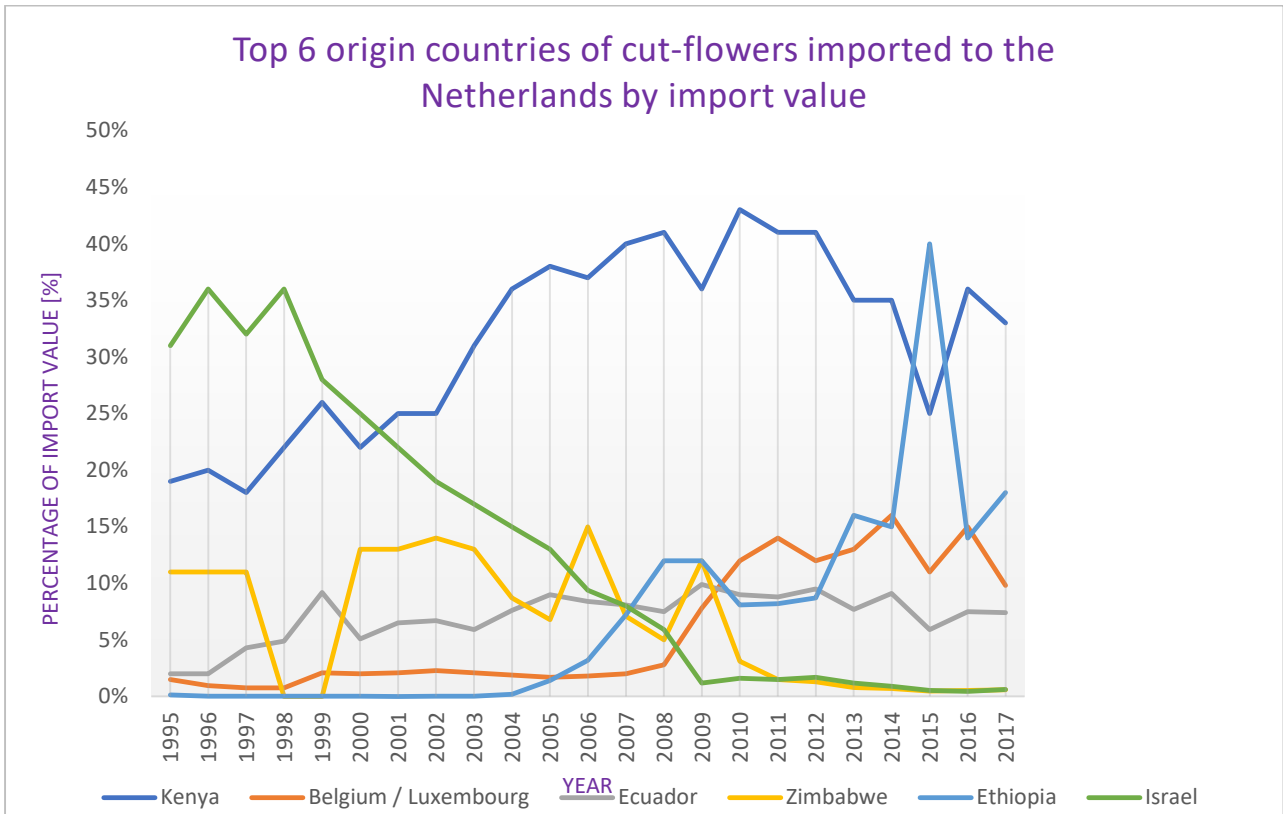


Data Source: HS92 Data Set, based on the BACI International Trade Database, accessed via The Observatory of Economic Complexity by Alexander Simoes. Conversion rate USD to GBP: 1 USD = 0.77 GBP from xe.com on 23/12/2019.

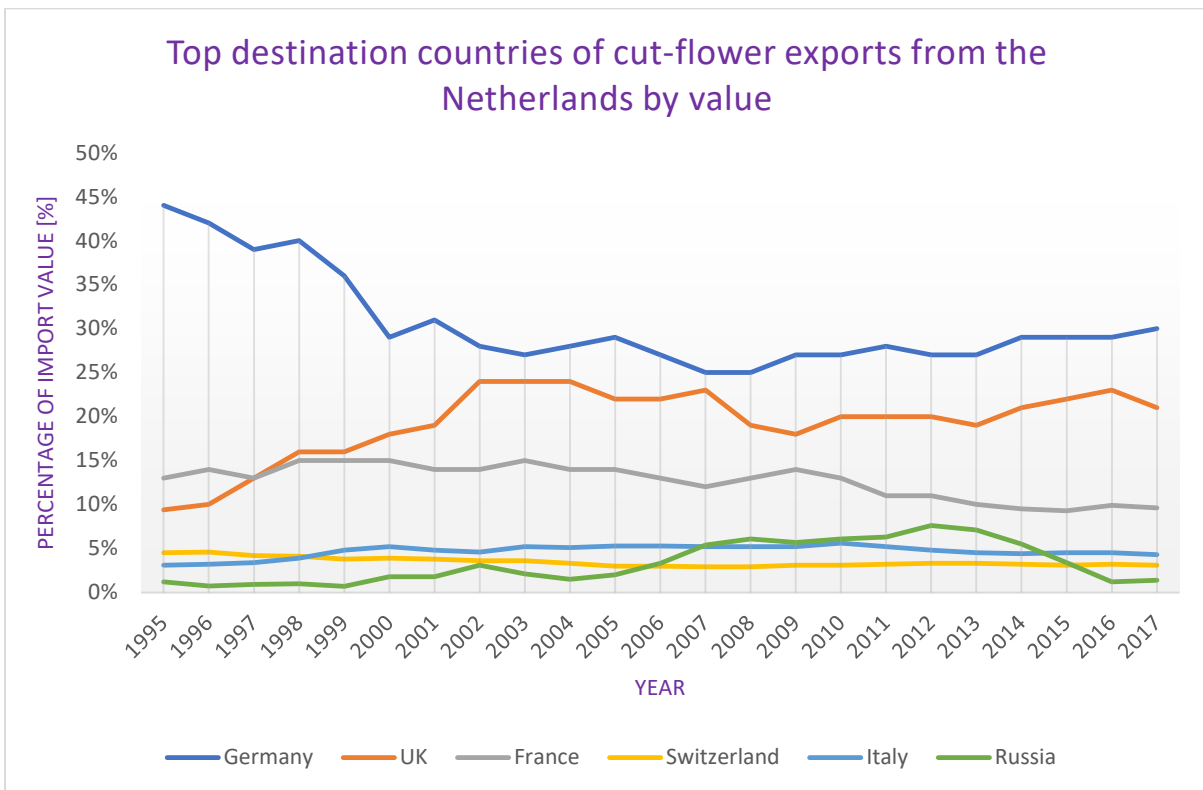
Origin of Cut-flowers Imported to the Netherlands

- In the mid- and late 1990s, around 30% of the value of all imported cut-flowers came from Israel. In 2017 this figure was 0.61%. This is a 94% reduction of cut-flowers imported from Israel between 1994 and 2017 in terms of value.
- These days, most cut-flowers imported to the Netherlands (by value) originate in Kenya (around 35%). The value of cut-flower imports from Kenya to the Netherlands have increased by 500% between 1994 and 2017.
- This is followed by Ethiopia, which has shown great, albeit somewhat erratic growth as a supplier of cut-flowers to the Netherlands. Notable growth of cut-flowers imported to the Netherlands from Ethiopia started in 2005 (1.4% up from 0.2% in 2004). It peaked in 2015, when the value of imports from Ethiopia surged to 40% before returning to 2014 levels of around 15% the following year.
- Southern African country Zimbabwe became an important origin of cut-flowers imported to the Netherlands in the early 2000s but has lost importance after the financial crisis.
- After the financial crisis, neighbouring European countries Belgium and Luxembourg² have become key suppliers of cut-flowers imported to the Netherlands, providing between 10%-15% of the value of cut-flower imports to the Netherlands.
- Ecuador is the key origin country in the Americas to supply the Netherlands with cut-flowers, rotating around 7% of the import value.

² Trade data for these countries is reported together



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- Germany is the most important destination market for cut-flowers exported from the Netherlands in terms of value, although this importance has diminished slightly over the years. In 1995, Germany imported 44% of the value of cut-flower exports from the Netherlands, in 2017 this had sunk to 30%.
- In contrast, the UK has become an increasingly important customer for Dutch cut-flowers. While it only imported 9% of the value of cut-flower exports from the Netherlands back in 1995, this has risen to 21% in 2017.
- France is a more stable destination market, capturing between 10% and 15% of the value of cut-flower exports from the Netherlands.
- Similarly, Switzerland and Italy remain constant but important destinations for cut flowers exported from the Netherlands.
- Russia is the new kid on the block, becoming an important destination market in the early 2000s, overtaking Switzerland and Italy at the turn of the last decade, before reducing its imports of Dutch cut-flowers from 2014 onwards, most likely due to the Russian financial crisis (2014-2017).

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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