

# STATISTICAL INFORMATION

## Periodic Review on the FloraHolland Flower Auctions

First Half – 2014

Top 15 Cut flowers						
Products	Turnover	Mutation	Quantity	Mutation	Average Price	
	2014	2013-14	2014	2013-14	2014	2013
	€x 1000		Stem x 1000		€	€
Roses	405,860	-5.9%	1,913,137	-2.5%	0.21	0.22
Tulips	245,230	-1.3%	1,737,643	4.6%	0.14	0.15
Chrysanthmum spray	161,996	-0.1%	551,435	0.4%	0.29	0.30
Lilium	78,482	2.5%	134,680	-0.9%	0.58	0.56
Gerbera	72,200	4.7%	493,835	0.2%	0.15	0.14
Chrys single headed	34,749	-7.8%	77,088	-1.3%	0.45	0.48
Freesia	32,748	-3.8%	191,476	2.4%	0.17	0.18
Peony	31,915	16%	67,078	23%	0.48	0.50
Cymbidium stem	30,537	-5.6%	20,192	7.4%	1.51	1.72
Eustoma	26,120	3.0%	64,430	7.2%	0.41	0.42
Alstroemeria	14,419	-4.1%	83,677	-6.3%	0.17	0.17
Hydrangea	13,569	14%	14,402	31%	0.94	1.08
Carnations	13,440	6.2%	104,051	24%	0.13	0.15
Zantedeschia	12,269	-1.6%	29,977	11%	0.41	0.46
Other cut flowers	13,257	9.2%	17,305	-12%	0.77	0.62
<b>Total</b>	<b>1,405,879</b>	<b>-2.2%</b>	<b>6,554,231</b>	<b>1.5%</b>	<b>0.21</b>	<b>0.22</b>

  

Top 15 Houseplants						
Products	Turover	Mutation	Quantity	Mutation	Average price	
	2014	2013-14	2014	2013-14	2014	2013
	€x 1000		Unit x 1000		€	€
Phalaenopsis orchids	262,092	5.3%	66,986	4.9%	3.91	3.90
Pot roses	35,825	10%	24,999	-1.3%	1.43	1.28
Kalanchoe	34,177	10%	44,650	1.2%	0.77	0.70
Bromeliads	27,594	2.6%	14,430	-1.9%	1.91	1.83
Anthurium	26,556	-0.2%	8,233	2.7%	3.23	3.32
Hydrangea	26,395	7.8%	10,613	11%	2.49	2.56
Other house plants	19,388	-12%	11,716	8.7%	1.65	2.03
Ficus	16,020	-3.8%	5,613	-5.4%	2.85	2.81
Dracaena	15,829	2.7%	9,592	1.8%	1.65	1.64
Narcis on pot	15,576	13%	24,372	-4.6%	0.64	0.54
Arrangements	14,397	11%	4,181	9.0%	3.44	3.37
Zantedeschia	13,635	-2.2%	5,275	1.9%	2.58	2.69
Hyacinth on pot	13,207	4.0%	23,489	-3.5%	0.56	0.52
Campanula on pot	12,518	31%	8,743	23%	1.43	1.34
Spathiphyllum	12,179	-4.1%	9,506	-11%	1.28	1.19
<b>Total</b>	<b>862,467</b>	<b>3.1%</b>	<b>503,620</b>	<b>-0.2%</b>	<b>1.71</b>	<b>1.66</b>

Source: Vakblad vd Bloemisterij / FloraHolland



## Notes:

### Cut flowers

The total turnover of cut flowers in the first half year was -2.2% compared to the same period of last year, realised with a supply increase of 1.5%, resulting in a total average price for all cut flower types of 21 Eurocents (last year 22 cents) per stem.

Turnover wise the biggest increases were noticed for products: gerbera, peony, hydrangea, carnations, and 'other flowers'.

Lower turnovers for: roses, chrysanthemum single headed, freesia, cymbidium orchids, and alstroemeria.

By far the biggest increased supplies of: peonies, hydrangea, carnations and zantedeschia (calla lilies), followed by lower increases of: tulips, cymbidium orchids and eustoma.

Lower supplied quantities of: roses, alstroemeria and 'other cut flowers'.

Prices in general did not vary very much; except for much lower prices of: chrysanthemum single headed, peonies, cymbidium orchids, hydrangea, carnations and zantedeschia.

Slightly higher prices for lilies and other cut flower types.

### House-plants

The total turnover of house-plants increased by 3.1% compared to the same period of last year, realised with a supply decrease of 0.2%, resulting in average price for all plant types of € 1.71 (last year € 1.66) per plant.

Turnovers increased most for: pot roses, kalanchoe, narcissus on pot, arrangements and campanula on pot; and furthermore also for phalaenopsis orchids, bromeliads, hydrangea and hyacinth on pot.

Supplies increase most importantly for: hydrangeas, arrangements, 'other houseplants', and campanula; and slightly less also for phalaenopsis, anthurium, and zantedeschia.

Prices in general were slightly higher than last year. Strongest improved prices for: pot roses, kalanchoe, bromeliads, pot narcissus, arrangements, hyacinths on pot, campanula on pot, and spathiphyllum.

Considerably lower prices for: anthurium, hydrangea, other house-plants and zantedeschia on pot.

