

## Sources of Other Fresh Flowers<sup>1</sup> Supply to EU

A. in Value

Value in Thousands Euros

Source: AIPH

### From Non-EU Countries

Country of origin	2011	Rank	2014	Rank Change	2015	Rank Change
Ecuador	41,241	2	47,599	1 15%	47,341	1 -0.5%
Kenya	36,103	3	44,827	2 24%	45,051	2 0.5%
Israel	71,052	1	39,623	3 -44%	39,891	3 0.7%
Colombia	10,237	4	8,934	4 -13%	13,897	4 56%
Ethiopia	8,396	5	8,018	6 -4.5%	10,185	5 27%
South Africa	6,169	6	8,505	5 38%	7,863	6 -7.5%
Zimbabwe	3,556	7	2,489	8 -30%	3,002	7 21%
Tanzania	2,263	10	3,031	7 34%	2,822	8 -6.9%
Zambia	1,005	12	2,018	9 101%	2,482	9 23%
Ivory Coast	2,486	9	1,692	10 -32%	1,237	10 -27%
Ghana	921	13	1,041	11 13%	954	11 -8.4%
Costa Rica	2,026	11	969	12 -52%	913	12 -5.8%
Turkey	0		818	13 +++	881	13 7.7%
Cameroon	0		767	14 +++	751	14 -2.1%
Chile	0		0		632	15 +++
Other Countries	9,557		3,301	-65%	64	-98%
<b>Total to the EU</b>	<b>195,012</b>		<b>173,632</b>	<b>-11%</b>	<b>177,966</b>	<b>2.5%</b>
To Switzerland & Norway	3,064		4,975	62%	8,298	67%

### From EU Countries

Country of origin	2011	Rank	2014	Rank Change	2015	Rank Change
Netherlands*	1,294,326	1	1,175,129	1 -9.2%	1,287,938	1 9.6%
Italy	35,071	2	23,418	2 -33%	26,349	2 13%
Germany	15,698	4	12,221	4 -22%	14,558	3 19%
Belgium & Luxemburg	37,785	3	18,541	3 -51%	14,525	4 -22%
United Kingdom	8,871	6	10,316	5 16%	9,604	5 -6.9%
Poland	6,962	7	9,387	6 35%	8,203	6 -12.6%
France	6,731	8	4,419	8 -34%	5,754	7 30%
Denmark	2,357	10	1,405	10 -40%	4,874	8 247%
Spain	11,162	5	5,022	7 -55%	4,438	9 -12%
EU-Others	5,982	9	3,185	9 -47%	2,843	10 -11%
Czech Republic	93	15	101	14 8.6%	2,559	11 2434%
Austria	1,795	11	1,226	11 -32%	1,331	12 8.6%
Hungary	1,272	12	567	12 -55%	765	13 35%
Finland	338	14	64	15 -81%	108	14 69%
Sweden	448	13	154	13 -66%	87	15 -44%
<b>Total to the EU</b>	<b>1,428,895</b>		<b>1,265,053</b>	<b>-11%</b>	<b>1,383,937</b>	<b>9.4%</b>
To Switzerland & Norway	90,078		91,624	1.7%	177,637	94%

\* The Netherlands' export includes significant share of re-exported flowers, originated from other countries

## Other Fresh Flowers Supply to EU (cont.)

### B. in Units/Quantity

Quant. in Thousand Stems

#### From Non-EU Countries

Country of origin	2011	Rank	2014	Rank	Change	2015	Rank	Change
Kenya	9,841	2	11,084	1	13%	10,538	1	-4.9%
Israel	15,013	1	9,086	2	-39%	7,801	2	-14%
Ecuador	7,746	3	6,445	3	-17%	6,608	3	2.5%
Colombia	2,377	5	2,233	4	-6.1%	2,317	4	3.8%
Ethiopia	2,305	4	2,071	5	-10%	2,245	5	8.4%
South Africa	1,789	6	1,966	6	9.9%	1,677	6	-15%
Zimbabwe	1,576	7	1,154	7	-27%	1,252	7	8.5%
Zambia	472	10	601	9	27%	508	8	-15%
Ivory Coast	754	8	641	8	-15%	466	9	-27%
Tanzania	415	12	509	10	23%	442	10	-13%
Turkey	333	13	417	11	25%	388	11	-7.0%
Ghana	282	15	283	12	0.4%	272	12	-3.9%
Cameroon	286	14	238	14	-17%	223	13	-6.3%
Costa Rica	583	9	265	13	-55%	208	14	-22%
Australia	0		0			51	15	+++
Other Countries	1,463		883		-17%	438		-50%
<b>Total to the EU</b>	<b>45,235</b>		<b>37,661</b>		<b>-17%</b>	<b>35,494</b>		<b>-5.8%</b>
To Switzerland & Norway	441		631		43%	976		55%

#### From EU Countries

Country of origin	2011	Rank	2014	Rank	Change	2015	Rank	Change
Netherlands*	260,029	1	224,465	1	-14%	231,081	1	2.9%
Italy	5,899	3	3,162	3	-46%	4,065	2	29%
Belgium & Luxemburg	6,907	2	4,755	2	-31%	2,876	3	-40%
Germany	3,641	4	2,057	5	-44%	2,841	4	38%
United Kingdom	2,092	6	2,208	4	5.5%	1,792	5	-19%
Poland	1,103	9	1,489	6	35%	1,187	6	-20%
Spain	2,552	5	1,468	8	-42%	1,113	7	-24%
France	1,163	8	666	9	-43%	999	8	50%
Denmark	453	10	255	11	-44%	935	9	267%
EU-Others	1,844	7	1,487	7	-19%	693	10	-53%
Czech Republic	28	15	17	14	-39%	493	11	2800%
Austria	354	11	198	12	-44%	419	12	112%
Hungary	249	12	489	10	96%	174	13	-64%
Sweden	79	13	28	13	-65%	18	14	-36%
Finland	73	14	9	15	-88%	13	15	44%
<b>Total to the EU</b>	<b>286,467</b>		<b>242,756</b>		<b>-15%</b>	<b>248,697</b>		<b>2.4%</b>
To Switzerland & Norway	9,839		9,754		-0.9%	17,435		79%

\* The Netherlands' export includes significant share of re-exported flowers, originated from other countries

<sup>1</sup> Other Fresh Flowers in the cut flower assortment, are those other than: roses, carnations, chrysanthemum, orchids, lilies, gladiolus and treated Fresh Cut Flowers.



## Notes:

<sup>1</sup> Other Fresh Flowers in the cut flower assortment, are those other than: roses, carnations, chrysanthemum, orchids, lilies, gladiolus and treated Fresh Cut Flowers.

### Import in Value:

It is clear that the value of Other Fresh Flowers originating from the overseas countries and from EU countries has decreased rather strongly during the past 5 – 10 years. However, in 2014 a slight increase could be noticed again and this did continue in 2015. In the past, when new countries started to develop floriculture, almost all of them started with other flowers than the traditional roses or carnations; just because of costs and learning how to grow cut flowers. Lately, most of the traditional countries had started with the cultivation of roses and many newer countries started with roses as from the beginning. They must have learned from the countries which started much earlier. Maybe, also the prices and revenues of roses were higher before. Some countries however increased their share of other fresh flowers. Countries such as Colombia and Ethiopia. Still, by far, the leading three countries are Ecuador, Kenya and Israel. Until 2011 Israel was the biggest supplier of this product group.

The total value from Non-EU-Countries has in 2015 has increased with 2.5 % and from EU countries with 9.3 %. Of the EU countries the situation has, more or less, stabilised during the same period. The rank of the top 15 list has hardly changed. The same could be said of the Non-EU-countries, except of the first three. The Netherlands is, by far, the leading country in the EU with about 93%; this was 93% in 2014 and 91% in 2013.

### Import in Units/Stems

In the surveys of Volume more or less the same pattern as in the surveys of value. A slow down for many Non-EU- countries and a slight increase of the EU countries, when compared to 2014.

However, when compared to 2011 quite a decrease is noticed. Remarkable in the survey of Non-EU-countries is the decrease of countries such as Kenya and Israel. However when compared to 2011 a considerable decrease is noticed, especially of Israel.

The EU-countries had hardly any change. The Netherlands has decreased slightly during the past several year, however the total share of this country is still 93% of all the top 15 countries. In 2014 this percentage was 92%.



**Market Insider**