

Market Insider

Floriculture Products' Indicative Price Information / European Markets

To our readers

The format of this European report is getting partly a new structure. However, these graphics and tables represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. No actual price data is released. We provide this information on a weekly basis.

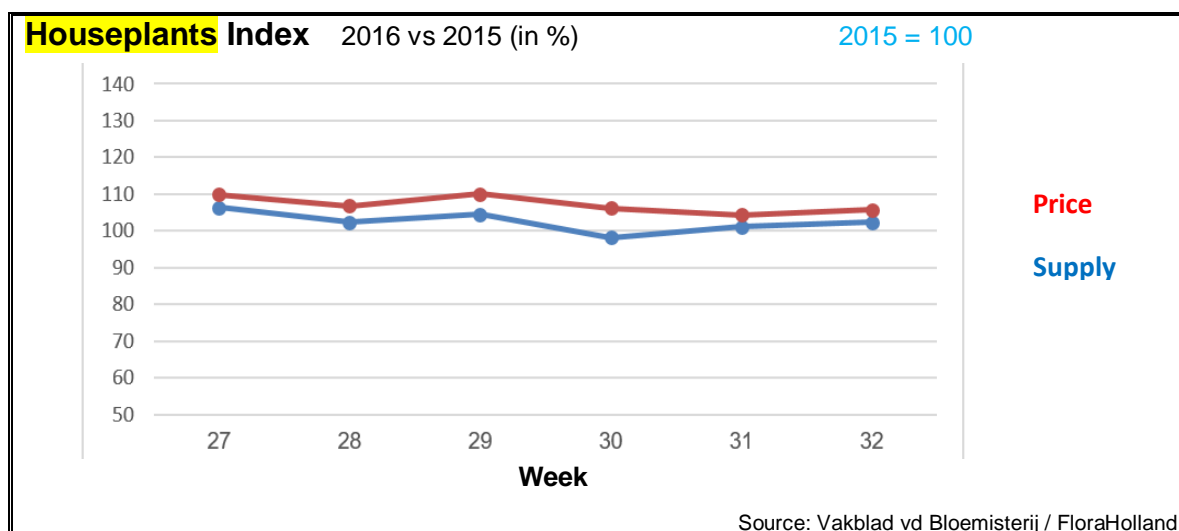
The Market Insider team

Week No. 32-2016

Date: 17/08/2016

The Royal FloraHolland flower auctions' weekly supply and price index

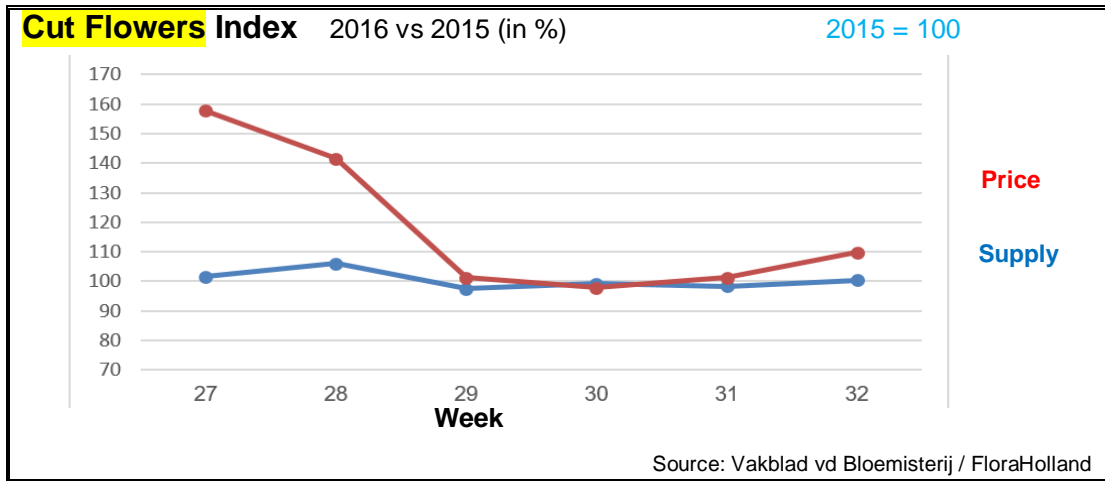
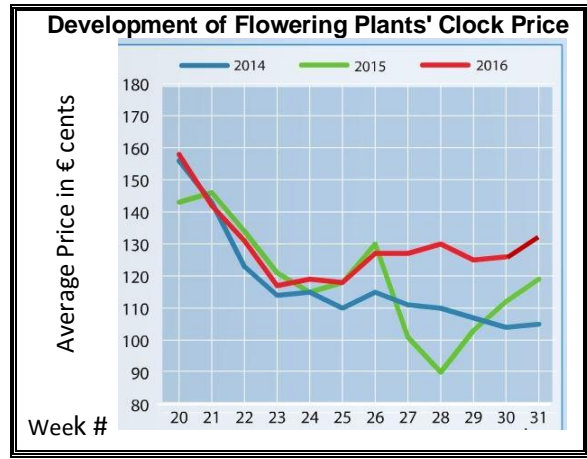
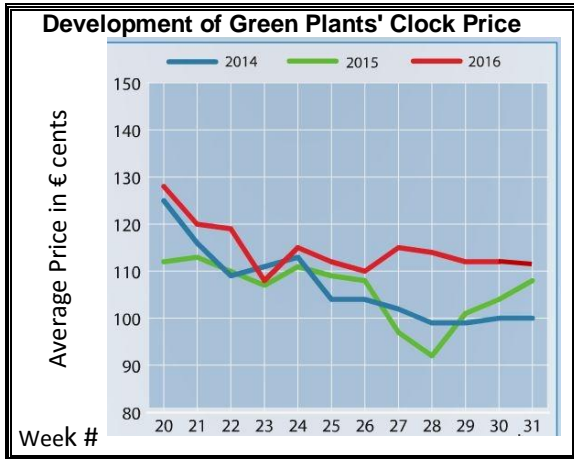
(Representing the relative supply and average price, compared to the same weeks of last year)



Actual **relative** supply and average price compared to the same weeks of last year

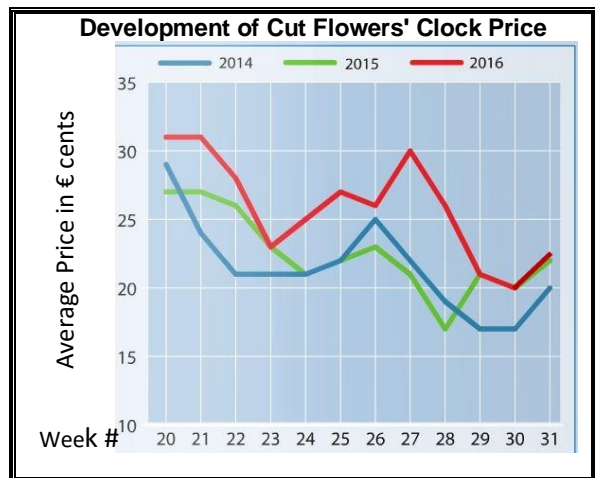
Top 15 Houseplants	Quantity	Price
Phalaenopsis	1.1%	5.0%
Chrysanthemum	13%	0.9%
Kalanchoe	-9.7%	12.1%
Rose	-7.6%	9.9%
Anthurium	4.8%	2.5%
Zantedeschia	-23%	33%
Hydrangea	39%	13.4%
Ficus	-17%	4.4%
Dracaena	-14%	37%
Bromelia Various	34%	-5.0%
Various Houseplants	9.5%	5.5%
Dendrobium	0.9%	4.0%
Begonia	371%	-24%
Arrangements	16%	-9.0%
Spathiphyllum	27%	8.7%
Total top 15	2.4%	7.1%
Total Houseplants	2.3%	5.7%

We are sorry, the graphs for week 32 are not available from FloraHolland



Actual relative supply and average price compared to the same weeks of last year

Top 20 Cut Flowers	Quantity	Price
Roses Big	-7.8%	18%
Chrysanthemum Spray	0.0%	12%
Lily Oriental	4.8%	-12%
Gerbera mini	12%	-3.4%
Roses Small	-12%	0.2%
Hydrangea	3.9%	5.5%
Chrysanthemum Santini	11%	58%
Eustoma Lisianthus (full)	26%	8.7%
Rose Spray	3.8%	26%
Helianthus	-19%	11%
Gladioli Big	44%	-6.9%
Chrysanthemum Single	14%	-26%
Alstroemeria	-1.6%	18%
Gerbera Big	3.3%	-0.9%
Gypsophila	-15%	77%
Lilium LA-hybrids	0.2%	0.6%
Freesia Single	-0.9%	8.2%
Carnation Standaard	3.3%	6.3%
Zantedeschia/Calla Various	-14%	-8.6%
Eustoma Lisianthus Single	-27%	15%
Total top 20	-1.6%	9.9%
Total Cut Flowers	0.3%	9.7%



We are sorry, the graph for week 32 is not available from FloraHolland