BACKGROUNDERS
Press Information Bureau
Government of India

Blooming Beyond Borders

"The Rise of India's Floriculture Economy"

23 November, 2026

*India's floriculture sector has emerged as a dynamic component of horticulture. It is supported by favourable agro-climatic conditions, cultural demand, and expanding commercial applications. According to the Third Advance Estimates for 2025-26, floriculture covered **410 thousand hectares** and produced **4,882 thousand metric tonnes** of flowers, with Andhra Pradesh leading national production. Exports increased from **USD 216.74 million in FY 2021-22 to USD 258.26 million in FY 2025-26**, reflecting growing international demand. The sector serves religious, decorative, industrial, and pharmaceutical markets while generating opportunities for farmers through value-added production and export diversification. Government support through horticulture missions, research institutions, financial assistance, and export facilitation has strengthened production systems. Scientific interventions, including CSIR-led initiatives, are enabling crop diversification, regional specialization, and wider market access.*

Roots of a Blooming Industry

India is a land of remarkable natural diversity, stretching from snow-bound mountains and fertile plains to arid deserts and long coastlines. These varied agro-climatic conditions support the cultivation of an extraordinary **variety of flowers** that bloom across regions and seasons. Coupled with the deep cultural, spiritual, and emotional significance of flowers in India, these natural advantages have fostered a thriving floriculture sector.

Recognising its economic and aesthetic potential, the government has identified **floriculture** as a *"**sunrise industry**"*. What was once a relatively niche segment within Indian agriculture has evolved into a dynamic component of the horticulture sector. The sector contributes to farmer incomes, agricultural exports, and rural enterprise development while increasingly adopting modern cultivation practices and technologies. Today, floriculture encompasses a diverse range of products, production systems, and value-added applications. Rising consumer demand, widening market opportunities, policy support, and technological advancements are driving its continued growth.

Inside India's Floral Economy

Floriculture is the art and science of growing flowers to achieve high standards of flower quality and aesthetic appeal. As an integral branch of horticulture, it includes the cultivation of flowers and

ornamental crops from **planting to harvesting**. The sector also involves the production of planting material through seeds, cuttings, budding, and grafting. It further includes the marketing of flowers and flower-based products.

Floriculture Product Categories

Loose flowers are harvested and marketed without long stems. These are generally sold by weight and are commonly used for garlands and *gajras*. Examples include **marigolds and jasmine.**



Retail Shop selling loose flowers as Garlands



Cut flowers sold in bunches as bouquets

Cut Flowers are harvested and marketed with stems. These are commonly used in bouquets and vase arrangements. Examples include **roses, gerberas, carnations, orchids, and lilies.**

In addition to flowers, floriculture includes **cut foliage, potted and bedding plants, and ornamental planting materials** like seeds for propagation and landscaping.

Flowers that Shape the Market

India cultivates a variety of flowers tailored to domestic and international demand. Key varieties include:

- **Roses:** Widely grown in **Karnataka and Maharashtra**; high in export value.
- **Marigolds:** Popular in religious ceremonies; extensively grown in **Tamil Nadu and Madhya Pradesh.**
- **Carnations, Chrysanthemums, Gerberas:** Grown in controlled environments for export.
- **Lilies and Orchids:** High-end flowers grown in select regions like **Sikkim and Mizoram**.

The demand for exotic flowers has increased, with **orchids and anthuriums** becoming commercially viable in the **north-eastern region**. These flowers are also gaining traction in urban landscaping, event decor, and the wellness industry.

From Open Fields to Protected Farms

Cultivation of flowers in India takes place through both open-field and protected systems like greenhouses, depending on crop requirements. **Open-field cultivation** is commonly used for crops such as **Chrysanthemum, Rose, Gaillardia, Lily, Marigold, Aster, and Tuberose**.

Rising demand for quality flowers and year-round availability have encouraged greater adoption of **protected cultivation such as greenhouses**. **Greenhouses** are particularly important for export-oriented crops such as **Gerberas and Carnations**. This ensures better control over temperature, humidity, and other growing conditions. This helps ensure uniform quality, improved productivity, and compliance with international market standards.

Beyond Bouquets: The Many Uses of Floriculture

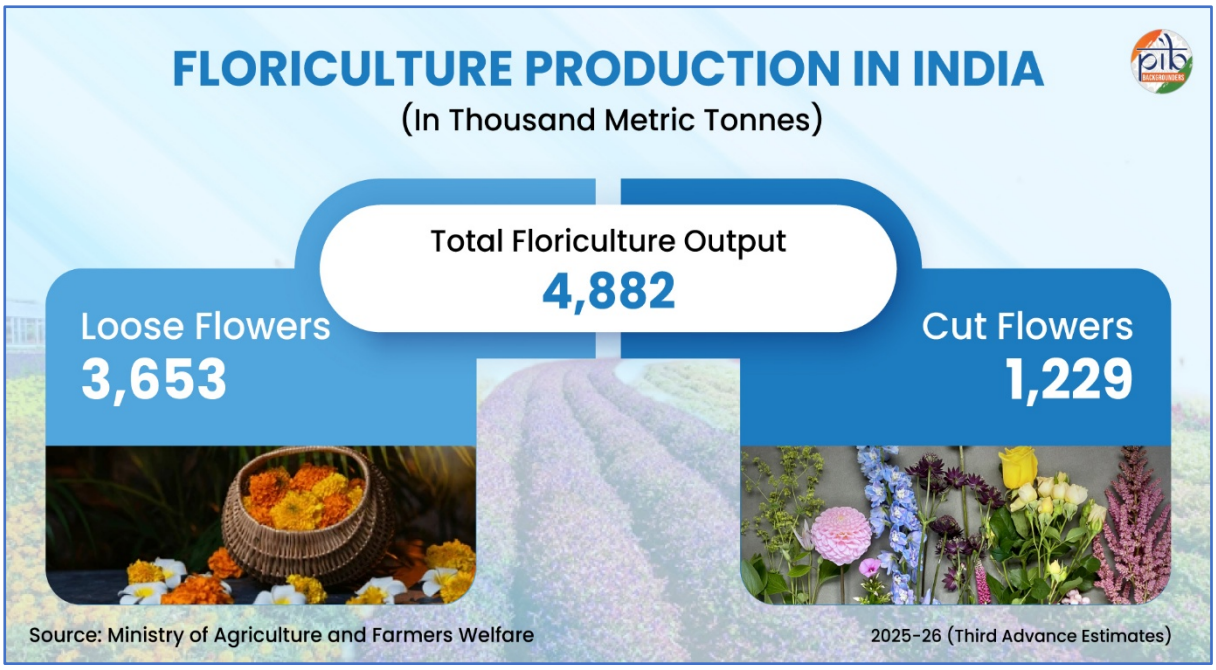
Flowers play an important role in everyday life in India and are closely linked with cultural, social, and religious practices. Beyond these traditional uses, floriculture has evolved into a diversified sector with expanding applications in perfumery, cosmetics, and pharmaceuticals.

Key domestic uses:

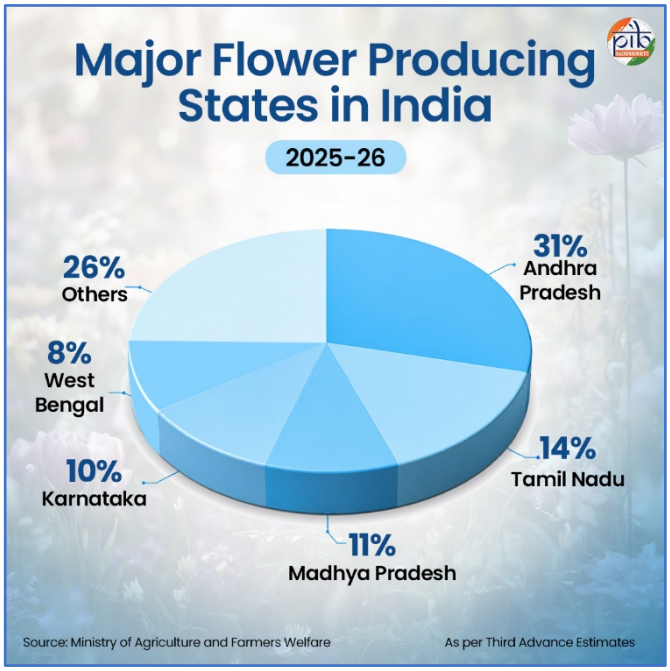
- **Religious and social practices**- Flowers such as **Jasmine, Marigold, and Crossandra** are commonly used in worship, social ceremonies, and personal decoration.
- **Lifestyle and decorative uses**- Increasing urbanisation and rising disposable incomes have driven demand for bouquet gifting, venue decoration and beautification of residential and commercial spaces.
- **Perfumery and cosmetics**- Flowers, including **Jasmine, Lavender, and Rose petals,** are used as raw material in fragrance and cosmetic products.
- **Pharmaceutical applications**- Floricultural crops such as **Calendula, Hibiscus, and Chamomile** are utilised in pharmaceutical preparations.
- **Dye and colour extraction**- **Marigold and Hibiscus** are used for natural dyeing and colour extraction.

Mapping India's Flower Belt

Supported by favourable climatic conditions and expanding market demand, floriculture cultivation has expanded across several regions of the country. According to the Third Advance Estimates for 2025-26, the total area under floriculture cultivation stood at **410 thousand hectares.** During the same period, production included **3,653 thousand metric tonnes of loose flowers** and **1,229 thousand metric tonnes of cut flowers.** Total floriculture output amounted to **4,882 thousand metric tonnes,** reflecting the scale and commercial significance of floriculture cultivation in India.



The States Driving Floral Production



Floriculture production in India is concentrated in a few leading states. According to the Third Advance Estimates for 2025-26, **Andhra Pradesh** accounted for about **31 percent** of the country's total flower production. It is followed by **Tamil Nadu (14 percent)**, **Madhya Pradesh (11 percent), Karnataka (10 percent),** and **West Bengal (8 percent)**. Other major producers included **Chhattisgarh, Gujarat, Uttar Pradesh, Maharashtra, Odisha and Telangana.**

The Northeastern states together accounted for about **4 percent** of India's total flower production, with **Assam** contributing substantially through both **loose and cut flowers.** This was followed by **Nagaland**, particularly in cut flowers. This distribution reflects the diverse geographical spread of floriculture across the country.

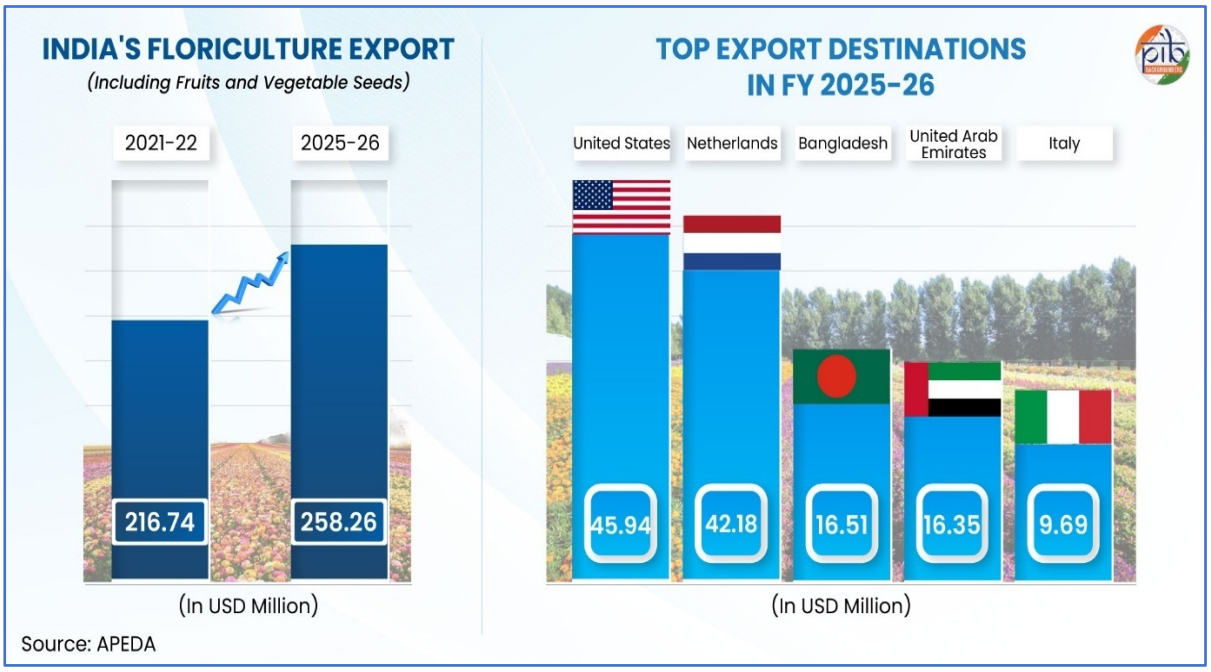
A strong production base and diversified cultivation systems have also supported India's growing presence in the international flower trade.

India's Growing Footprint in Global Flower Markets

Floriculture forms part of value-added agricultural exports and provides additional income opportunities beyond traditional crop cultivation. India's floriculture exports have followed a clear upward trend over the past few years, signalling increasing international demand for Indian floral products. Exports of floriculture, including fruits and vegetable seeds, rose from **USD 216.74 million** in **FY 2021-22** to **USD 258.26 million** in **FY 2025-26**. This growth reflects rising international demand for Indian floral products and strengthening export competitiveness.

India's Top Global Destinations

In **FY 2025-26**, India's floriculture and seeds recorded strong demand across key international markets. The **United States** emerged as the top destination, with exports worth **USD 45.94 million**. It was followed by the **Netherlands**, a significant base of the international flower trade, with **USD 42.18 million**. **Bangladesh** accounted for floriculture imports worth **USD 16.51 million**. The **United Arab Emirates** and **Italy** imported products valued at **USD 16.35 million** and **USD 9.69 million**, respectively. This highlights India's expanding footprint in traditional and emerging markets for floriculture exports.



A Diverse Floral Export Portfolio

This export performance is supported by a diverse range of floricultural crops that are commercially relevant in the global cut flower trade. Prominent export crops from India include **Rose, Carnation, Chrysanthemum, Gerbera, Gladiolus, Gypsophila, Liatris, Nerine, Orchids, Achillea, Anthurium, Tulip, and Lilies**, enabling the country to cater to varied market preferences and quality requirements worldwide.

Further, floriculture exports from India comprise multiple product categories, each catering to specific international markets:

- **Fresh cut flowers** are exported mainly to **Europe, Japan, Australia, the Middle East, and the United States of America**

- **Loose flowers** are supplied largely to markets serving **expatriate Indian communities in the Gulf region**
- **Cut foliage** is exported primarily to **European countries**
- **Dry flowers** are exported to a wide range of destinations, including the **United States of America, Europe, Japan, Australia, the Far East, and Russia**
- **Potted plants** are exported to a limited number of countries.

Among these export segments, **dry flowers constitute a major share of India's total floriculture exports**, owing to their longer shelf life and wider market reach.

Export Breakthrough from the North East

In **February 2025**, the **first-ever export consignment of Anthurium flowers from Mizoram to Singapore** was flagged off. This marked a significant milestone for floriculture exports from **India's North Eastern Region.** The consignment contained **1,024 Anthurium cut flowers** (weighing 70 kg) packed in 50 corrugated boxes. The initiative was led by **APEDA** in collaboration with the **Department of Horticulture, Government of Mizoram**. It highlights new overseas market linkages and emerging trade opportunities for floriculture growers in the region.

Enabling Growth Through Policy Support

The government has initiated a range of developmental programmes to promote floriculture across the country. These efforts focus on production, infrastructure, research, capacity building, and export facilitation.

Key areas of government support include:

- **Policy and Institutional Support**- Developmental initiatives are implemented primarily through the **Mission for Integrated Development of Horticulture (MIDH)**, including the **National Horticulture Mission (NHM), the Horticulture Mission for North East and Himalayan States, and the National Horticulture Board**.
- **Financial assistance and credit support** - **The National Bank for Agriculture and Rural Development (NABARD)** provides financial assistance to farmers to adopt **protected cultivation and precision farming** practices, thereby improving productivity and quality.
- **Seed production and planting material** - To meet growing demand for flower seeds, several seed companies have established production units in major flower-growing states. Thus, supporting the availability of quality planting material.
- **Incentives and concessions** - Concessions are provided on **seeds, planting materials, equipment, and air freight** to support floriculture exports and improve competitiveness in international markets.
- **Export Promotion** - Export-related support is provided through the **Ministry of Commerce, mainly via** the **Agricultural and Processed Food Products Export Development Authority (APEDA).**
- **Training and capacity building**- The Government has introduced various **training programmes for farmers and entrepreneurs**. These programmes are strengthening farmers' technical skills, promoting the adoption of modern practices, and enterprise development in floriculture.

- **Research and development** - Floriculture research is carried out at multiple institutions under the **Indian Council of Agricultural Research (ICAR)** and the **Council of Scientific and Industrial Research (CSIR)**. The research is also conducted in the horticulture departments of **State Agricultural Universities**, and under the **All India Coordinated Floriculture Improvement Project**.

The sector continues to benefit from policy support, financial assistance, and institutional backing. Improved frameworks and targeted interventions will further enhance India's competitiveness in the floriculture trade.

Cultivating Innovation: From Scientific Research to High-Value Floriculture

As floriculture becomes increasingly market-oriented, advances in research and technology are improving productivity, quality, and product diversification.

CSIR Floriculture Mission

The **Council of Scientific and Industrial Research (CSIR)** has developed two flagship programmes to strengthen India's **flower and aroma sectors** through science-driven interventions.

- **The CSIR Floriculture Mission**, launched in 2021, seeks to enhance farmers' incomes, support entrepreneurship, and promote technology-led development in the floriculture industry.
    - As of December 2025, under this mission, more than **2,208 hectares** have been brought under floricultural cultivation.
    - This has benefitted**16,220 individuals across 399 clusters** in **26 states and union territories** of the country.

The programme has also developed and transferred multiple technologies to entrepreneurs and conducted numerous training and capacity-building initiatives.

- **The CSIR Aroma Mission**, launched in **2017**, focuses on improving rural livelihoods through the cultivation and processing of aromatic crops**.** Thesecrops provide quality raw materials for the aroma and essential oil industry.
    - As of December 2025, aromatic crop cultivation had expanded to **more than 51,000 hectares.**
    - The mission had also established **over 4,500 aroma clusters across 28 States**, including **20 clusters in tribal areas**.
    - The mission prioritised skill development, with **2,096 training and awareness programmes** training **1.22 lakh persons**. These included**10,000 women** and supported more than **110 entrepreneurs** in developing value-added products.
    - In total, these interventions have generated around **1 crore rural employment opportunities** and enabled the production of **over 6,000 tonnes of essential oils**. The output valued at about**Rs.600 crore** supplied key inputs to the aroma and allied industries.

These research initiatives highlight the importance of scientific support in strengthening India's floriculture sector.

From Laboratory to Field: The Story of India's Exotic Flowers

Tulips in the Himalayas: A Garden of Possibilities

In the **Himalayan region (Palampur),** scientific research under the **CSIR - Institute of Himalayan Bioresource Technology (IHBT)**-Floriculture Mission, has helped convert natural climatic advantage into structured floriculture opportunity. Leveraging cool temperatures and suitable agro-ecological conditions, tulip cultivation has been supported through research-driven interventions. The work has focussed on **planting material selection, flowering cycles and crop management practices**. These efforts have enabled the successful growth of tulips meeting international quality parameters. They have also strengthened the region's position in premium ornamental flower segments. As of May 2026, the Tulip Garden at Palampur attracted more than 1.5 lakh visitors, highlighting its potential to support floriculture-based tourism.

The Himalayan tulip initiative demonstrates how targeted technological interventions can support crop diversification. It also highlights the potential for strengthening regional specialisation in high-value floriculture.



Tulip Garden at CSIR-IHBT Palampur, Himachal Pradesh

Eustoma in Odisha: A New Bloom of Hope

In contrast to the cool Himalayan landscape, another **CSIR** laboratory has created floral history. The successful cultivation of **Eustoma** in parts of **Odisha (Sambalpur)** represents a breakthrough in adapting exotic flowers to non-traditional environments. Once considered unsuitable for warmer regions, the crop was grown with scientific guidance on temperature management, disease control and cultivation practices. The outcome demonstrated that **innovation can overcome climatic constraints, opening new income avenues for farmers.** The Odisha experience highlight show **science-led cultivation** can connect farmers with **high-value markets**.



First Bloom of Eustoma in Odisha

For visitors walking through the tulip fields of Palampur or admiring the pastel blooms of Eustoma in Sambalpur, the experience extends beyond visual appeal. It represents the quiet yet impactful transformation of laboratory knowledge into practical field-level success. Here, innovation takes root and strengthens India's evolving floriculture landscape.

A Sector Poised for Sustainable Growth

India's floriculture sector has moved beyond a niche segment of horticulture to become a **diversified and commercially significant agricultural activity**. Its growth is anchored in the country's rich agro-climatic diversity, expanding domestic demand, stronger market linkages, and growing export opportunities. The sector's future lies in moving **from cultivation to value creation**. Greater adoption of protected cultivation, precision technologies, improved planting material, post-harvest management, and quality standards can strengthen productivity and market competitiveness. With continued policy support, stronger institutions, and better market linkages, floriculture can boost **farm incomes, rural enterprises, and agricultural exports**.

The sector's expanding footprint, from **traditional flowers to exotic varieties** and value-added applications, also opens avenues for regional specialization and new entrepreneurial opportunities. As India looks towards a more diversified and technology-enabled agricultural economy, **the future of floriculture holds the promise of growing both value and livelihoods-** ***"one bloom at a time".***

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