

VIETNAM

A BLOSSOMING COUNTRY

FACTS AND FIGURES

102 MILLIONS
IN POPULATION

Vietnam ranked as the 16th most populous country globally (December 2024)

7TH FASTEST GROWING
MIDDLE-CLASS
IN THE WORLD

It is estimated that more than half of the Vietnamese population will enter the global middle class by 2035.

15% ANNUAL INCREASE IN
DEMANDS FOR FLOWERS
& ORNAMENTAL PLANTS
(2018 - 2022)

Vietnam has significant demand for flowers and ornamental plants.

**AN EPICENTRE
FOR THE IMPORT & EXPORT
OF FRESH-CUT FLOWERS**

Tropical **Sub-tropical** **Temperate**

With varied climatic conditions, diverse types of flowers and ornamental plants can be grown throughout the country.

50.000^{HA}
OF FLOWER &
ORNAMENTAL PLANT
GROWING AREAS (2021)

(EU Study on flowers and ornamental plants sector in Vietnam, 2024)

THE AVERAGE SIZE OF FARMS:

HOUSEHOLD FARM **AVERAGE INCOME**
360M² **21,350**
USD/ha/year
(2021)

18



**MULTILATERAL
FREE TRADE AGREEMENTS**

RED RIVER DELTA

38% Production
area nationwide

KEY PRODUCTION AREAS

Hanoi, Hai Phong, Nam Dinh,
Hai Duong, Bac Ninh, Vinh Phuc...

MAIN FLOWER TYPES

Roses, chrysanthemums, gerbera

MARKET

Dosmetic Market
China Market

Flower production increased in some Northwest localities e.g. Son La, Lao Cai, Hoa Binh: more diverse flower types and complementary for major cities and provinces in the Red River Delta region.

CENTRAL HIGHLAND

21% Production
area nationwide

KEY PRODUCTION AREAS

Lam Dong ★

MAIN FLOWER TYPES

Lower-value flowers: Roses,
chrysanthemums,...

High-value flowers: Lily, orchids, hydrangea,...

MARKET

Dosmetic Market
International Market

★ Lam Dong:

The "flower-metropolis"
of Vietnam; ideal for
temperate flowers;

3.1 billion flowers produced
each year across **9,740**
hectares, producing **3.861**
million branches.
11% for exports (2022)

MEKONG RIVER DELTA

17% Production
area nationwide

KEY PRODUCTION AREAS

Dong Thap ★★

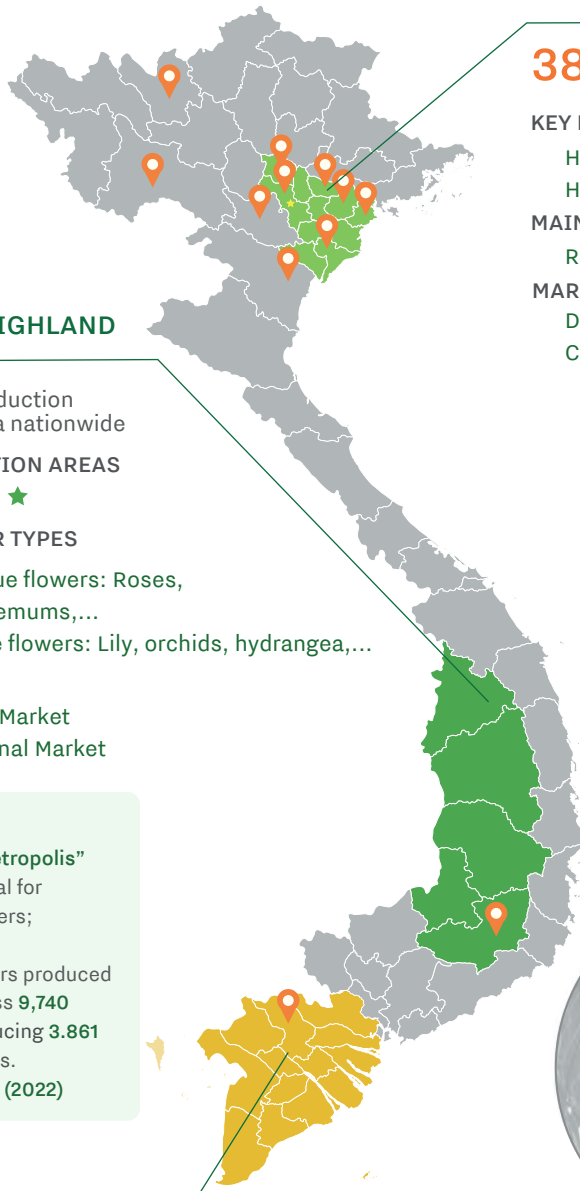
MAIN FLOWER TYPES

Chrysanthemum morifolium, rose, petunia

★★ Dong Thap:

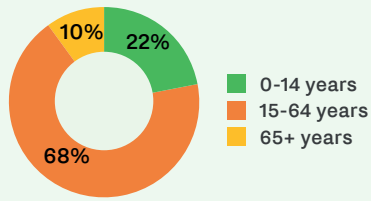
The area of flowers and ornamental was 2,162
hectares in 2022, with an average annual growth
rate of **6.2%** per year.

The gross output of the sector was **0.23 billion USD**
in 2022, a **13.4%** increase over 2021.



VIETNAM FLORICULTURE SECTOR

VIETNAM'S AGE STRUCTURE (2024)



05 NOTABLE SHIFTS

in Vietnam's consumer market:

Increasing digitisation in distribution networks

Use of consumer-facing ecosystems rising

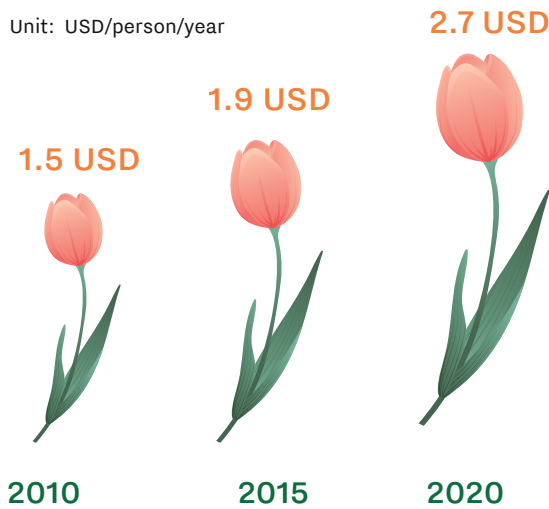
Domestic brands becoming more popular

Increasing interest in "conscious lifestyle" products

Less geographic differentiation in product consumption

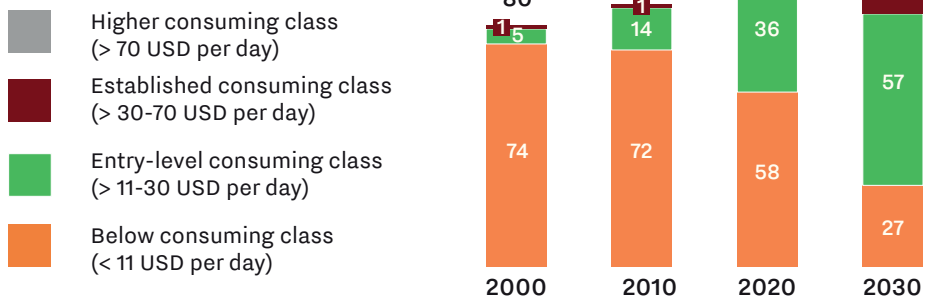
AVERAGE SPENDING ON FLOWERS PER PERSON PER YEAR

Unit: USD/person/year



VIETNAM'S POPULATION BY INCOME GROUP

Unit: million people



SIGNIFICANT SPENDINGS ON FLOWERS DURING SPECIAL OCCASIONS OF THE YEAR

Occasion	Typical Flowers
VIETNAMESE LUNAR NEW YEAR	Peach blossom, lilies, apricot, or imported flowers
VALENTINE'S DAY (14th February)	Roses & imported flowers
EVERY 1 ST AND 15 TH DAY IN LUNAR CALENDAR	Yellow and white chrysanthemums & red roses
VIETNAMESE TEACHER DAY (20th November)	Orchid, roses, lilies & imported flowers
WOMEN'S DAYS (8th March & 20th October)	Orchid, roses, lilies & imported flowers



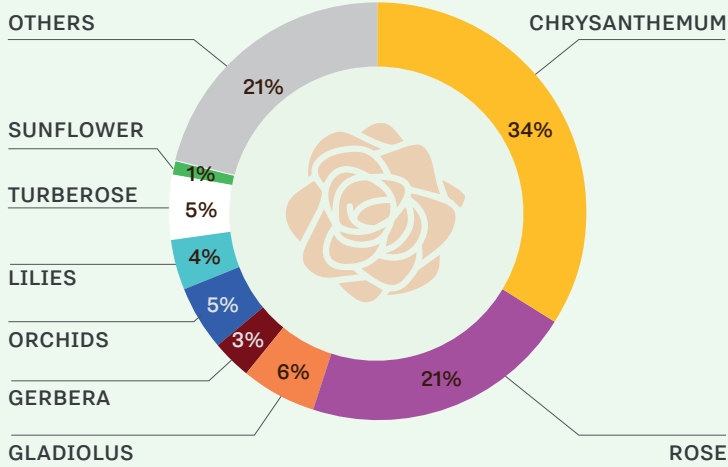
VIETNAM FLORICULTURE MARKET SIZE

Source: Floriculture Market in Vietnam-Size, Share & Industry Analysis, Mordor Intelligence, 2024)



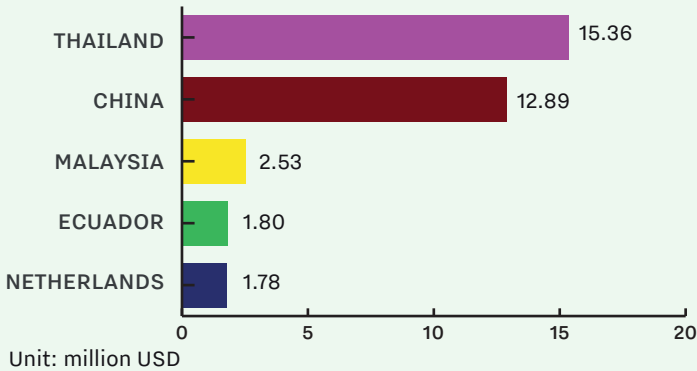
THE VIETNAMESE FLORICULTURE MARKET SEGMENTED BY TYPES OF FLOWERS

Source: 2022 Statistical Yearbook of provinces



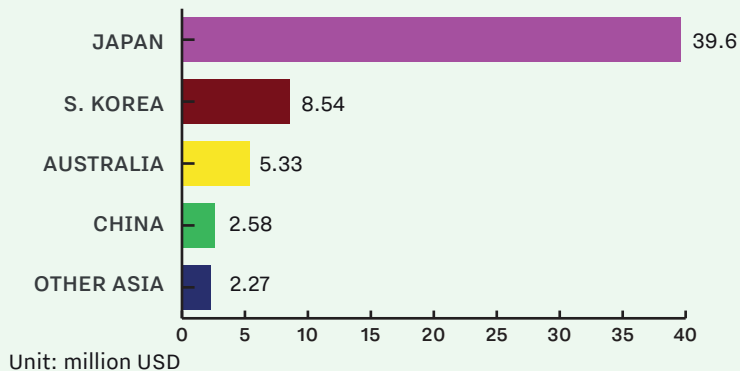
TOP 5 CUT-FLOWER EXPORTERS TO VIETNAM IN 2022

Source: Vietnam Floriculture Market and Foreign Flower Firms (vietnam-briefing.com), 2024



TOP 5 EXPORT MARKETS FOR VIETNAM'S FLORICULTURE PRODUCTS IN 2022

Source: Vietnam Floriculture Market and Foreign Flower Firms (vietnam-briefing.com), 2024



Red



Yellow

TOP 02 MOST POPULAR COLORS OF FLOWERS IN VIETNAM

CHANNELS FOR BUYING CUT-FLOWERS IN VIETNAM



Flower markets



Florists and flower shops



Street vendors



Supermarkets



Online flower delivery services

Many businesses, responding to changing consumer habits, have established online flower shops, with approximately 60% of flower production and distribution businesses engaging in online sales. The demand for online flower orders has surged, constituting 50-70% of some shops' revenues.

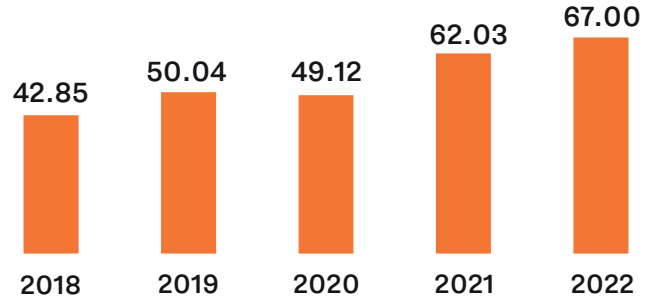
IMPORT
35.5 MIL USD

In 2022, Vietnam imported over 35.5 million USD worth of cut-flowers and cut-flower related products (48.7% YoY increase)

With the country's stability and diversity in production, along with its high-quality flower market, the number of flowers being exported to international markets is projected to increase.

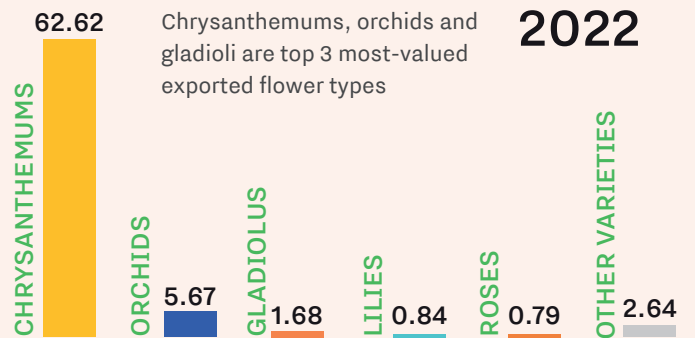
EXPORT
67.0 MIL USD

Source: Vietnam Floriculture Market and Foreign Flower Firms (vietnam-briefing.com), 2024



Unit: million USD

Source: Annual International Trade Statistics by Country (HS), Trend Economy



Unit: million USD

Source: EU Study on flowers and ornamental plants sector in Vietnam, 2024

OPPORTUNITIES

in doing floriculture business in Vietnam



Photo: Colorful flower gardens in Sa Dec City, Dong Thap Province, Vietnam

ENCOURAGING THE APPLICATION OF HIGH-TECHNOLOGY & DIGITAL TECHNOLOGY



Vietnamese government has been encouraging the application of high-technology and digital technology in planting and producing seeds in flowers and ornamental plants sector. High technologies have been applied such as net and glass houses, drip irrigation system, mist spray system, automatic control system in planting and tissue culture and asexual propagation technology to select high quality seed.

5,169.1^{HA}

AREAS OF APPLIED HIGH-TECH FOR FLOWERS & ORNAMENTAL PLANTS (2021)

~10.5% OF TOTAL AREA

Source: Vietnam Flowers and Ornamental Plants Association



Photo: Dalat Hasfarm greenhouse

SOURCES:

- Floriculture Market in Vietnam Size & Share Analysis, Mordor Intelligence, 2024
- EU Study on flowers and ornamental plants sector in Vietnam, 2024
- Vietnam Floriculture Market and Foreign Flower Firms (vietnam-briefing.com), 2024
- "Top Flower Markets in Vietnam" by Vietnam Travel
- "Vietnam Flowers & Gifts Delivery" by Vietnam Online Florist
- "Shopping in Vietnam: What to Buy and Where to Buy It"
- "Flower Markets in Hanoi" by Vietnam Coracle
- <https://vietnaminsider.vn/flower-colors-and-their-meanings-in-vietnamese-culture>
- <https://theculturetrip.com/asia/vietnam/articles/the-flower-markets-of-hanoi-vietnam>
- <https://www.vietnameselanguage.org.uk/flowers-in-vietnamese-culture>