Flowers and Ornamental Plants Market in Japan: Key Research Findings 2014

◆ Research Outline

Yano Research Institute has conducted a study on the domestic flowers and ornamental plants market with the following conditions:

1. Research period: From July to September, 2014
2. Research targets: Companies, importers, and other organizations handling flowers, ornamental or garden plants
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone, and literature search

What are Ornamental Plants?
Ornamental plants in this research indicate cut flowers, potted plants, young plants for flower beds, flowers and trees, bulbs, and lawn/plant grass.

What is the Funeral-Service Flowers Market?
The funeral-service flowers market in this research indicates the fees that ornamental plant companies paid to the funeral-service business, which are the total fees for “fresh flower altars” (including the fees for flowers displayed on the altar, for arranging those flowers to display on the altars, for removing them, and for designing the altars as a whole,) and for the flowers that attendants of funerals offer to the deceased.

◆ Key Findings

- **Prospective Retail Market of Flowers and Ornamental Plants in 2014 Declines to 1,034.8 Billion Yen, 99.8 % on Y-o-Y Basis**
  Size of the retail market of flowers and ornamental plants in 2013 declined to 1,036.9 billion yen, 99.4% of the size of the previous year. Although the market had recovered in 2012 to attain 101.1% of the size on the year-to-year basis and had thought to have escaped from the influence of the Great Earthquake, it is now, once again, on the decline. It is due to slowdown of the markets of floral decoration used for luxury gifts and wedding ceremonies, and of landscape architecture/greening. This tendency is likely to continue, because business sentiment is causing a concern and reducing the demands for flowers and ornamental plants both from individual and corporate customers. Therefore, size of the retail market of flowers and ornamental plants shrinks to 1,034.8 billion yen, 99.8% of the size of the previous year.

- **Securing Long Flower Duration and Other Approaches to Increase Sales from Individual Customers**
Now that it is difficult to expect sales increase from corporate customers, the businesses of flowers and ornamental plants have begun various attempts and services to attract individual...
customers. Among them, assuring of long duration of flowers by some of mass merchandisers, food supermarkets and home centers is drawing attention as a service that involves the entire market from the producers to retailers.

Funeral-Service Flowers Market Marked 115.6 Billion Yen, 99.8% on Y-o-Y Basis

The funeral-service flowers market size in 2013 ended up at 115.6 billion yen, 99.8% of the size of the previous year. Although customers tend to choose fresh flowers for the funeral services, the size of the funeral service itself has been shrinking. The market size in 2014 is likely to attain 116.9 billion yen, 101.1% of the size of the previous year.

Report format:

Published report: “Flowers and Ornamental Plants Business 2014”
Issued on: October 14, 2014
Language: Japanese
Format: 458 pages in A4 format
Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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Figure 1: Transition of Size of Retail Market Of Flowers and Ornamental Plants

Notes:
1. The figures are based on the retail values.
Figure 2: Transition of Size of Japanese/Western Confectioneries Market by Channel

Notes:
2. The figures are based on the shipment value of businesses.