The horticulture industry consists of the production of fruits, vegetables and flowers. In today's world, people are very conscious about their diet and eating habits. A busy lifestyle and stressful work culture has pushed up the consumption of fruits and vegetables. Consequently, the sector is flourishing and opening up new prospects of employment and research, thereby introducing a new dimension into the agriculture sector across the world. As a matter of fact, horticulture is currently considered as a separate industry.

Further, the floriculture industry is picking up pace due to the increasing demand for fresh flowers and several associated products. This has generated new income prospects for farmers and others working in the allied sectors of this industry. The processing, transportation, distribution and packing sectors associated with the horticulture industry have also been greatly benefited.

Global fruit production in 2013 was estimated at 676.9 million tonnes as against an estimated 656.9 million tonnes in 2012. The global fruit industry consists of the production and trade of bananas, semi-tropical fruits, citrus fruit, soft fruit, pommes and stone fruits.

Global vegetable production, including the production of melons, was estimated at 879.2 million tonnes in 2013. China and India were amongst the highest producing countries for the year. Among all vegetables, potato was the most popular; other widespread vegetables were sweet potato, tomato, onions and cabbage.

The leading fruit producing countries in the world in 2013 were China, India, Brazil, the United States of America (USA) and Indonesia. China and India also made it to the top-10 vegetable producing countries of the world in the same year.

The global export of fruits which stood at USD 68.17 billion in 2009, increased to USD 97.02 billion in 2013. Globally, the fruit imports also registered an increase to USD 105.26 billion in 2013, from USD 76.49 billion in 2009. India was placed 10th in the import of vegetables, valued at USD 2,305.34 million, and secured the 14th position in the import of fruits which was valued at USD 2,162.31 million in 2013.

In 2011, land area under flower production worldwide was 400,000 hectares. Asia-Pacific, with an area of 244,263 ha, accounted for nearly 60 percent of the total area under production, with China and India dominating this space.

Global annual consumption of flowers was estimated in the range of USD 40 - 60 billion in 2011. On the demand side, major flower consuming countries in the world are concentrated in Western Europe, Germany, the USA, the UK, France, the Netherlands and Switzerland. Together they consumed around 80 percent of the total flower production. Of the world's ten largest domestic markets for cut flowers, six are in the EU, namely Germany, the UK, France, Italy, the Netherlands and Spain. Other important markets are the US and Japan, accounting for around 20 percent each. Recently, Russia and the Middle East have also become important markets demonstrating rapid market growth.

Over the last few years, the market for the flower industry has advanced and the demand for newer products has expanded. For instance, currently, the Russian market preference is for very large flower buds. Globalization, trade liberalization and transformation in consumer demand are generating new market opportunities for producers and labourers of the horticulture industry. This has thrown up a wide range of economic prospects for the industry, especially in the tropics and sub-tropic zones. Consequently, many farmers who produced cereals have changed a portion of their production into high value horticultural crops.

Many countries across the globe have been taking measures to support the horticulture industry due to the fact that it is contributing significantly to the domestic economy. For instance, the Netherlands’ economy is largely influenced by this industry; it tops the charts in the export of flowers. Hence, despite various issues of soil degradation and erosion, the country is still taking up measures to increase soil fertility and implementing new technology for the production of flowers.

Scope Of The Report

- Global Overview of the Horticulture Industry
- Country-Specific Status of the Industry
- Country-Wise Opportunities in the Sector
- Issues and Challenges
- Outlook of the Industry

Key Features Discussed

- Current Global Horticulture Status and Outlook
- Thorough Analysis of Various Horticulture Markets

- Export Import Details of Each Segment
- Country-wise Analysis of The Industry
- SWOT Analysis
- Profiles of Major Players

Beneficiaries Of The Report

- Companies in Horticulture and Agriculture Sectors
- Educational Institutes and Research Centers
- Business Research, KPOs & Consulting Companies
- Horticulture Products, Transportation, Distribution, and Machinery Manufacturers/Suppliers
- Government and Policy Makers
- Commercial and Investment Banks
- Individuals/Investors

Contents:

1. Executive Summary
2. Global Overview
   2.1 Fruit and Vegetables
   2.1.1 Export and Import of Fruits and Vegetables
   2.2 Flower
   2.2.1 Export and Import
3. Country-wise Perspective
   3.1 India
   3.1.1 Fruits
   3.1.2 Vegetables
   3.1.3 Flowers
   3.1.4 Spices
   3.1.5 Plantation Crops
   3.1.6 India’s Export-Import Scenario
   3.1.7 Issues and Challenges
   3.1.8 Opportunities in Indian Horticulture
   3.1.9 Horticulture Allied Sector in India
   3.2 Vietnam
   3.2.1 Main Horticultural Products in Vietnam
   3.2.2 Export - Import Scenario of Vietnam's Horticulture Industry
   3.2.3 Issues and Challenges
   3.2.4 Opportunities in Vietnamese Horticulture
   3.2.5 Allied Sectors of Horticulture in Vietnam
   3.3 China
   3.3.1 Export and Import Scenario of China
   3.3.2 Issues and Challenges
   3.3.3 Opportunities in Chinese Horticulture
   3.3.4 Allied Sector of Horticulture
   3.4 Kenya
   3.4.1 Export and Import
   3.4.2 Issues and Challenges
   3.4.3 Opportunities in Kenyan Horticulture
3.5 Iran
3.5.1 Main Horticulture Products of Iran
3.5.2 Export and Import
3.5.3 Issues and Challenges
3.5.4 Opportunities in Iran’s Horticulture
3.6 Indonesia
3.6.1 Main Horticulture Produce in Indonesia
3.6.2 Allied Sector of Horticulture
3.6.3 Export and Import
3.6.4 Issues and Challenges
3.6.5 Opportunities in Indonesia’s Horticulture
3.7 Myanmar
3.7.1 Export and Import
3.7.2 Issues and Challenges
3.7.3 Opportunities in Myanmar Horticulture
3.8 Nigeria
3.8.1 Export-Import Scenario
3.8.2 Issues and Challenges
3.8.3 Opportunities in Nigerian Horticulture
3.9 The Netherlands
3.9.1 Export and Import
3.9.2 Issues and Challenges
3.9.3 Opportunities in the Netherlands’ Horticulture
3.10 Bangladesh
3.10.1 Major Horticulture Crops
3.10.2 Export-Import Scenario
3.10.3 Issues and Challenges
3.10.4 Opportunities in Bangladesh’s Horticultural Industry
3.11 The United Kingdom
3.11.1 Major Horticulture Crops
3.11.2 Export and Import
3.11.3 Issues and Challenges
3.12 Canada
3.12.1 Major Horticulture Crops
3.12.2 Export and Import

4. Industry Overview
4.1. Growth Drivers
4.2. Critical Success Factors

5. SWOT Analysis

6. Global Issues & Challenges

7. Company Profiles
7.1 Titan Biotech Limited
7.2 J K Agri Genetics Limited
7.3 Viet Star Import Export Co. Ltd
7.4 Vegetexco Hochiminh City
7.5 Sunshine Horticulture Company Limited
7.6 Zhangzhou Xiangcheng Greenhome Horticulture Co. Ltd
7.7 Woni Veg-Fru Exporters & Importers Ltd
7.8 Greenlands Agro Producers Ltd
7.9 Kenya Fresh produce Exporters Limited
7.10 Green Goods Co
7.11 Jade Fresh Limited
7.12 E.L.O Ngodo Enterprises Limited
7.13 Khamar Agro Tech
7.14 Sun Gro Horticulture, Inc
7.15 Ball Horticultural Company
7.16 Ammerlaan Construction B.V.
7.17 Agriculture Solutions LLC
7.18 Danziger - “Dan” Flower Farm
7.19 VB Greenhouses BV  
7.20 James Finlay Limited  
7.21 ADAMA Agricultural Solutions Ltd.  
7.22 Sapec SA  
7.23 DLV Plant B.V.  
7.24 Fresh Dynamics Asia  
7.25 Horticoop International  
7.26 Neha International Ltd  
7.27 HRB Floriculture Ltd.  
7.28 Advance Agro Ripe Pvt. Ltd.  
7.29 Elegant Floriculture & Agrotech (India) Limited  
7.30 Sandha & Company

8. Outlook

List of Charts

Chart 1 - Global Vegetable Production, 2009-2013  
Chart 2 - Outlook - Global Vegetable Production, 2014 - 2018  
Chart 3 - Percentage Share of Different Vegetables, 2011  
Chart 4 - Global Fruit Production, 2009-2013  
Chart 5 - Outlook - Global Fruit Production, 2014 - 2018  
Chart 6 - Percentage Share of Various Fruits, 2011  
Chart 7 - Top 10 Exporters of Edible Fruits, 2013  
Chart 8 - Top 10 Importers of Edible Fruits, 2013  
Chart 14 - Top 10 Exporters of Flowers, 2013  
Chart 15 - Top 10 Importers of Flowers, 2013  
Chart 16 - Area under Horticulture Production in India (FY2009 - FY2013)  
Chart 17 - Total Horticulture Production in India (FY2009 - FY2013)  
Chart 18 - Area under Production of Fruits in India (FY2009-FY2013)  
Chart 19 - Production of Fruits in India (FY2009 - FY2013)  
Chart 20 - Leading Fruit Producing States in India in Terms of Area (2012 - 13)  
Chart 21 - Leading Fruit Producing States in India in Terms of Production (2012-13)  
Chart 22 - Percentage Share of Major Fruits in India (2012-13)  
Chart 23 - Area under Production of Vegetables in India (FY2009-FY2013)  
Chart 24 - Production of Vegetables in India (FY2009-FY2013)  
Chart 25 - Leading Vegetable Producing States of India in Terms of Area (2012-13)  
Chart 26 - Leading Vegetable Producing States of India in Terms of Productions (2012-13)  
Chart 27 - Production Share of Major Vegetable Crops in India (2012-13)  
Chart 28 - Area under Production of Flowers in India (FY2009-FY2013)  
Chart 29 - Production of Flowers (Loose) - in India (FY2009-FY2013)  
Chart 30 - Leading Cut Flower Producing States of India (2012-13)  
Chart 31 - Leading Loose Flower Producing States of India (2012-13)  
Chart 32 - Area under Production of Spices in India (FY2009-FY2013)  
Chart 33 - Production of Spices in India (FY2009-FY2013)  
Chart 34 - Production Share of Major Spices in India (2012-13)  
Chart 35 - Leading Spices Producing States in India (2012-13)  
Chart 36 - Area under Production-Plantation Crops in India (FY2009-FY2013)  
Chart 37 - Production of Plantation Crops in India (FY2009-FY2013)  
Chart 38 - Production of Various Varieties of Plantation Crops in India (FY2011-FY2013)  
Chart 39 - Area under Production for Various Varieties of Plantation Crops in India (FY2011-FY2013)  
Chart 40 - Commodity-wise Share of Exports of Horticultural Products from India (2012-13)  
Chart 41 - Total Area for Horticulture-Kenya (2008-2012)  
Chart 42 - Total Horticultural Production-Kenya (2008-2012)  
Chart 43 - Total Fruit Production-Kenya (2008-2012)  
Chart 44 - Total Vegetable Production-Kenya (2008-2012)  
Chart 45 - Total Flower production-Kenya, 2008-2012  
Chart 46 - Net Sales - Titan BioTech, FY2009-FY2013
List of Tables

Table 1 - Top-ten Fruit Producing Countries in World - FY2013
Table 2 - Top-ten Vegetable Producing Countries in World - FY2013
Table 3 - Area and Production of Fruits and Vegetables - All India Figures (FY2013)
Table 4 - Total Area and Production of Flowers in India FY2013
Table 5 - Total Area and Production of Spices-Varietywise in India, FY2013
Table 6 - Export/Import of Horticulture Products from/to India
Table 7 - Fruit and Vegetable Production in Vietnam (2008-2012)
Table 8 - Production Value of Fruits and Vegetables in Vietnam (2008-2012)
Table 9 - Export & Import of Horticultural Products in Vietnam (2009-2013)
Table 10 - Vietnam's Packaged Food Industry (by Category - in USD million) - (2010-2014)
Table 11 - China's Fruit and Vegetable Production ('000 MT) (2008-2012)
Table 12 - Export-Import Scenario of China's Horticulture (2009-2013)
Table 13 - Export-Import Scenario of Kenya's Horticulture (2009-2013)
Table 14 - Iran's Fruit and Vegetable Production ('000 MT) (2008-2012)
Table 15 - Export-Import Scenario of Iran's Horticulture (2009-2013)
Table 16 - Vegetable and Fruit Production in Indonesia (2009-2013) (MT)
Table 17 - Market Size of Indonesia's Processed Food with Sub-categories (in USD million) (2008-2011)
Table 18 - Export-Import Scenario of Indonesia Horticulture (2009-2013)
Table 19 - Vegetable and Fruit Production in Myanmar - (MT) (2008-2012)
Table 20 - Export-Import Scenario of Myanmar's Horticulture (2009-2013)
Table 21 - Fruit and Vegetable Production in Nigeria (MT) (2008-2012)
Table 22 - Export-Import Scenario of Nigeria Horticulture (2009-2013)
Table 23 - Area and Horticultural Production in the Netherlands (2010-2012)
Table 24 - Export-Import Scenario of The Netherlands's Horticulture (2009-2013)
Table 25 - Vegetable and Fruit Production in Bangladesh-(MT) (2008-2012)
Table 26 - Export-Import Scenario of Bangladesh's Horticulture (2009-2013)
Table 27 - Total Vegetable and Fruit Production Marketed in UK ('000 MT) (2009-2012)
Table 28 - Value of Home Production Marketed in the United Kingdom (in USD thousand) (2009-2012)
Table 29 - Export-Import Scenario of The UK's Horticulture (2009-2013)
Table 30 - Area under Production (in thousand hectares)/ Production (in thousand tonnes) (2008-2012)
Table 31 - Canadian Horticultural Farm Cash Receipts by Sector (USD Million) (2007-2011)
Table 32 - Export-Import Scenario of Canada's Horticulture (2009-2013)
Table 33 - SWOT Analysis

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2893766/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Global Horticulture (2014 -2018) - Pink and Healthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2893766/">http://www.researchandmarkets.com/reports/2893766/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCD2VVX8</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Product Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Single User:</td>
<td>USD 1200</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Site License:</td>
<td>USD 1300</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 1500</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Email Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp