



Dried Flower Export from India

Purnima Singh Sikarwar

Introduction

The dried flower industry in India has a rich history spanning approximately 45 years. Within this sector, there exists substantial export potential, with a significant volume of raw materials being shipped from India to various destinations across the globe. Floriculture exports from India prominently feature dried flowers and related products, constituting nearly 60 percent of the total. India commands a notable 10% share in the expansive global dried flower market. This industry embraces a diverse range of elements, including cut flowers, foliage, ferns, grasses, sedges, seed pods, flower skeletons, nuts, fruits, cones, barks, branches, lichens and fungi.

The primary recipient nations for dried flowers and plant parts encompass the United States of America, Germany, the United Kingdom, Hong Kong, Japan and Singapore. India stands as the fifth-largest exporter of dried flowers globally and holds the impressive position of being the second-largest exporter of dried foliage, contributing around 7 percent to the world's exports in dry flowers and foliage.

When examining specific export destinations, India's major contributions include the United States, the Netherlands, Germany, the United Kingdom and Ethiopia. The Netherlands takes the lead in exporting dried flowers to the United States, with Colombia, Mexico, India and Israel following suit. Australia, relatively new to this industry, has recently embraced dried flower exports with a serious commitment. Consequently, the country is rapidly emerging as a key player in the global market, particularly in catering to Japan, Germany and the United States of America. In recent times, Australia's endeavors in the dried flower sector have gained momentum, positioning the country as a leader in exporting these products.

As per Volza's India Export data, Dry flower export shipments from India stood at 4.3K, exported by 229 India Exporters to 460 Buyers. India exports most of its Dry flower to Germany, United States and United Kingdom and is the largest exporter of Dry flower in the World. The top 3 exporters of Dry flower are India with 4,279 shipments followed by China with 2,563 and Ecuador at the 3rd spot with 1,609 shipments. Top 3 Product Categories of

Purnima Singh Sikarwar

*Assistant Professor, Department of Horticulture
AKS University, Satna (M.P.)*

Dry flower Exports from India are HSN Code 06039000: 06039000, HSN Code 060300: 060300 and HSN Code 06049000: 06049000. These facts are updated till 13 Dec 2023 and are based on Volza's Export Import data India. Export data of Dry flower, sourced from 70 countries export import shipments with names of buyers, suppliers, top decision maker's contact information like phone, email and LinkedIn profiles.

India's transition from a mere raw material supplier to a full-fledged manufacturer of finished goods marks a significant evolution in its economic landscape. This transformation is particularly evident in the realm of dried flower exports, where India has emerged as a key player. The Indian dried flower export market can be delineated into four distinct product segments, each showcasing the nation's prowess in the sector.

The categorization of the Indian dried flower export market into these product segments is unique to Indian suppliers and does not precisely align with the descriptions outlined in the Harmonized Code ITC (HS) or with analogous products from other source suppliers. This distinct classification system underscores the nuanced nature of India's contribution to the global dried flower market.

Notably, India's shift from being a mere provider of raw materials to a

manufacturer of finished goods has not only enhanced its economic standing but has also added a layer of complexity to its export dynamics. The four product segments within the Indian dried flower market encompass a diverse range of offerings, showcasing the country's versatility and expertise in catering to varied consumer demands.

Product Segmentation Analysis

Product segmentation is a vital aspect of the Indian dried flower export market, which is divided into four distinct categories, including three primary product segments and a specialized, lower volume segment. Each category possesses unique characteristics that contribute to the market's diversity.

a) Firstly, the sizeable and prominent segment involves the export of bulk quantities of dried flowers and various plant parts. This segment caters to the demand for large quantities of dried botanical products, making it a cornerstone for bulk buyers and manufacturers. Its significance lies not only in meeting the scale requirements of various industries but also in offering a wide array of dried flora options.

➔ Within this segment, diverse plant parts are included, emphasizing the breadth of botanical offerings available in bulk. This diversity allows the market to cater to a broad spectrum of industries, from floral

arrangements to herbal products, thereby ensuring versatility and adaptability.

- b) Secondly, the potpourri segment represents a specialized niche in the market. Potpourri is a delightful blend of various dried flowers, herbs and spices, creating a fragrant and visually appealing mixture. This aromatic concoction serves multiple purposes, ranging from enhancing the ambiance of a room to providing a natural and pleasant fragrance. The term “potpourri” is derived from the French words “pot” and “pourri,” which translate to “pot” and “rotten” or “fermented,” respectively. Interestingly, the name reflects the historical method of preserving the mixture by allowing the ingredients to ferment in a pot.
- ➔ Potpourri is not only a sensory delight but also a popular decorative element, often displayed in decorative bowls or sachets. Beyond its aesthetic appeal, potpourri has been embraced for its potential to mask unpleasant odors and introduce a sense of tranquility to a space. The art of creating potpourri involves a careful selection of dried flowers, aromatic herbs and spices, each chosen for its unique scent profile and compatibility with others in the blend. This diverse combination results in a harmonious olfactory experience that can evoke nostalgia, relaxation, or even

invigoration, depending on the chosen ingredients.

- c) Moving on, the third segment involves arrangements crafted from dried plant materials and dried flowers. Transformed into a beautifully adorned display of dried plant materials and flowers, arrangements capture the essence of nature’s delicate allure. Crafting these compositions involves a meticulous selection of dried botanical elements, carefully curated to harmonize in color, texture and form. The arrangement process is an artful endeavor, requiring a keen eye for balance and a creative touch to bring forth a harmonious interplay of elements.
- ➔ Assembling arrangements with dried plant materials and flowers is a multifaceted task that involves not only arranging the components aesthetically but also preserving their natural beauty. Drying techniques are employed to retain the original form and vibrancy of the plants and flowers, ensuring that the final result is a testament to the captivating diversity of the botanical world.
- ➔ These arrangements serve as enduring snapshots of nature’s fleeting beauty, frozen in time to be appreciated indefinitely. The dried plant materials add an earthy and organic touch, while the flowers, though preserved, continue to

exude a timeless charm. Displayed in various settings, from homes to events, these arrangements become focal points, inviting admiration for the intricate details and the skillful craftsmanship behind their creation.

d) Lastly, the fourth segment encompasses floral handicrafts, representing a specialized and relatively lower volume market. Specializing in low-volume production, floral handicrafts showcase a unique and specialized approach to craftsmanship. This niche within the handicraft industry emphasizes limited-scale manufacturing, allowing artisans to channel their expertise into creating intricate and distinctive floral designs. Unlike mass-produced items, the specialized nature of floral handicrafts ensures a higher level of attention to detail, elevating the artistic and aesthetic value of each piece.

➔ In this specialized field, artisans often dedicate themselves to honing their skills and mastering the art of floral craftsmanship. The low-volume production strategy not only enables them to maintain a high level of precision but also allows for greater creativity and innovation in design. Each handmade floral creation becomes a testament to the artisan's dedication,

combining traditional techniques with a contemporary flair.

Consumers seeking one-of-a-kind, bespoke pieces find appeal in the exclusivity offered by specialized, low-volume floral handicrafts. The emphasis on quality over quantity resonates with those who appreciate the craftsmanship involved in creating unique, handcrafted items. By embracing a specialized and low-volume production model, floral handicrafts not only preserve the authenticity of the craft but also cater to a discerning market that values the artistry and individuality infused into each carefully crafted floral masterpiece.

India's dried flower industry has transformed into a global powerhouse, commanding a substantial share in the international market. Featuring diverse offerings such as bulk exports, potpourri, artistic arrangements and specialized floral handicrafts, India demonstrates versatility and expertise. The nation's shift from a raw material supplier to a finished goods manufacturer has bolstered its economic standing. Significantly, Australia's recent foray into the industry signifies a changing landscape. The distinct product segmentation in the Indian market introduces complexity, highlighting nuanced contributions that distinguish India in the global dried flower



market, showcasing its dedication to quality,
diversity and innovation.

