

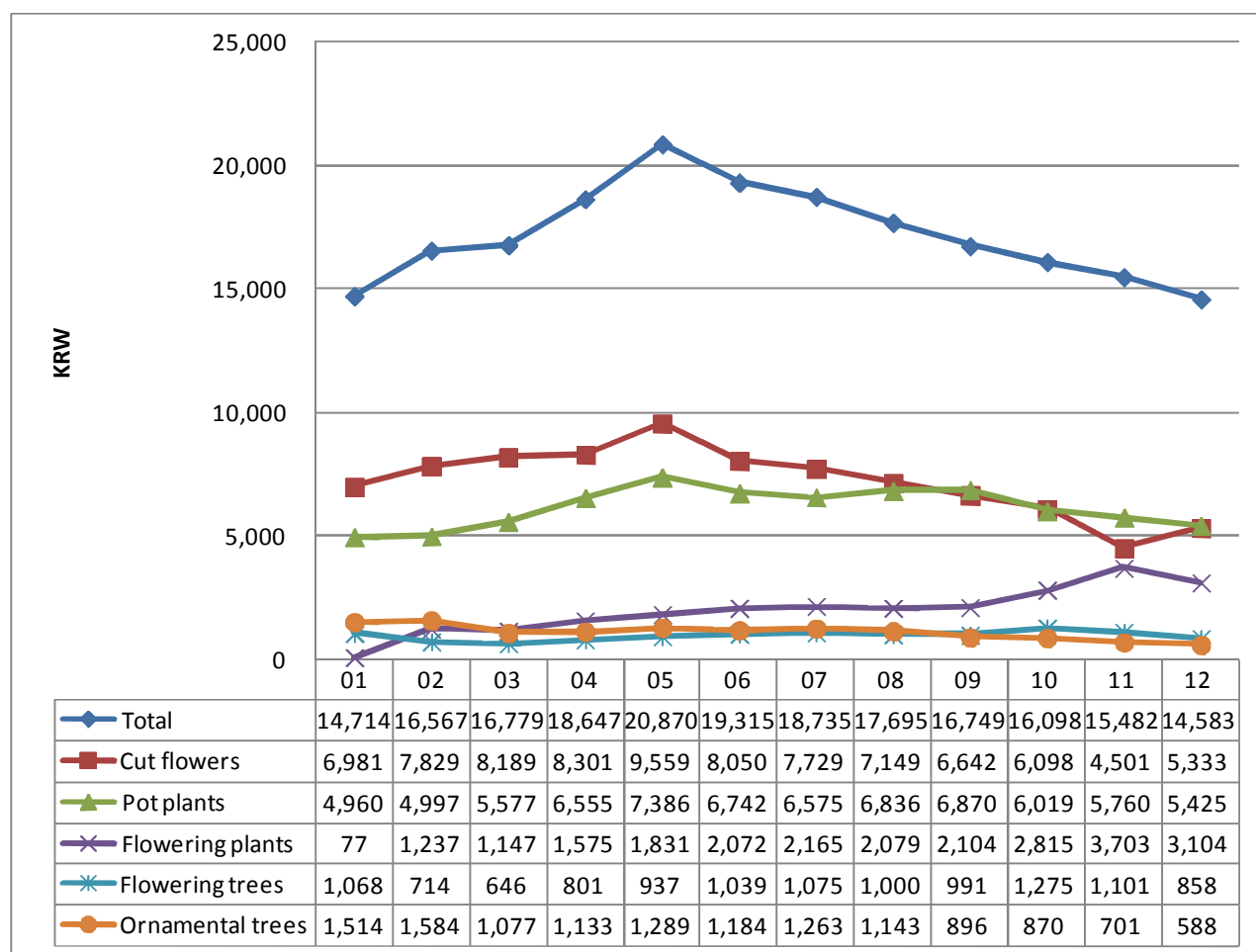
# The Korean flower market - focusing on cut flower

September, 2014  
Agricultural office, Seoul

## 1. Overall trend of the Korean flower market

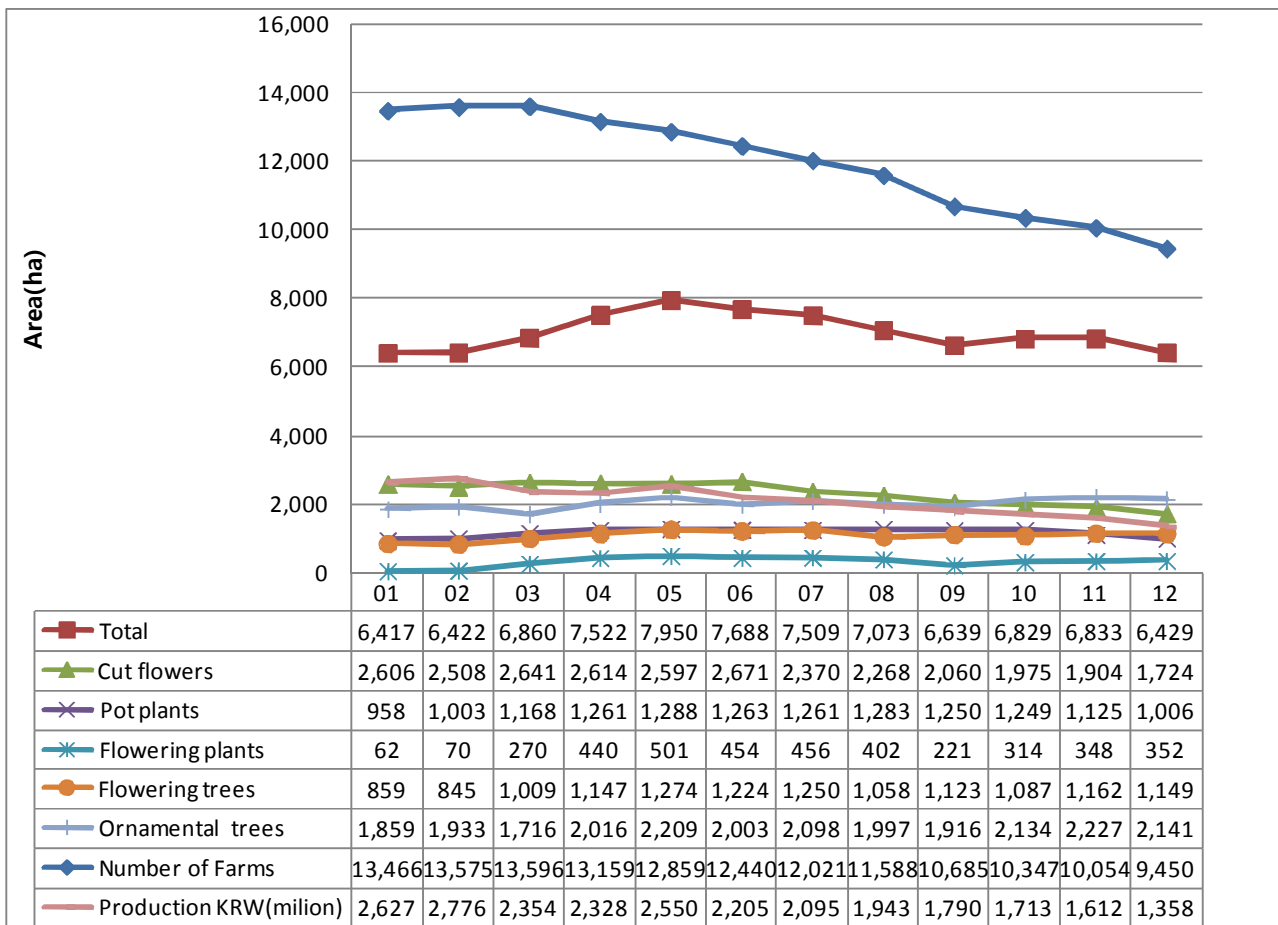
Korea's cut flower consumption is relatively lower than other industrialized countries, which is mainly due to relatively lower Individual flower consumption than other industrialized countries. 80% of the total consumption derives from business concerns that handle ceremonial occasions such as weddings and funerals, from floral decorations in hotels, and so on. while the Netherlands and Japan are only 20% and 30% respectively. Since 2005, the flower consumption has decreased. Experts say that the flower consumption decrease is mainly due to too high flower prices. Korean flower industry needs to be developed to make the production efficient.

### 1) Per capita flower consumption in S. Korea

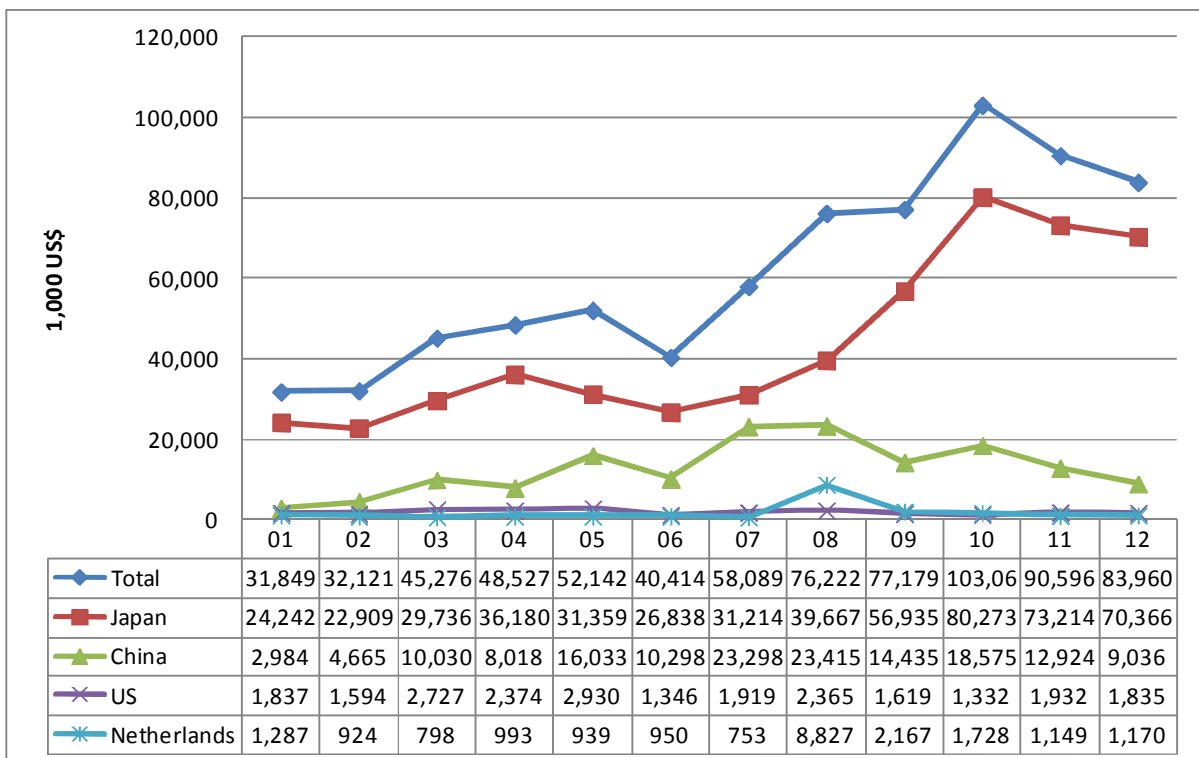


\* 1 EUR = around 1340 KRW

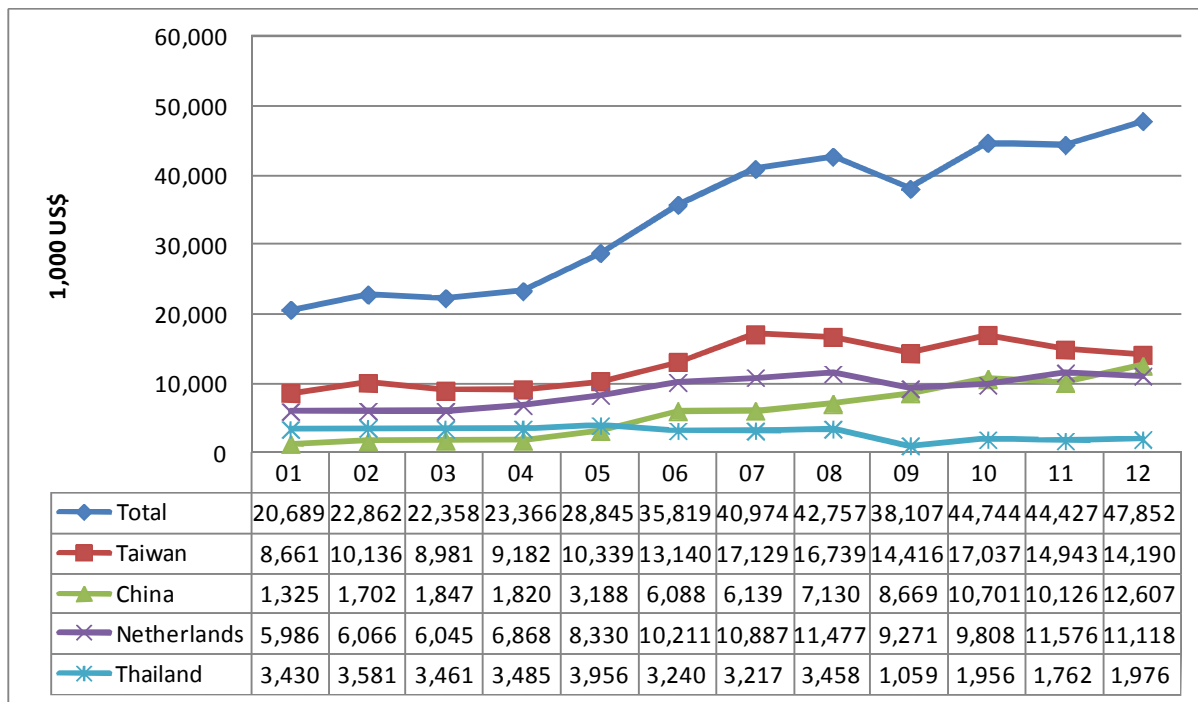
## 2) Farming area and farmers



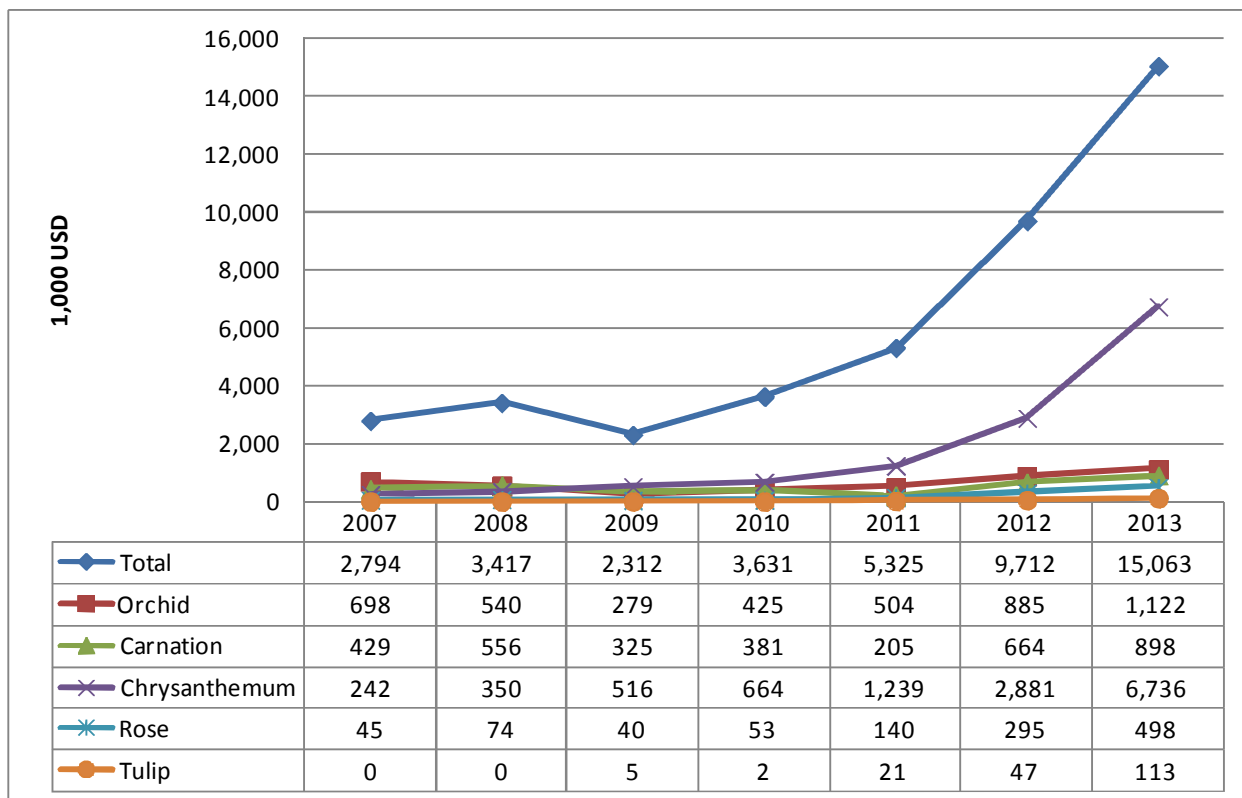
## 3) Exports of ornamental products from S. Korea



#### 4) Imports of ornamental product into S. Korea by country



#### 5) Imports of cut flowers into S. Korea by species by year



Even though the farming area, the number of Korean farmers and the per-capitita flower consumption are decreasing, the trade of ornamental products is active. This means that local products don't satisfy local consumers in terms of quality and price, and Korean consumers are increasingly looking for good products from abroad.

## 2. Cut flower production

### 1) Farming area and sales in 2012

Items	Area(ha)	Number(million)	Value(Million KRW)
<b>Total</b>	1,724	726	259,076
<b>Rose</b>	377	198	78,125
<b>Chrysanthemum</b>	527	270	70,514
<b>Lily</b>	192	41	32,205
<b>Carnation</b>	82	46	14,324
<b>Gypsophila</b>	52	5	5,593
<b>Gerbera</b>	68	47	14,415
<b>Freesia</b>	37	24	4,604
<b>Gladiolus</b>	23	5	1,905
<b>Snapdragon</b>	24	19	4,865
<b>Startrace</b>	10	2	942
<b>Calla</b>	14	6	2,058
<b>Lisianthus</b>	14	6	1,807
<b>Iris</b>	5	2	827
<b>French Marigold</b>	10	1	606
<b>Tulip</b>	6	4	1,498
<b>Solidaster</b>	7	0	323
<b>Sunflower</b>	4	1	385
<b>Stok</b>	18	4	2,213
<b>Alstomeria</b>	11	7	2,159
<b>Aster</b>	2	0	116
<b>Bird of paradise flower</b>	5	0	220
<b>Liatris</b>	6	0	216
<b>Pink</b>	3	0	210
<b>The others</b>	227	38	18,946

### 2) Kind of facilities (ha)

	Total						
	Total	Under cover (greenhouse)					Open yard
		Sub-total	Glass	Hard plastic board	Plastic	Others	
All ornamental plants	6,428.5	2,866.3	70.9	162.0	2,560.2	73.2	3,562.2

Cut flowers	1,725.8	1,555.9	39.5	115.0	1,359.7	41.7	169.9
-------------	---------	---------	------	-------	---------	------	-------

2) Farming area and production by province

Province	All ornamental plants				Cut flowers			
	Number farms	Area (ha)	Sales (number ×1,000)	Sales (1,000 KRW)	Number farms	Area (ha)	Sales (number ×1,000)	Sales (1,000 KRW)
Total	9,450	6,429	1,358,065	756,656,388	3,326	1,724	725,864	259,075,580
Sejong	121	97	5,100	1,912,742	-	-	-	-
Seoul	244	65	8,100	17,521,135	5	1	90	39,500
Busan	513	197	81,722	28,701,688	341	138	74,951	17,575,647
Daegu	150	42	12,137	9,448,920	27	15	3,006	1,977,550
Incheon	50	21	6,083	3,280,000	35	18	5,874	2,065,600
Gwangju	108	51	19,653	12,020,030	53	30	16,371	5,301,730
Daejeon	68	18	3,228	2,931,180	8	4	750	160,000
Ulsan	42	13	1,367	3,652,500	4	2	281	190,000
Gyeonggi	3,145	1,239	494,886	327,877,037	759	331	113,728	52,040,612
Gangwon	234	244	38,747	33,581,011	158	150	27,789	21,466,048
Chungbuk	404	268	55,115	37,587,335	78	43	23,253	7,592,727
Chungnam	770	548	87,690	51,026,084	366	206	62,839	21,464,514
Jeonbuk	1,205	1,027	85,930	30,921,018	179	120	61,711	20,086,118
Jeonnam	1,623	1,073	137,705	65,971,361	248	125	57,929	18,397,557
Gyeongbuk	315	201	67,484	28,633,053	171	84	57,079	19,369,475
Gyeongnam	1,457	1,060	231,215	84,734,183	722	352	200,403	60,300,356
Jeju	293	266	21,903	16,857,111	172	106	19,810	11,048,146

### 3) Main production areas of cut flowers

Species		Total area(ha)	Main areas (city/county)(%)
Chrysanthemum	Standard	449	Busan(23.1%), Changwon(12.3), Gimhae(8.8), Yesan(7.3), Hwasun(3.5), Muan(2.2), Paju(2.1)
	Spray	92.6	Taeon (29.4%), Jecheon(15.6), Gumi(9.8), Chilgok(8.6), Geochang(7.4)
Rose	Standard	340.6	Goyang(27.1%), Gimhae(11.9%), Paju(10.3), Gangjin (3.6), Jincheon(3.5), Taeon(2.6)
	Spray	36.8	Gimhae(44.8%), Jeonju(13), Goryeong (9), Jincheon(7.1), Goyang (5.2)
Lily (Oriental)		163.6	Inje (19.1%), Seoguipo(13.7), Jeju(8.7), Chuncheon(6.2), Gangnung(4.8), Yeongweol(4.2), Seosan(3.8), Pyeongchang(3.7), Taeon(3.4),
Gypsophila		51.6	Changwon(45.1%), Gimhae(21.5)
Camation (Standard)		54.6	Gimhae(46.7%), Milyang(12.3), Busan(10.8), Goyang(6.4)
Gerbera		68.0	Gimhae (37.8%), Bonghwa(11.8), Andong(10.4), Milyang(9.9)
Freesia		37.0	Icheon (21.4%), Buyeo(6.8), Iksan(6.8), Goesan(6.2)

### 4. Relavant organizations and companies

1) Korea Floriculture Cooperative

Tel: +82 31 910 8000

Webiste: <http://www.kflower.com/english/intro01.asp>

2) JJF

Tel: +82 64 796 1462

E-mail: [jfkorea@gmail.com](mailto:jfkorea@gmail.com)

3) Korea Florist Association

Info: the largest flower association in South Korea

Tel: +82 2 579 2000

#### 4) Woori Flower

Info: the largest Dutch flower bulbs importer and providing flower bulbs to local cut flower farmers

Tel. : +82 (0)2 503 9094

E-mail : [info@wooriseed.co.kr](mailto:info@wooriseed.co.kr), [wooriflower2001@hanmail.net](mailto:wooriflower2001@hanmail.net)