

# Vietnam - A Blooming Country

## Facts & Figures

### → Vietnam overview

**102 mil people**  
population (2025)

Ranked # 16 most populous country globally (2025)



**52.4%**  
population  
in labour age

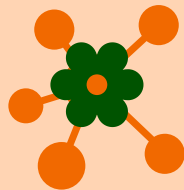


**37%**  
population residing  
in urban areas

**8%** GDP growth  
(2025)



**Vietnam -  
an epicentre  
for fresh-cut  
flower trade**



### Varied climatic conditions

for diverse types of flowers & ornamental plants production nationwide



Tropical



Sub-tropical



Temperate

**15%** Annual increase  
for demands

Vietnam has significantly increasing demand for flowers and ornamental plants

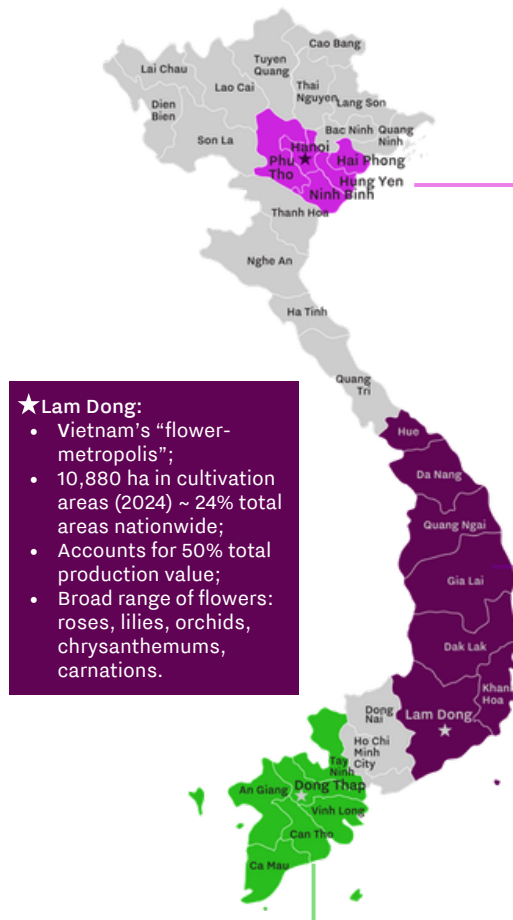
(Source: Vietnam Government Portal)

### → Vietnam floriculture ecology

**45.000<sup>ha</sup>**

Total flower &  
ornamental plant  
cultivation areas  
(Source: VNUA 2025)

**10-12<sup>Bn</sup>**  
Annual stems output



#### ★Lam Dong:

- Vietnam's "flower-metropolis";
- 10,880 ha in cultivation areas (2024) ~ 24% total areas nationwide;
- Accounts for 50% total production value;
- Broad range of flowers: roses, lilies, orchids, chrysanthemums, carnations.

#### Red River Delta

**34%** Production area nationwide

#### Key production areas

Hanoi, Hai Phong, Ninh Binh, Bac Ninh, Phu Tho

#### Main flower types

Roses, chrysanthemums, gerbera

#### Markets

Domestic market, China

#### Central Highlands

**33.38%** Production area nationwide

#### Key production areas

Lam Dong

#### Main flower types

- Lower-value flowers: Chrysanthemums, roses
- High value flowers: Lily, orchid, hydrangea,...

#### Markets

Domestic market, International market

#### Mekong River Delta

**11.96%** Production area nationwide

#### Key production areas

Dong Thap

#### Main flower types

Chrysanthemum morifolium, rose, petunia

#### ★Dong Thap:

- A major supply centre for ornamental and landscape trees in MKD region;
- 3,549 ha in cultivation areas ~ 8% total areas nationwide;
- Primary producer of Chrysanthemums.

### 5 notable shifts in Vietnam's consumer market



Increasing digitisation in distribution networks



Rising use of consumer-facing ecosystems



Domestic brands becoming more popular



Increasing interest in "conscious lifestyle" products



Less geographic differentiation in product consumption

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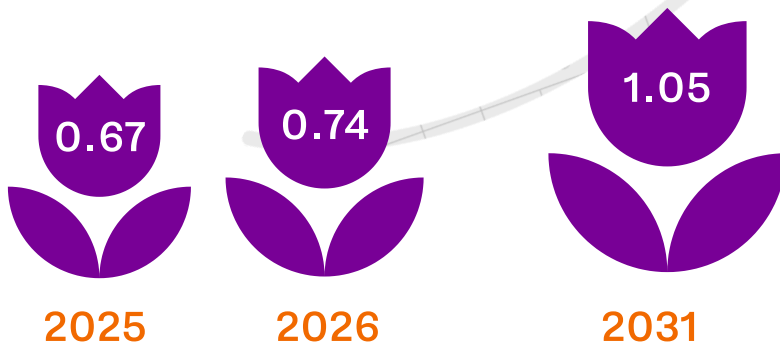
## Facts & Figures

### → Vietnam floriculture market

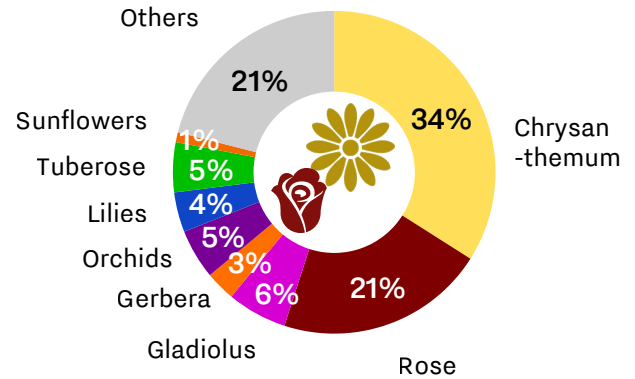
#### Market size

Unit: billion USD

**9.4%**  
CAGR (2026 - 2031)



#### Cultivation areas by flower type (2024)



#### Channels for buying cut flowers

- Online retail is reshaping the flower industry
- E-commerce drives over 50% of revenue for leading brands
- Subscription services strengthen customer connections
- Growing demand for ornamental plants and urban landscaping



Flower markets



Florists and flower shops



Street vendors



Supermarkets



Online flower delivery services

#### Significant occasions for spendings on flowers in Vietnam

Not just for decorative purposes, flowers hold strong cultural significance, particularly during the Lunar New Year (Tet), when demand surges and more than 15 million flower pots are sold across the country.



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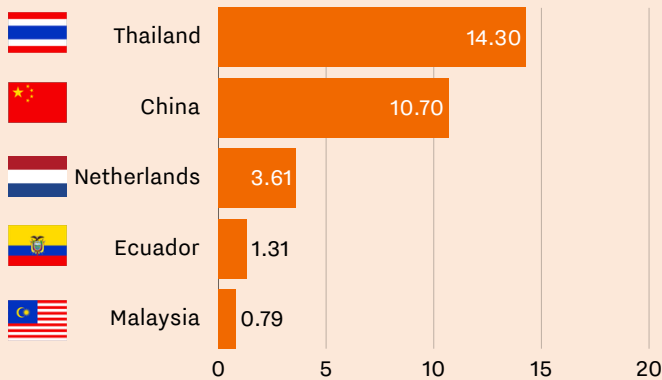
## Facts & Figures

### → Market outlook

#### Top flower exporters to Vietnam (2024)

Source: The Observatory of Economic Complexity (OEC).

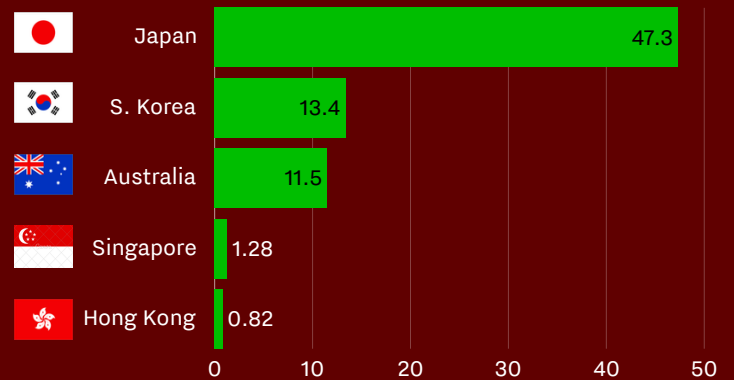
Unit: million USD



#### Vietnam's top flower export destination (2024)

Source: The Observatory of Economic Complexity (OEC).

Unit: million USD



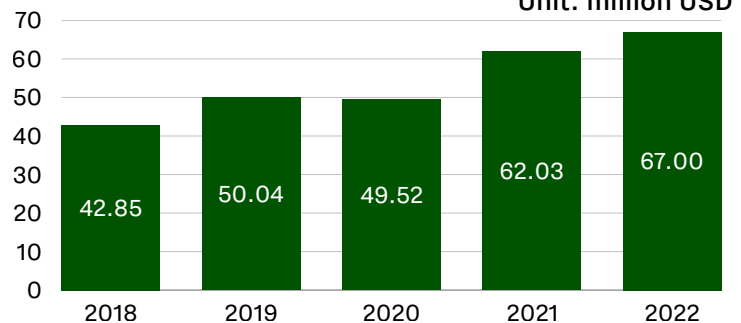
Import  
**USD 31.2 mil**  
(2024)

Vietnam became the 40th largest importer of cut flowers (out of 206) globally.



Export  
**USD 78.1 mil**  
(2024)

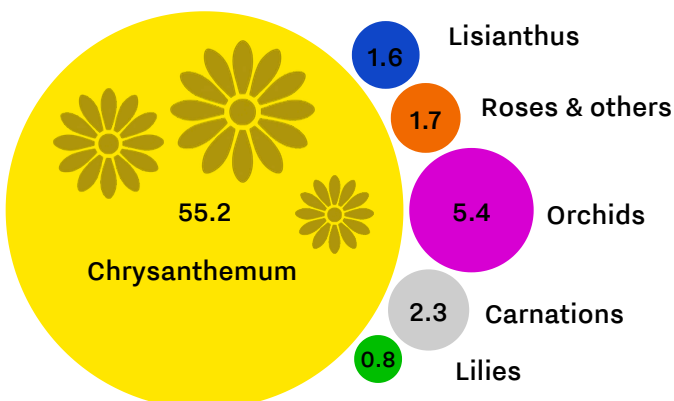
Unit: million USD



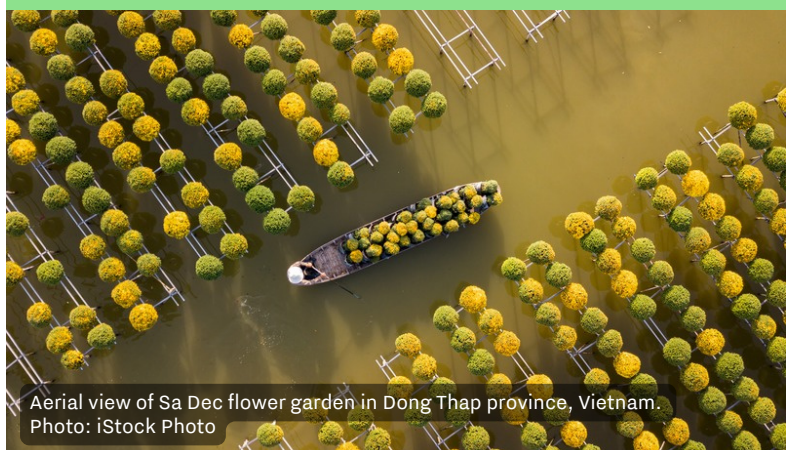
Vietnam was the 12nd largest exporter of cut flowers (out of 170) in the world in 2024. The country currently exports flowers to over 50 countries. Additionally, exports to European countries have increased by 15% annually.

Chrysanthemums, Orchids and Carnations are **top 3 most-valued exported flower types**

Unit: million USD



Unlike fruit & vegetable, flower exports to the EU fell from US\$43K in 2021 to US\$16K in 2025, driven by strict quality standards and the lack of documented origin required for copyright compliance, particularly affecting Phalaenopsis orchids, a high-value segment of the industry.



# Vietnam - A Blooming Country

## Facts & Figures

### → Vietnam's floriculture business opportunities



High consumer demands



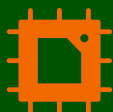
Enhancement of logistical infrastructures (e.g. improved cold chain logistics...)



Growing commitment to sustainable farming practices (e.g. integrated pest management, biotechnologies, organic farming with more farms obtaining certifications...)



Stronger demand for more flower varieties and premium flowers



Adoption of high-tech and smart farming methods (e.g. tissue culture techniques, greenhouse farming, hydroponics, high-tech irrigation...)



Increasing needs for more high-skilled, trained labour in high-tech horticulture



Strong policy support and research partnerships



Increasing tourism around flowers and agrotourism



Flower street vendor on a Hanoi street.  
Photo: iStock Photo

### → Challenges

(Source: [Vietnam National University of Agriculture VNUA](https://vnua.edu.vn/tin-tuc-su-kien/dao-tao/tuong-lai-nganh-ve-hoa-cay-canh-viet-nam-se-ra-sao-56855))

- \* Climate condition & biological threat
- \* Rising global quality standards
- \* Increasing market competition
- \* Limited technology & Investment access
- \* Developing branding & export promotion
- \* Skilled labour shortage



#### Sources & references:

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- Vietnam Briefing, 2024 at <https://www.vietnam-briefing.com/news/vietnams-floriculture-market.html/>
- Vietnam Floriculture Market Size 2026-2030, Technavio, at <https://www.technavio.com/report/floriculture-market-industry-in-vietnam-analysis>
- Vietnam Floriculture Market Size & Growth (2032), at <https://www.astuteanalytica.com/industry-report/vietnam-floriculture-market/>
- Cut Flowers in Vietnam, OEC, at <https://oec.world/en/profile/bilateral-product/cut-flowers/reporter/vnm>
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- EU Study on flowers and ornamental plants sector in Vietnam, 2024
- National Statistics Office of Vietnam (NSO)