

Report Information

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Artificial Plants Market Research Report - Global Forecast till 2030

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Description:

Global Artificial Plants Market Overview

The artificial plants market size was valued at USD 0.7billion in 2022. The artificial plants industry is projected to grow from USD 0.73 Billion in 2023 to USD 0.93 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 4.15% during the forecast period (2023 - 2030). The rise in the need for artificial plants and trees and the enhancement in the design and technology of the products are the key market drivers enhancing market growth.

[Artificial Plants Market Overview](#)

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Artificial Plants Market Trends

- Rise in the trend of artificial flower jewelry to boost the market growth.

In recent years, artificial flower jewelry has become very popular among youngsters, this artificial flower jewelry is available in different types of jewelry, such as artificial flowers necklace, brooches and earrings. Many fashion and jewelry designers are using artificial flowers to make flowers jewellery; this jewellery is very expensive and premium in nature, which adds status to the consumer's personality. Artificial flower jewellery is commonly used in ceremonies and weddings to decorate the bride. Many celebrities also wear this artificial flower jewellery, influencing the demand for artificial flower jewellery. The rise in the trend of artificial flower jewellery is a prominent factor that is fuelling growth factors driving the growth of the artificial plants market revenue.

Artificial plants and flowers are widely used in several industries for decoration purposes, these artificial plants and flowers have a high chance of catching fire, especially in events and weddings venue, as there are high-flame stoves and gas used to cook foods for guests. Now a day, people are getting smart and started using fire-retardant artificial plants and flowers, these fire-retardant artificial plants and flowers are not highly flammable, which reduce the risk of causing fire. Decorators have started adopting Waterproof artificial plants and flowers for decoration in events and wedding as they easily Bear any weather conditions. The rise in the use of fire retardant and waterproof artificial plants and a flower is the most significant factor that has enhanced the artificial plants market CAGR across the globe in recent years.

Artificial Plants Market Segment Insights

Artificial Plants Product Type Insights

The artificial plants market segmentation, based on fusion type, includes stem flowers, whole plants & trees, wood & branches, grass, and others. The whole plants & trees segment held the majority share in 2022 of the artificial plants market revenue. This is primarily due to the increasing adoption of interiors, terraces, balconies, and backyards of homes and apartments. Lesser maintenance and care for nurturing artificial plants have captivated users' interest in adopting them in residential living spaces to raise the environmental appeal as these plants resemble natural ones. However, stem flowers are the fastest-growing category over the forecast period due to the cost of purchasing artificial plants being way less than the natural ones and their low-cost maintenance, these plants have widespread usage in residential spaces.

Artificial Plants Material Type Insights

The artificial plants market segmentation, based on material type, includessilk, plastic, rubber, paper, and others. The silk segment dominated the market in 2022 and is projected to be the faster-growing segment during the forecast period, 2022-2030. This is due to the introduction of eco-friendly artificial plants and flowers, which are made of natural fabric. However, plastic is the fastest-growing category as it is widely available, affordable, and aesthetically pleasant. Hence, rising applications of plastic material for artificial plants positively impact the market growth.

Artificial Plants End-Use Insights

The artificial plants market data has been bifurcated by end-use into commercial and residential. The residential segment dominated the market in 2022 and is projected to be the faster-growing segment during the forecast period, 2022-2030. This is primarily due to the increasing adoption of interiors, terraces, balconies, and backyards of homes and apartments. Lesser maintenance and care for nurturing artificial plants have captivated users' interest in adopting them in residential living spaces to raise the environmental appeal as these plants resemble natural ones. However, the commercial is the fastest-growing category due to the cost of purchasing artificial plants being way less than the

natural ones and their low-cost maintenance, these plants have widespread usage in commercial spaces.

Figure 1: Artificial Plants Market by End Use, 2022& 2030(USD Billion)
Artificial Plants Market by End Use, 2022& 2030

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Artificial Plants Distribution Channel Insights

Based on distribution channels, the artificial plants industry has been segmented into store-based and non-store-based. Store-based held the largest segment share in 2022, as offline plant stores and roadside plants/flower vendors deal with different artificial plants cheaply. Users find it easy to purchase instantly and when required. However, non-store-based is the fastest-growing category due to the increasing penetration of flower boutiques in towns and cities facilitating the sales demand for such products as the varied collections that online stores sell surge the demand for such products.

Artificial Plants Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific and the Rest of the World. The North America artificial plants market accounted for USD 0.32billion in 2022 and is expected to exhibit a significant CAGR growth during the study period. This is attributed to the artificial plants are manufactured through the latest technologies and user-friendly materials. Many artificial plant manufacturers in the North American region use the latest technologies to cater to varied end-user applications. International Plantworks and International TreeScapes, LLC are two prominent fake plant manufacturers that offer artificial, custom-fabricated, replica plants, trees, and florals handwoven in America. Further, the US artificial plants market held the largest market share, and the Canada artificial plants market was the fastest-growing market in the North America region.

Further, the prominent countries studied in the market report are: The U.S, Canada, France, Germany, UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: ARTIFICIAL PLANTS MARKET SHARE BY REGION 2022 (%)
ARTIFICIAL PLANTS MARKET SHARE BY REGION 2022

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe's artificial plants market accounts for the second-largest market share owing to the large import value of artificial flowers in countries such as Switzerland, the UK, and Spain, which results in the large consumption of such products in the region. Further, the Germany artificial plants market held the largest market share, and the UK artificial plants market was the fastest-growing market in the European region.

The Asia-Pacific artificial plants market is expected to grow at the fastest CAGR from 2022 to 2030. This is the presence of a higher-income population in the region coupled with the rising festival celebration trends in the region, which is likely to support the growth of the market in the region. Moreover, China artificial plants market held the largest market share, and the India artificial plants market was the fastest-growing market in the Asia-Pacific region.

Artificial Plants Key Market Players& Competitive Insights

Prominent market players are spending a lot of money on R&D to enhance their product lines, which will help the artificial plants market grow even more. Market participants are also taking various strategic initiatives to enhance their worldwide footprint, with key market developments including new product launches, contractual agreements, increased investments, mergers and acquisitions, and collaboration with other firms. Competitors in the artificial plants industry must offer cost-effective items to expand and survive in an increasingly competitive and growing market environment.

One of the major business strategies manufacturers adopt in the artificial plants industry to benefit clients and expand the market sector is manufacturing locally to reduce operating costs. The artificial plants market major player such as The Green House (India), Treelocate Ltd. (UK), Sharetrade Artificial Plant and Tree Co., Ltd. (China), and others are working on enhancing the market demand by investing in research and development activities.

Vistafolia provides unique design solutions for our clients in the residential and commercial markets, including commercial offices, shopping centers, retail, hotel and hospitality, car parks, healthcare (hospitals) & education (schools). Providing solutions to their customers to create vibrant living and working spaces inspired by the spirit of nature. In Aug 2021, Vistafolia, a creator and supplier of realistic artificial green walls, launched a new base polymer for artificial plants through collaboration with the University of Surrey. The plant material is designed using renewable sources.

Also, The Sill, Inc. provides internet-based services. The Company sells potted plants online and in stores. Sill serves customers in the United States. In October 2019, The Sill, Inc., an online houseplant delivery company, launched a faux plant, including the Pilea plant and Faux Flowers, available in various colors and look real.

Key Companies in the Artificial Plants market include

- The Green House (India)
- Treelocate Ltd. (UK)
- Sharetrade Artificial Plant and Tree Co. Ltd. (China)
- International Plantworks (US)
- Nearly Natural (US)
- J.S. Flower Company Limited (Thailand)
- Commercial Silk Int'l & Plantscape Inc (US)
- China Silk Flower Factory (China)
- GreenTurf (Singapore)

- International TreeScapes LLC (US), among others

Artificial Plants Industry Developments

January 2020: Darlington-based entrepreneur launched an artificial flower business CeCeBlossoms to cater to domestic consumers' long-lasting demand for flower boutiques.

Artificial Plants Market Segmentation

Artificial Plants Product Type Outlook

- Stem Flowers
- Whole Plants & Trees
- Wood & Branches
- Grass
- Others

Artificial Plants Material Type Outlook

- Silk
- Plastic
- Rubber
- Paper
- Others

Artificial Plants End-Use Outlook

- Commercial
- Residential

Artificial Plants Distribution Channel Outlook

- Store-Based
- Non-Store-Based

Artificial Plants Regional Outlook

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China

- Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa
 - Latin America

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