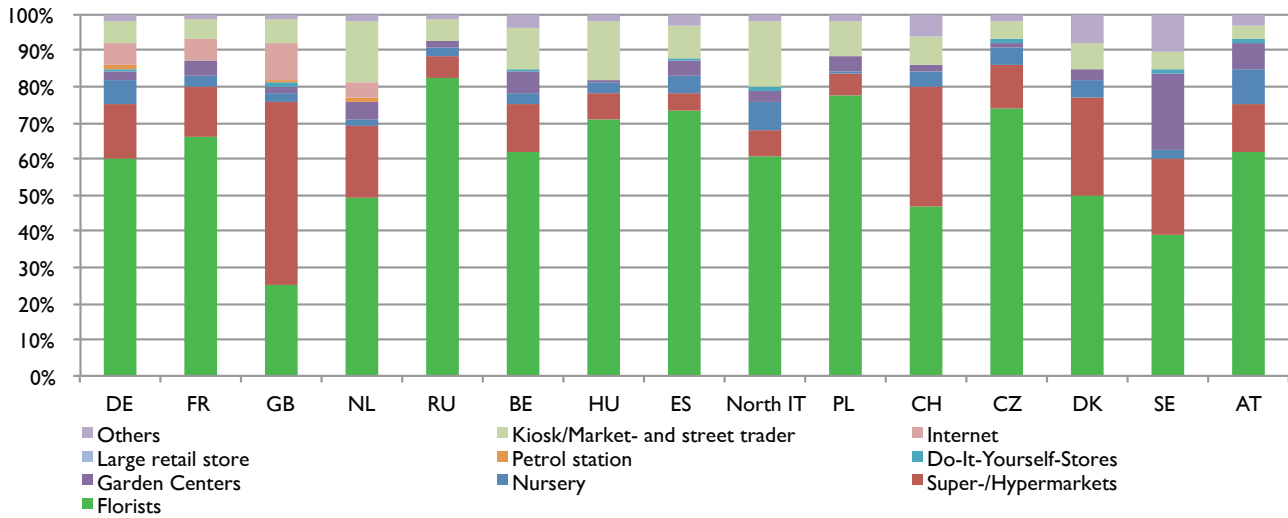


SALES AND MARKETS

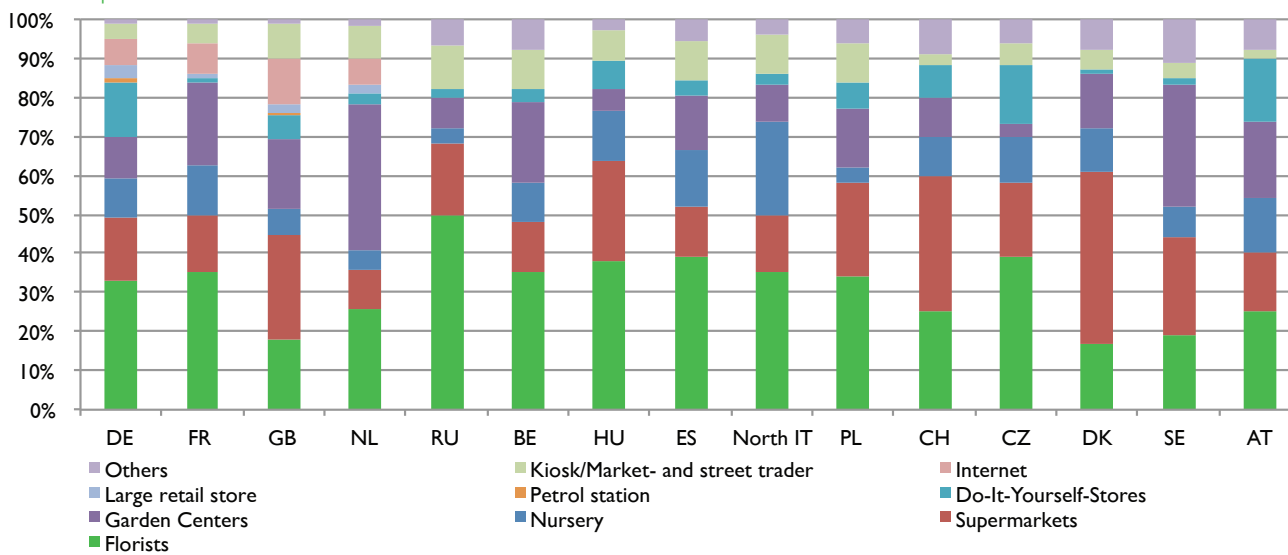
Cut flowers

Trade channels of cut flowers and pot plants

Market shares as percentage of consumer expenditures by consumers, age 18–65 years



Indoor plants



Source: FloraHolland, 2016

Please note: DE, FR, GB and NL data from 2015, RU from 2014, BE, HU, ES, North IT and PL from 2012. Ch, CZ, DK and SE from 2011. AT from 2009.