



UAE's Flower Market to Surge 13.7% by 2028

MyPlant & Garden Middle East is set to become the region's premier B2B hub for the rising demand in floriculture and horticulture.

The UAE's flower market is entering a powerful growth phase, with the cut flower segment projected to expand at a **CAGR of 13.7% through 2028**. As demand accelerates across hospitality, luxury retail, and high-profile events, *MyPlant & Garden Middle East* is positioned to become the region's most significant B2B floral and horticulture event. The show will debut from **15–17 November 2025** at the **Dubai Exhibition Centre, Expo City Dubai**.

Driven by Dubai's rise as a destination for luxury weddings and international events, the UAE is rapidly establishing itself as a hub for ornamental plants and premium floral arrangements. In **2023**, flower imports exceeded **\$70 million**, emphasising strong demand from corporate buyers, event planners and retailers. Government support continues to strengthen the sector—most notably through strategic infrastructure like the **Dubai Flower Centre**, which processes over **150,000 tons** of floral cargo annually.



Local production is scaling rapidly. UAE-based growers are expanding rose cultivation, while demand increases for long-lasting varieties like tulips, gerberas, and chrysanthemums. With over **20 million tourists** expected annually and a **\$70 billion** regional events industry, the UAE presents fertile ground for global vendors seeking growth in one of the world's most dynamic green markets.

MyPlant & Garden Middle East is built to unite industry players in floriculture and horticulture, offering them high-impact visibility, trade matchmaking and the opportunity to place their brands at the centre of the region's fast-growing green economy. This event will bring together professionals to showcase everything from fresh-cut flowers and ornamental plants to nursery systems, greenhouse tech, floral design and retail innovation. It's a powerful platform for connecting with serious buyers across hospitality, retail, events, real estate and government procurement.

"The UAE is rapidly evolving into a powerhouse floral economy. This goes far beyond aesthetics—it's now about scale, supply chains and serious market access. This expo connects global suppliers directly with regional buyers at a time when the market is primed for innovation, investment and long-term growth. We're calling on florists, nurseries, growers, wholesalers and suppliers to be part of the region's most dynamic B2B platform for plants, flowers, landscaping, and outdoor living", said **Valeria Randazzo**, Exhibition Director, **MyPlant & Garden Middle East**. Following its success in Milan—where it attracted **over 810 exhibitors and 27,000 trade visitors** from **40 countries** across **five continents**—*MyPlant & Garden* brings its globally respected platform to the Middle East. The 2025 edition will connect international exhibitors with high-value buyers across hospitality, retail, urban development, and government procurement—driving business, partnerships, and innovation across the region's fast-growing green economy.

Exhibitor registration is now open. For more information, visit www.MyPlantgardenme.com or contact info@MyPlantgardenme.com. **MyPlant & Garden Middle East** runs **15–17 November 2025** at **Dubai Exhibition Centre, Expo City Dubai**.