

UAE flower market to bloom with 13.7pc growth by 2028

Dubai to host major green expo as floral trade surges



The UAE's flower market is set to grow 13.7% by 2028, with a new international green expo arriving in Dubai to meet rising floriculture and horticulture demand. Supplied

[DUBAI](#): The UAE's [flower](#) market is gearing up for a significant surge, with the cut flower segment projected to grow at a compound annual growth rate of 13.7% until 2028.

Supporting this upward trend is the launch of MyPlant & Garden [Middle East](#), a flagship B2B floriculture and horticulture event scheduled for 15–17 November 2025 at the Dubai Exhibition Centre, [Expo](#) City Dubai.

The growth is fuelled by the UAE's booming hospitality, luxury retail, and event industries, with Dubai emerging as a hotspot for high-end weddings and international occasions. The numbers speak volumes – flower imports in 2023 alone crossed the \$70 million mark, underlining strong demand from event planners, corporate buyers, and luxury retailers.

The government is also backing the sector, with infrastructure like the Dubai Flower Centre already processing more than 150,000 tonnes of floral cargo annually.

What is driving demand?

One major driver is Dubai's transformation into a destination for global-scale weddings and elite gatherings. With over 20 million annual tourists and a \$70 billion events industry in the region, floriculture is no longer just about decoration – it's a core service in luxury experiences.



Local growers are capitalising on this boom. Rose cultivation is expanding across the [UAE](#), while interest rises in long-lasting species such as tulips, gerberas, and chrysanthemums. The market is not only growing but also diversifying, driven by shifting consumer preferences and high standards in hospitality décor.

How will the expo shape the sector?

MyPlant & Garden Middle East aims to be the central meeting point for professionals across floriculture, landscaping, greenhouse tech, nursery systems, floral design, and plant retail. Organised by the Italian Exhibition Group (IEG), the event offers an expansive platform for trade matchmaking, showcasing innovations and securing procurement

opportunities across key sectors such as real estate, government, and hospitality.



“Floriculture in the UAE now extends beyond beauty—it’s about logistics, supply chains and business scale,” said Valeria Randazzo, Exhibition Director. “This expo enables global suppliers to meet regional buyers at a time when the market is wide open to growth, investment, and new technologies.”

The event's international reach is notable. Following its success in Milan – where it featured 810 exhibitors and welcomed over 27,000 trade visitors from 40 countries – the Middle East edition promises high-value networking and deal-making across multiple industries.

Where to register?

Exhibitor registration for MyPlant & Garden Middle East is already open, with organisers encouraging participation from florists, wholesalers, growers, nurseries, and suppliers eager to establish or expand their regional footprint.

Interested parties can register [here](#), or find further information [here](#).