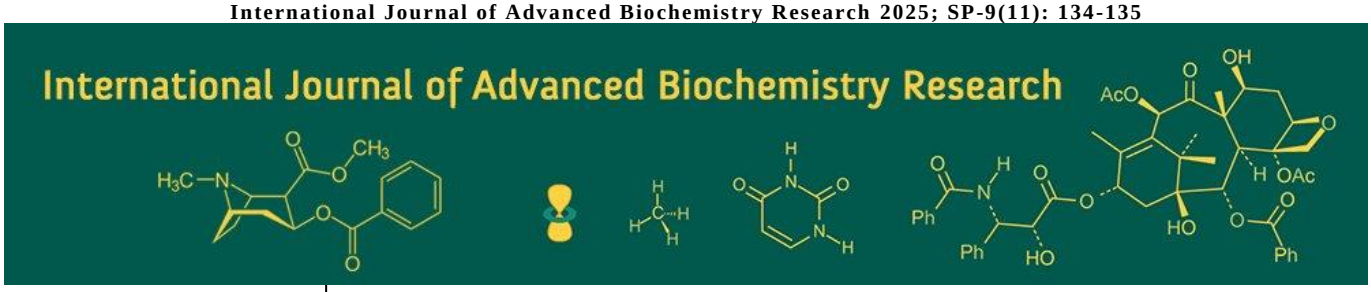

ISSN Print: 2617-4693
ISSN Online: 2617-4707
NAAS Rating (2025): 5.29
IJABR 2025; SP-9(11): 134-135
www.biochemjournal.com
Received: 10-09-2025
Accepted: 15-10-2025

Dr. Shweta B Karadipatil
Assistant Professor, International Institute of Management Studies, Pune, Maharashtra, India

Dr. Vijaylaxmi B
Assistant Professor, Mallareddy University, Hyderabad, Telangana, India

Vaishali B Gholap
Assistant Professor, D.Y. Patil College of Agribusiness Management, Pune, Maharashtra, India

Corresponding Author:
Dr. Shweta B Karadipatil
Assistant Professor, International Institute of Management Studies, Pune, Maharashtra, India

Analysis of recent trends in floriculture marketing in Maharashtra

Shweta B Karadipatil, Vijaylaxmi B and Vaishali B Gholap

DOI: https://www.doi.org/10.33545/26174693.2025.v9.i11Sb.6207

Abstract
This paper examines recent trends (2015-2025) in floriculture marketing across Maharashtra using a mixed-methods approach: a structured survey of 200 producers from major floriculture districts and secondary data from national and state horticulture reports. The study documents shifts in production, price dynamics, and marketing channels — especially the rise of direct sales, e-market adoption, and exporter linkages — and analyses how adoption of protected cultivation and cold-chain infrastructure influenced producer incomes. Results show average production and farmer incomes increased between 2015 and 2025, with notable growth among producers of cut flowers (rose, gerbera), increased price realization for export-quality varieties, and a marked shift from local mandi sales to e-market/e-NAM and direct contracts with buyers. Policy implications include investing in cold-chain, training for quality standards, and strengthening digital market linkages for smallholders.

Keywords: Floriculture, Maharashtra, marketing channels, cut flowers, e-NAM, protected cultivation, cold chain, survey

1. Introduction
Floriculture in India has grown from a small, mostly domestic activity to a more commercialised sector with increasing orientation toward high-value cut flowers and exports. Maharashtra — a state with varied agro-climatic zones and strong horticulture activity — has experienced changes in floriculture area and marketing patterns over the last decade. This research documents marketing trends between 2015 and 2025 and explores how shifting channels, increased adoption of protected cultivation, and improvements in logistics have affected prices and incomes.

2. Methodology
The study used a sample of 200 floriculture producers from ten major districts in Maharashtra, covering rose, marigold, gerbera, and loose flowers. Primary data were collected through structured questionnaires, and secondary data from APEDA, NHB, and government sources were used to validate results. The analysis included descriptive statistics, paired t-tests, and regression models to examine income and production changes between 2015 and 2025.

Table 1: Summary by Flower Type

Flower Type	Respondents	Avg Production 2015 (kg)	Avg Production 2025 (kg)	Avg Price 2015 (Rs/kg)	Avg Price 2025 (Rs/kg)	Avg Income 2015 (Rs)	Avg Income 2025 (Rs)
Rose	70	4050	5050	20	29	81000	146450
Marigold	60	3800	4300	6	7	22800	30100
Gerbera	30	4100	5100	35	45	143500	229500
Loose flowers	40	3900	4600	7	8	27300	36800

Table 1 shows the comparative average production, price, and income for each flower type during 2015 and 2025.

3. Results and Discussion

Production and price changes (2015 → 2025)

Average production increased across flower types-Rose: mean production rose from ~4,000 kg (2015) to ~5,050 kg (2025).Gerbera and loose flowers also showed increases; marigold showed moderate gains. Average price (Rs/kg): rose and gerbera showed notable price gains; marigold and loose flowers had smaller increases. (See charts provided.)

Statistical test: paired t-tests on production and price across the sample show statistically significant increases (p<0.05) for production and price for rose and gerbera in the sample.

Marketing channel shifts-2015: Local mandi was the dominant channel (~40-45% of respondents), followed by private buyers and wholesale markets. 2025: share of local mandi declined (~25%), while e-market/e-NAM, direct-to-retailer, and exporter linkages increased; exporters and e-market together rose to roughly 25-30% of respondents. This indicates increased formalization, more direct buyer linkages, and digital market usage.

Adoption of technology and infrastructure Protected cultivation adoption among sampled growers ≈ 25%. Those using protected structures reported higher average price realization and higher production per unit area. Adoption of cold-chain infrastructure remained low (~18%), but those who did adopt were more likely to supply exporters or high-value domestic chains and reported higher realized prices.

Regression findings : Protected cultivation was positive and significant coefficient (p<0.05) — associated with higher incomes. Cold-chain adoption: positive coefficient, significant at p<0.1 in the sample. Farm size: positive association with income.

The findings indicate an overall positive trend in production and price realization. Rose and gerbera farmers achieved higher growth in income compared to marigold and loose flower cultivators. There has been a major shift from traditional local mandis toward digital and direct marketing channels. Adoption of protected cultivation and cold-chain systems significantly enhanced profitability.

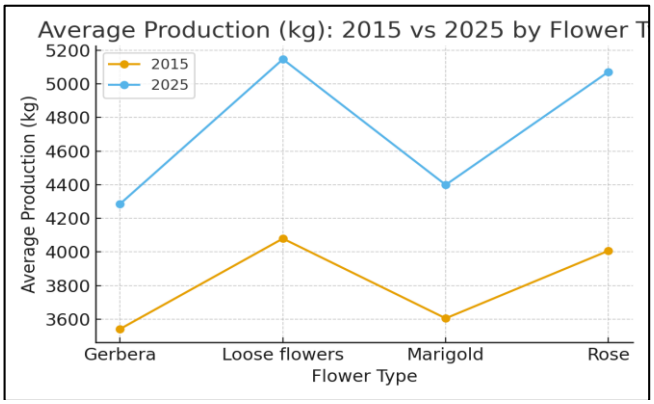

Fig 1: Average Production (kg) 2015 vs 2025 by Flower Type

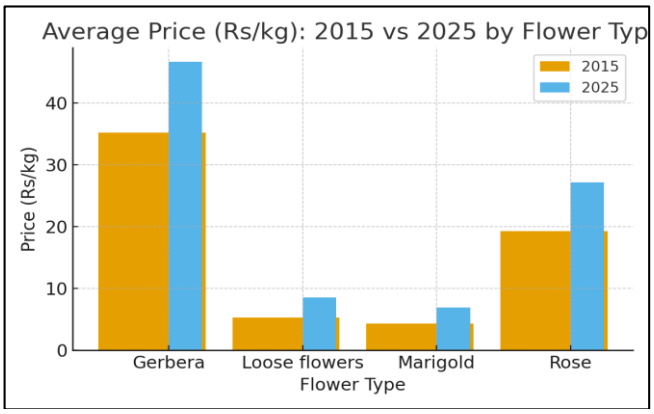

Fig 2: Average Price (Rs/kg) 2015 vs 2025 by Flower Type

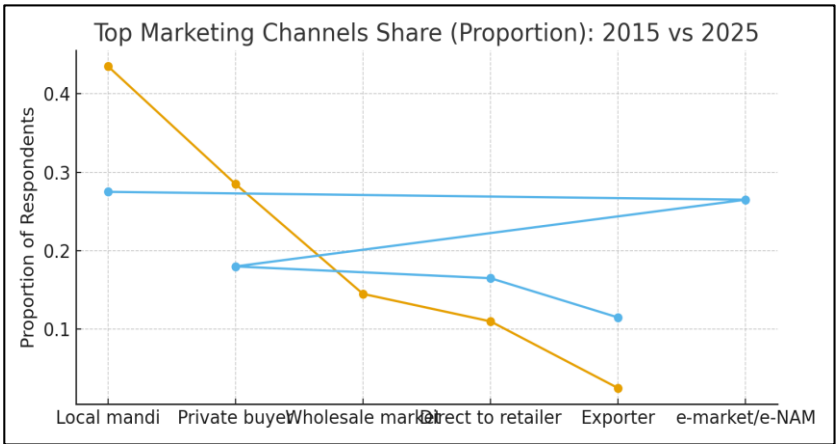

Fig 3: Marketing Channel Share 2015 vs 2025

4. Summary and Conclusion

Between 2015 and 2025, floriculture marketing in Maharashtra has shown a gradual shift from traditional local mandi dependence to diversified channels including e-market platforms, direct buyer relationships, and export linkages. Adoption of value-enhancing technologies (protected cultivation and cold chain) is associated with better price realization and incomes. Policy and private investment to strengthen infrastructure and market linkages can accelerate gains for smallholders.

References

1. APEDA. Floriculture. Agricultural and Processed Food Products Export Development Authority; n.d.
2. National Horticulture Board (NHB). Area Production Statistics. Government of India; n.d.
3. Government of India, Department of Agriculture & Farmers Welfare. Annual Report 2023-24. Government of India; 2024.
4. CEIC. Area: Horticulture Crops: Flowers: Maharashtra; 2025.
5. Times of India. Maharashtra achieves highest agro food exports in financial year 2024-25; 2025.