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In Cooperation with the United States Department of Agriculture
National Agricultural Statistics Service, Pacific Region

Statistics on Floriculture State of Hawaii, 2023

Hawaii's floriculture industry was valued at \$43.9 million in 2023, reflecting a seven percent drop from last year's \$47.1 million. Orchids totaled \$13.4 million, a two percent increase from 2022, while foliage totaled \$7.6 million, a 34 percent decrease than the previous year. Cut flowers accounted for \$6 million in sales, up seven percent, and potted flowering plants accounted for \$4 million, a 32 percent decrease.

The majority of floriculture was grown in open areas, covering 818 acres statewide. Of these lands, 55 percent or 448 acres, generated sales. Additionally, 213 acres were cultivated under protective planting areas, with 131 acres producing revenue. Shade structures accounted for 53 percent of the total area grown under protection. In 2023, Hawaii ranked fifteenth among U.S. states with the highest number of floriculture operations with sales.

Food crops grown under cover and commodities in the "All Other Nursery Products" category, including plant rentals, landscape plants, sod, and trees were not reported by USDA-NASS in 2021 and subsequent years. These omissions lower the sales value of floriculture commodities for these years, making them "non-comparable" with the corresponding periods from 2018 to 2020.

Table 1: Commodity Sales Value by Plant Category, State of Hawaii, 2018-2023ⁱ

Commodity by Plant Category	2018	2019	2020	2021	2022	2023
	(1,000 dollars)					
Cut Flowers and Cut Lei Flowers ¹	7,248	12,175	5,511	7,634	5,567	5,965
Orchids ²	13,709	16,868	12,233	12,936	13,709	13,389
Foliage	13,047	11,739	12,767	13,385	11,441	7,606
Potted Flowering Plants ³	5,968	4,298	7,433	7,238	5,911	3,991
Food Crops Grown Under Cover	13,327	11,030	14,817	NP*	NP*	NP*
All Other Nursery Products ⁴	32,708	33,097	28,794	2,673	3,509	5,807
Total Sales (\$10,000 and up)	86,007	89,207	81,555	51,322	47,108	43,878

Sources: USDA-NASS and HDOA-MANB.

*Not Published (NP).

¹ Cut Orchids included in "Orchid" category.

² Includes cut and potted orchids.

³ Excludes potted orchids.

⁴ Includes bedding/garden plants, plant rentals, landscape plants, propagative materials, sod, trees, and other nursery products not elsewhere classified. From 2021 onwards, only bedding/garden plants and propagative materials are reported.

Table 2: Sales Value of Foliage by Commodity, State of Hawaii 2019-2023ⁱ

	2019	2020	2021	2022	2023
Foliage by Commodity	(1,000 dollars)				
Aglaonema, Pots	15	NP*	110	174	(D)**
Cacti & Succulents, Pots	295	NP*	476	177	135
Dracaena, Pots	5,102	NP*	4,167	NP*	(D)**
Ferns, Tropical, Hanging Baskets	NP*	NP*	185	NP*	(D)**
Ferns, Tropical, Pots	112	NP*	616	657	(D)**
Other Classes, Hanging Baskets	47	253	101	142	(D)**
Other Classes, Pots	1,936	7,944	3,034	2,582	1,771
Palm, Pots	3,426	3,773	3,556	2,873	1,214
Spathiphyllum, Pots	101	NP*	392	341	(D)**
Other, Cut	705	798	748	4,495	(D)**
Total	11,739	12,768	13,385	11,441	7,606

*Not Published (NP).

** (D) - Disclosure.

Table 3: Sales Value of Potted Flowering Plants by Commodity, State of Hawaii, 2019-2023ⁱ

Potted Flowering Plants by Commodity	2019	2020	2021	2022	2023
	(\$1,000 dollars)				
Chrysanthemum, Florist, Pots	537	2,376	537	(D)**	(D)**
Hibiscus, Pots	78	NP*	79	58	22
Hydrangea, Pots	49	NP*	45	NP*	(D)**
Other Classes, Pots	1,828	3,921	4,723	3,587	(D)**
Poinsettia, Pots	1,555	1,137	1,219	1,128	992
Rose, Florist, Pots	209	NP*	237	237	242
Lily, Pots	42	NP*	398	(D)**	43
Total	4,298	7,434	7,238	5,911	3,991

*Not Published (NP).

** (D) - Disclosure.

Table 4: Commercial Floriculture Production Area, State of Hawaii, 2022-2023ⁱ

Floriculture Area and Sales in The Open and Under Protection	2022				2023			
	Total Area	Area with Sales	Total Area	Area With Sales	Total Area	Area with Sales	Total Area	Area With Sales
	1,000 sq. ft.		Equivalent acres		1,000 sq. ft.		Equivalent acres	
In The Open - Production Area	39,030	17,511	896	402	35,632	19,514	818	448
Under Protection - Production Area	9,059	6,370	208	146	9,283	5,685	213	131
Greenhouse	2,520	2,191	58	50	2,884	2,280	66	52
Greenhouse, Film Plastic	1,715	NP*	39	NP*	2,143	NP*	49	NP*
Shade Structures	6,539	4,179	150	96	6,399	3,405	147	78

*Not Published (NP).

Table 5: Number of Floriculture Operations by Value, State of Hawaii, 2021-2023¹

Commercial Floriculture with Sales	Number of Operations with Sales, 2021	Number of Operations with Sales, 2022	Number of Operations with Sales, 2023
\$10,000 - \$19,999	56	89	71
\$20,000 - \$39,999	71	66	67
\$40,000 - \$49,999	14	19	8
\$50,000 - \$99,999	53	39	49
\$100,000 - \$499,999	59	57	40
\$500,000 or More	21	21	20
Total Operations with Sales	274	291	255

¹ Includes all commercial operations with \$10,000+ in sales.

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ⁱ From 2017 to 2020, the survey methodology collected total gross sales from operations with production and sales over \$10,000. Beginning in 2021, the same information is collected from operations with production and sales over \$100,000.