



KA 'OIHANA MAHI'AI

Market Analysis and News Branch

1428 South King Street
Honolulu, HI 96814-2512

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

Statistics on Floriculture State of Hawaii, 2022

Hawaii's floriculture industry was valued at \$47.1 million in 2022. Nearly 85 percent (\$40.1 million) of that estimated value comes from floriculture operations that generate \$100,000 or more annually. Orchid totaled \$13.7 million, 6% higher than 2021, while foliage totaled \$11.4 million, 15% lower than the previous year. Cut flowers accounted for \$5.6 million in sales, down 27%, while potted flowering plants accounted for \$5.9 million, 18% lower than previously.

The majority of floriculture was grown in open areas covering 896 acres statewide. Of these lands, 45% or 402 acres generated sales. In contrast, 208 acres were cultivated under protective planting areas, of which 146 acres produced revenues. Shade structures represent 72 percent of the total area grown under protection. In 2022, Hawaii ranked eighth among leading states in the U.S. with the greatest 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, trees were not reported by USDA-NASS in 2021 and 2022. These omissions lower the sales value of floriculture commodities in both years and render them as "non-comparable" with the corresponding periods from 2017 to 2020.

Table 1: Commodity Sales Value by Plant Category, State of Hawaii, 2017-2022¹

Commodity by Plant Category	2017	2018	2019	2020	2021	2022
	(1,000 dollars)					
Cut Flowers and Cut Lei Flowers ¹	8,657	7,248	12,175	5,511	7,634	5,567
Orchids ²	14,048	13,709	NP*	12,233	12,936	13,709
Foliage	12,019	13,047	11,739	12,767	13,385	11,441
Potted Flowering Plants ³	4,152	5,968	21,166	7,433	7,238	5,911
Food Crops Grown Under Cover	NP*	13,327	11,030	14,817	NP*	NP*
All Other Nursery Products ⁴	38,674	32,708	33,097	28,794	2,673	3,509
Total Sales (\$10,000 and up)	77,550	86,007	89,207	81,555	51,322	47,108

Sources: USDA-NASS and HDOA-MANB.

*Not Published (NP).

¹ Cut Orchids included in "Orchids" 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 2019-2022ⁱ

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

*Not Published (NP).

Table 3: Sales Value of Potted Flowering Plants by Commodity, State of Hawaii, 2020-2022ⁱ

Potted Flowering Plants by Commodity	2020	2021	2022
	(\$1,000 dollars)		
Chrysanthemum, Florist, Pots	2,376	537	(D)**
Hibiscus, Pots	NP*	79	58
Hydrangea, Pots	NP*	45	NP*
Other Classes, Pots	3,921	4,723	3,587
Poinsettia, Pots	1,137	1,219	1,128
Rose, Florist, Pots	NP*	237	237
Lily, Pots	NP*	398	(D)**
Total	7,434	7,238	5,911

*Not Published (NP).

** (D) - Disclosure.

Table 4: Commercial Floriculture Production Area, State of Hawaii, 2021-2022ⁱ

Floriculture Area and Sales in the Open and Under Protection	2021				2022			
	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	NP*	NP*	991	502	NP*	NP*	896	402
Under Protection - Production Area	10,402	7,060	239	162	9,059	6,370	208	146
Greenhouse	2,626	2,176	60	50	2,520	2,191	58	50
Greenhouse - Film Plastic	1,347	NP*	31	NP*	1,715	NP*	39	NP*
Shade Structures	7,776	4,884	179	112	6,539	4,179	150	96

*Not Published (NP).

Table 5: Number of Floriculture Operations by Value, State of Hawaii, 2021-2022¹

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

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

###

HDOA is committed to maintaining an environment free from discrimination, retaliation, or harassment on the basis of race, color, sex, national origin, age, or disability, or any other class as protected under federal or state law, with respect to any program or activity. More information is available at HDOA's website: <http://hdoa.hawaii.gov/>.

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.