



## **FORECASTING THE DEVELOPMENT OF FLORICULTURE PRODUCTS IN MODERN CONDITIONS OF AGRARIAN ECONOMIC DEVELOPMENT**

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### **Abstract**

The article examines current trends in the development of the floriculture market, factors influencing the production and sales volumes of flowers, as well as methods for forecasting the development of the floriculture sector under conditions of market transformation. The study investigates the characteristics of demand for floriculture products, seasonal market fluctuations, and the impact of innovative technologies and government support on the development of the industry. Based on economic and statistical analysis, directions for improving the efficiency of floriculture production are proposed, and a forecast for the development of the industry in the near future is presented. Special attention is paid to the prospects for the development of the floriculture market in Uzbekistan.

**Keywords:** Floriculture products, forecasting, agrarian market, floriculture, marketing, agriculture, innovation, export, demand, economic efficiency.

### **Introduction**

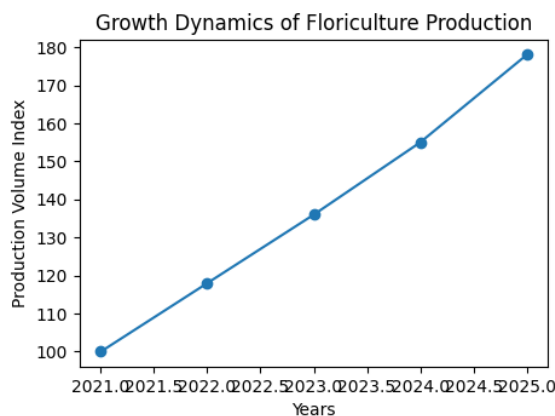
In modern conditions of market economy development, diversification of agricultural production and the development of highly profitable areas of agribusiness are becoming increasingly important. One of the most promising sectors is the production of floriculture products. In recent years, the global flower market has demonstrated a stable growth trend due to increasing consumer demand, the development of the service sector, the expansion of international trade, and the introduction of innovative technologies. Floriculture products are not only an element of the aesthetic culture of society but also an important source of income for entrepreneurs, farms, and greenhouse complexes. In many countries around the world, floriculture occupies an



important place in the structure of the agrarian economy. The development of the industry contributes to the creation of new jobs, growth in export potential, and increased investment attractiveness of agriculture. For the Republic of Uzbekistan, the development of the floriculture sector is also of great importance. Favorable climatic conditions, the availability of labor resources, and growing domestic demand create conditions for the formation of a competitive floriculture market. In recent years, greenhouse farming has been actively developing in the country, modern plant cultivation technologies have been introduced, and the assortment of floriculture products has expanded.

### **Current State of the Floriculture Market**

The modern floriculture market is characterized by high dynamism and constant changes in the structure of consumer demand. While previously the main focus was on the sale of cut flowers, there is currently active growth in demand for ornamental plants, indoor flowers, landscaping products, and floral arrangements. The development of e-commerce has also had a significant impact on the functioning of the floriculture market. Online stores and digital platforms allow producers to expand the geography of sales and attract new consumers. E-commerce is developing especially actively in large cities where the level of floriculture product consumption is significantly higher. At the same time, competition among producers is intensifying. To increase competitiveness, enterprises are implementing modern technologies of automated irrigation, climate control, hydroponics, and artificial lighting. The use of innovative technologies makes it possible to increase productivity, improve product quality, and reduce production costs.

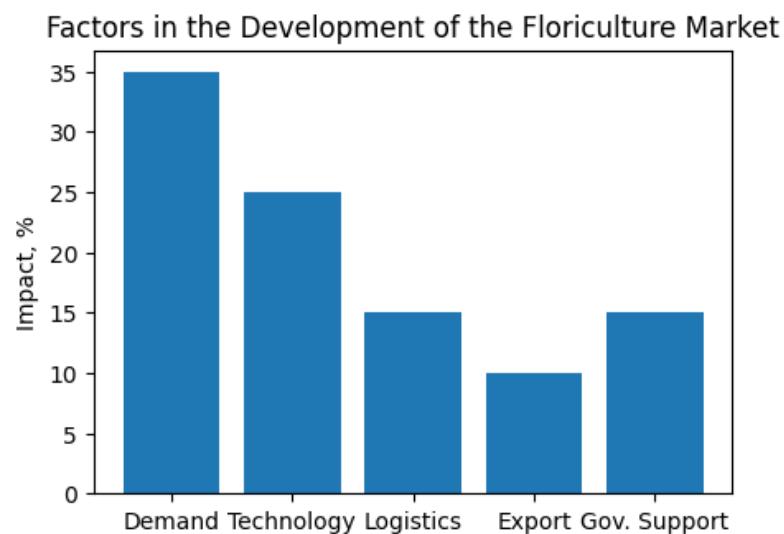


**Figure 1.** Growth dynamics of floriculture production.



## **Factors in the Development of Floriculture Products**

An important factor in the development of the industry is the change in consumer preferences. Modern buyers pay great attention to product quality, freshness, and environmental friendliness. Demand for rare flower varieties, original floral arrangements, and decorative plants for interior design is increasing. In addition, the development of the hotel business, restaurant sector, tourism infrastructure, and event industry contributes to the increase in floriculture product consumption. Flowers are actively used in the decoration of public spaces, wedding ceremonies, business meetings, and festive events. Government support also influences the development of the industry. The provision of preferential loans, subsidies, and tax incentives contributes to the modernization of greenhouse complexes and increased investment activity in floriculture.



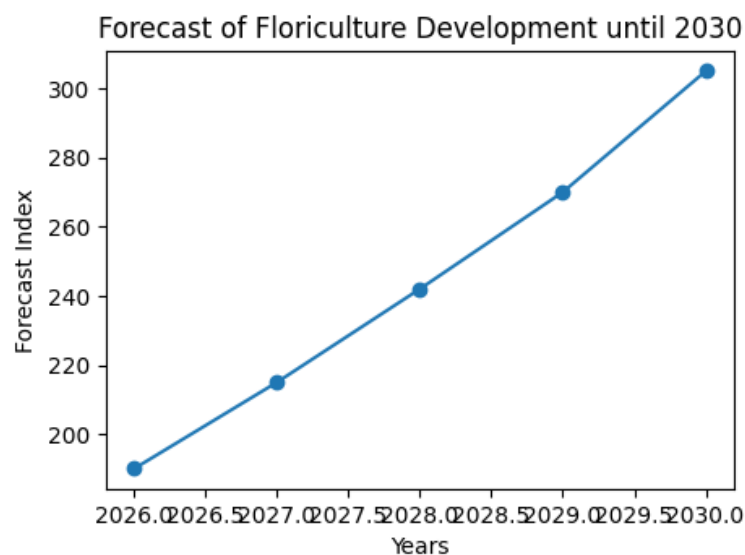
**Figure 2.** Main factors in the development of the floriculture market.

## **Forecasting the Development of Floriculture Products**

Forecasting the development of floriculture products is an important element of strategic management in the agrarian sector. Under market economy conditions, producers must take into account changes in demand, seasonal fluctuations, competition levels, and external economic factors. Analysis of current trends shows that demand for floriculture products will continue to increase in the coming years. This will be facilitated by rising household incomes, the development of urban infrastructure, and increased interest in decorative design of residential and public



spaces. Further expansion of greenhouse production is also expected. The introduction of energy-saving technologies and automated management systems will significantly increase the efficiency of the industry. Export of floriculture products to Central Asian and CIS countries is considered a particularly promising direction. Under favorable conditions, annual growth in floriculture production in Uzbekistan may amount to 10–12%. This will increase domestic production volumes, reduce dependence on imports, and improve the competitiveness of domestic producers.



**Figure 3.** Forecast for the development of floriculture products until 2030.

### **Conclusion**

Thus, floriculture products are one of the most promising areas of agrarian economic development. Growth in consumer demand, the development of greenhouse technologies, and government support create favorable conditions for further expansion of the industry. To ensure sustainable development of the floriculture market, it is necessary to improve the agromarketing system, introduce innovative technologies, modernize storage and transportation infrastructure, and improve the qualifications of industry specialists. The comprehensive implementation of these measures will increase the competitiveness of domestic producers, enhance the country's export potential, and ensure sustainable long-term development of the floriculture sector.



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