



Artificial Flowers

A Beginner's Guide



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WHAT ARE ARTIFICIAL FLOWERS?

Artificial flowers are made from synthetic materials and are designed to mimic the appearance, texture, and form of natural flowers. As modern people seek to embrace nature and pursue the art of living, the craftsmanship of artificial flowers has greatly advanced and is widely used in various occasions. These flowers are usually made from materials such as silk, PU, Sola wood, plastic, latex, and foam, and the production process has evolved from handcrafting to modern computer schematics and mold printing.



For example, in China, the world's largest producer accounting for 65% of global artificial flower outputs (data from China Chamber of Commerce of Import & Export of Light Industrial Products), there are hundreds of variations of artificial roses alone.

In addition to common materials, other materials like resin, clay, velvet, metal sheets, glass, blow-molded paper, and fiber threads are also widely used in the production of artificial flowers.

THE HISTORY OF

Artificial Flowers

The history of artificial flowers dates back centuries. The earliest artificial flowers were often made from paper or silk and were primarily used in religious ceremonies and holiday decorations. By the 20th century, with the advancement of technology, the range of materials used for artificial flowers grew, incorporating new materials like plastic, foam, and latex, making them more diverse and realistic.

Artificial flowers are used not only for home decoration but also in large hotels, exhibition halls, supermarkets, and stations. Over the past 50 years, the artificial flower industry has grown into a massive sector. The sales of artificial flowers in developed countries such as the United States, France, Germany, and the Netherlands have increased year by year. In 2004, the market sales of artificial flowers in the U.S. reached 1.75 billion USD, an increase of 1.5 times compared to 10 years ago.

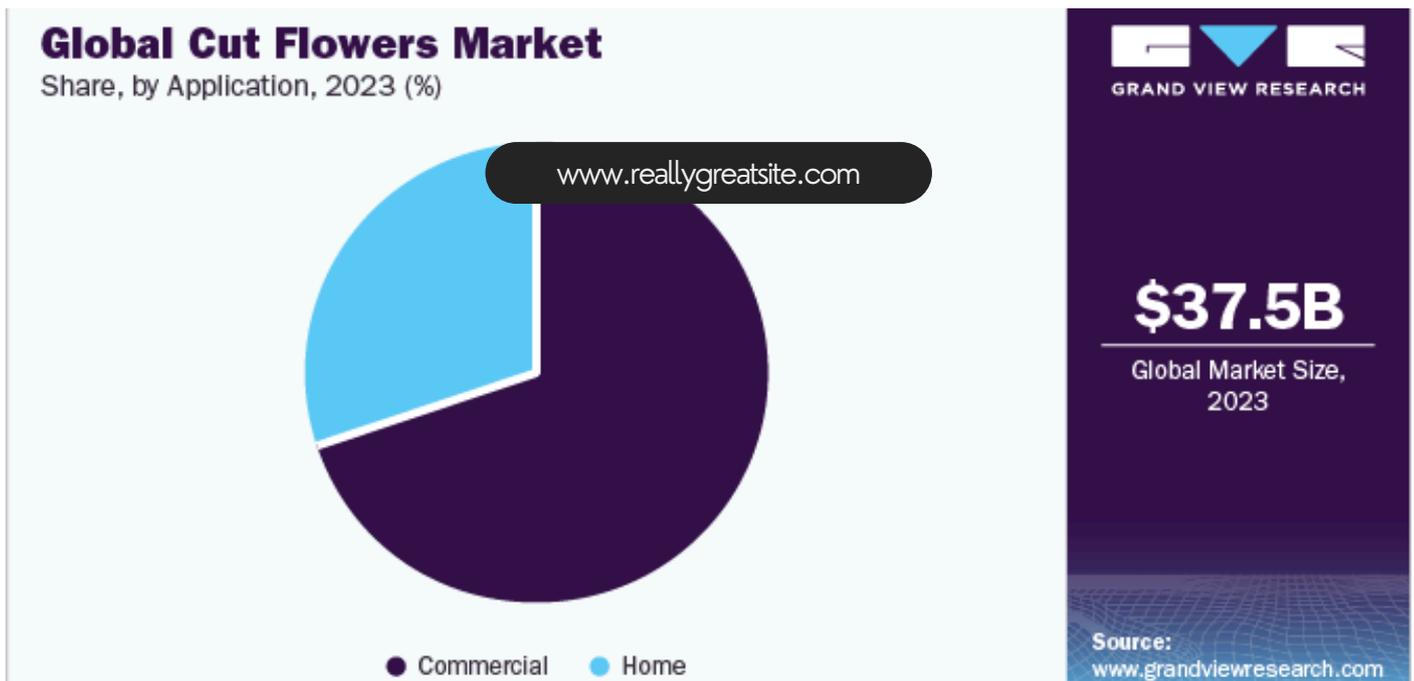
Across the world, thousands of exhibitions focused on artificial flowers and related products are held every year. These events have become crucial platforms for the industry's development, attracting suppliers, florists, designers, and consumers from all over the globe. They also showcase the rapid growth and diverse applications of the artificial flower industry. From the early days of single-flower designs to the current wide range of styles, the artificial flower market is rapidly expanding, gradually becoming a key component of the global floral industry.

For example, the International Flower Expo (IPM ESSEN) in Frankfurt, Germany, is one of the largest artificial flower and gardening-related exhibitions globally, attracting thousands of visitors. The Artificial Flower Expo in the U.S. focuses on showcasing the latest trends, products, and technologies in the artificial flower industry, providing a platform for industry participants to exchange and collaborate.



GLOBAL FLOWER MARKET SIZE

According to a report by Grand View Research, the global cut flowers market size was estimated at USD 37.45 billion in 2023 and is projected to grow at a CAGR of 4.8% from 2024 to 2030, Revenue forecast in 2030 is about USD 51.83 billion. The market growth is driven by increasing demand for fresh blooms across various occasions and events.



The artificial flower market is growing faster than the traditional fresh flower market, as more consumers choose artificial flowers for decoration due to their durability, low maintenance, deco-friendly characteristics. More newlyweds are opting to use artificial flowers for their wedding arrangements. Research shows that about 50% of newlyweds choose artificial flowers for their weddings, especially when on a budget, as artificial flowers provide a more affordable solution.

These data indicate that while the demand for florists (especially those working with artificial flowers) continues to rise, there is a shortage of professionals in the field, providing great opportunities for those interested in pursuing this career. In particular, floristry for wedding planning and floral decorations has a broad market outlook.



FOREVER IN *Trend* BLOOMS:

The Rise of Customizable Faux Flowers

Artificial flowers made with modern techniques offer a highly realistic appearance that is nearly identical from natural flowers. Compared to those fresh flowers, their greatest advantage is that they require no water, sunlight, pruning, or regular care, making them suitable for a variety of environments and occasions. Unlike real flowers, which need to be replaced frequently, an artificial rose will not only maintain its vibrant color but can also serve as a lasting memento after a wedding, preserving its beauty for many years.



Moreover, artificial flowers can be customized according to customers' specific needs, making them an ideal choice for weddings, holidays, and home décor. They enable full lifecycle customization—from 1:1 recreations of a couple's first-meeting florals to programmable color-shifting walls (RGB controlled via app)—redefining nature as "editable aesthetics."

TYPES OF ARTIFICIAL FLOWERS

Silk Flowers

Silk flowers have a smooth and delicate appearance, making them suitable for high-end occasions like weddings, banquets, and interior decor. Due to their soft texture and excellent color penetration, silk flowers are often used to replicate various natural flowers 1:1, with full petal layers. In wedding setups, artificial silk roses and lilies are often seen in bouquets and table decor. From low to high prices, you can choose suitable silk flowers based on your budget and usage scenario. For instance, in table centerpieces or table runners, where guests are in close proximity, it's suggested to choose slightly higher-priced but better quality and craftsmanship silk flowers as the main material. For larger-scale decorations viewed from a distance, it's better to opt for more affordable silk flowers to balance quantity and quality.

Customization and Dyeing Process

Customization of silk flowers typically includes adjustments in color and size. The customization process starts with the base color of the flower material, and dyeing techniques such as using dyes, pigments, or special spraying methods are applied to achieve the desired effect for the customer.

For example, in wedding setups, if the bride desires specific royal blue roses, dyeing techniques can be used to turn standard white or pink silk flowers into the required color.



PU/EVA Artificial Flowers

PU/EVA artificial flowers are highly realistic, not only in shape and color, but also in texture, making them feel remarkably similar to real flowers. The key lies in the use of innovative materials—PU and EVA. These flowers are molded using molds, then cut, colored, glued, and assembled. Their advantage lies in the large, curved petals that are crafted to appear lifelike while maintaining a realistic texture. Additionally, during production, the unique fragrance of the flowers can be added, simulating the natural feel, shape, texture, and scent of real flowers, such as calla lilies, mandalinas, tulips, lilies, and more.

Sola Wood Flowers

Sola wood flowers are made from the roots of natural plants and have a natural, rugged texture, making them ideal for rustic or vintage-themed decor. Due to material limitations, the colors and shapes are not as varied, and they tend to be more expensive. The color and shape of Sola wood flowers are quite fixed, so the dyeing and customization process is especially important.

Plastic Flowers

Plastic flowers are highly durable, making them suitable for outdoor use and long-term display. Modern plastic flowers are extremely realistic and can mimic various real flowers. However, their tactile feel is slightly harder, and their color texture is not as delicate or realistic as silk flowers. Despite this, with dyeing techniques, the colors of plastic flowers can become very natural and vibrant.

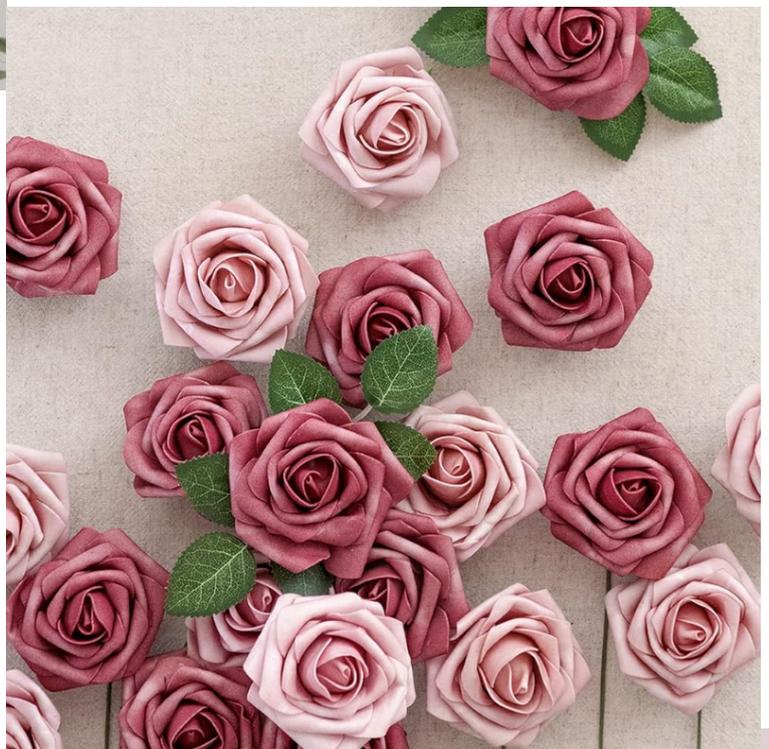
Paper Flowers

Paper flowers are typically used for DIY projects, suitable for personalized and creative decorations. They have a lower level of realism but are highly creative and decorative. In recent years, large paper flower art installations have become popular, using crepe paper to achieve the vein and texture of petals and leaves. The paper can be dyed more finely, allowing for gradient colors and a variety of shapes, making them perfect for creating whimsical effects like in "Alice in Wonderland".



Latex Flowers

Advantages: Latex flowers are very soft and highly realistic, mimicking the tactile feel of natural flowers. Latex flowers are typically used for small flowers such as mini artificial lilies and roses, and they are ideal for wedding bouquets or event decorations.



Foam Flowers

Advantages: Foam flowers are typically used for creating large decorations, being lightweight and durable. They are often used for festive decorations, large exhibitions, and commercial spaces. However, due to material limitations, they do not perfectly replicate the colors and textures of real flowers, and their realism is relatively low. Despite this, through dyeing techniques, foam flowers can achieve vibrant and long-lasting colors.

Summary

The variety of artificial flowers includes materials such as silk, Sola wood, plastic, latex, and foam, each with its unique style and advantages. Through dyeing and customization techniques, artificial flowers can be tailored to meet the customer's needs, not only in color but also in the type and shape of flowers, ensuring that each flower fits perfectly with the customer's preferences.

In recent years, new technologies such as gradient coloring, petal edge-burning/rolling, 3D printing, silk fabric lamination, flocking, and AI design have made traditional artificial flowers more realistic and refined. Whether for

weddings, home décor, or commercial spaces, the innovation and customization of artificial flowers bring unlimited creativity and possibilities to decorations.

