

Top growth opportunities that resonate with consumers

IFPA partnered with Kantar to understand the power behind consumer motivations associated with the 6 growth opportunities identified for the supermarket floral industry by industry experts and marketers from around the world.

Blossoming Everywhere	Flower Power	Flowers for All	Sustainable Stems	Augmented Arrangements	Experience Ambassadors
<ul style="list-style-type: none"> Being able to conveniently find florals where I normally shop and spend time (ex. Purchasing at the grocery store, a coffee shop, a street pop-up) Having many ways to order and receive florals (online ordering, curbside pickup, etc.) 	<ul style="list-style-type: none"> Using florals to brighten my mood (or the moods of others) and combat stress Having florals at home or work to support a positive lifestyle and well-being 	<ul style="list-style-type: none"> Using florals to show others I care about them Finding florals that fit my personality and style or the personality and style of the person I'm giving them to 	<ul style="list-style-type: none"> Knowing where florals were grown Knowing that florals were sustainably produced Knowing that florals were produced with responsible labor practices 	<ul style="list-style-type: none"> Access to information (ex. signage, digital apps) to help me get the most out of and care for florals 	<ul style="list-style-type: none"> Being able to get advice from store associates about selecting and caring for florals Learning about the cultural connections of florals (ex: historic or indigenous use, symbolic meaning)

Consumers rated the following growth opportunities the highest:

- Flowering for all
- Flower power
- Blossoming everywhere

While macro trends support all 6 floral growth opportunities, the following statements performed well with consumers in quantitative research giving you reason to believe in these opportunities:

UNIQUELY ME OR YOU:

“Finding the floral that fits my personality and style or personality and style of the person I am giving it to.”

Consumers relate to unique flowers and designs that reflect their individuality. This shows the importance of product mix in the floral department and the introduction of new varieties to keep the floral department interesting, relevant, and modern.

I CARE:

“Using the floral product to show others I care about them.”

Floral is a great gift for anyone! Supermarkets should ensure they stock floral products that can be grabbed as an easy gift – for men and women. Consumers agree floral products are the perfect gift for all occasions. Giving floral as a gift also has a positive halo effect on the gift bearer’s mental wellbeing.

MENTAL WELLBEING IS A PRIORITY:

“Using the floral product to brighten my mood or the moods of others and combat stress.”
“Having the floral product at home or work to support a positive lifecycles and well being.”

Research proves that flowers bring joy and better mental well being. Flowers are an important part of a healthy lifestyle and should be purchased along with healthy and nutritious fruits and vegetables. Promoting floral products as an important part mental well-being and healthy lifestyle increases everyday purchases of floral products.

EASY TO FIND:

“Being able to conveniently find the floral product where I normally shop and spend time.”

It is important for consumers to easily find floral products in the brick and mortar store as well as in the online store. Flowers should be available at online check out as well as in a prominent place in the supermarket but there are many non-traditional places where floral products can be available such as floral crowns at concerts, on college campuses, and in medical facilities.