

## **MSU Product Center**

*For Agriculture and Natural Resources*

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### **Annual bedding and garden plants – Few opportunities**

#### **Market drivers that provide few opportunities**

- Suppliers of annual bedding plants will have few opportunities to raise sales of annual bedding plants based on **ethnicity** as a market driver.

#### **Specific opportunities**

- Some ethnic groups may have interest in certain bedding plants. But this market segment is not expected to be large. For example, Hispanics and Blacks tend to have no adequate space for outdoor gardening. So, they may have limited interest in buying these products.
- Growers can raise gains from sales through supermarkets, home centers and mass merchandise stores. Garden centers are attracting consumers who are mainly interested in plant selections and quality. Growers who can meet this demand may increase sales. Retail operations at greenhouse could also provide broad opportunities to raise sales.
- Growers can also benefit from alternative market outlets such as different urban, village, street etc. decoration programs by municipalities, communities, and urban, downtown, highway and road authorities that want to decorate their areas using plants and flowers.
- Floral displays on balconies or in window boxes will be also provide a new untapped market for ornamental plant growers, If growers introduce product innovations that support this trend, and make an effort to educate consumers about gardening in limited spaces.

#### **New product examples**

- Proven Winners - A line of petunia-like calibrachoa varieties and hybrids, which bloom all season; new hybrids of daisy that come in creamy whites, oranges and peaches, bearing names such as Orange Symphony and Lemon Symphony.
- Species-wise, petunias, begonias and impatiens appear to be top on the Proven Winners new variety and hybrid introductions list. There were about 65 petunia, 57 begonia, and 38 impatiens varieties and hybrids introduced in the North American market in recent years.

#### **Special issues**

- Increasingly, retailers are expecting growers to make smaller but more frequent deliveries to their stores, which ensure that the product looks a lot better.
- Agreements and emerging alliances between companies and origin of species countries are shaping the development, supply and commercialization of new species and varieties.

#### **Key to success**

- In addition to color and variety, product innovations that allow annuals to grow and bloom longer and container innovations that can provide opportunities to better mix annuals with perennials are key to success in annual bedding and garden plants.

#### **Sources**

<http://www.floracultureintl.com/archive/articles/767.asp> - Hamrick, D. German ornamental production.

<http://www.provenwinners.com/plants/?doSearch=1>  
Mintel, gardening, 2003.